The Arab-U.S Association for Communication Educators
AUSACE 2004

Ninth Annual International Conference
Cairo 18-22 November

Helnan Shepheard Hotel

Conference Program
Day One: Thursday, November 18, 2004

9:00 a.m. – 6:30 p.m.  
Registration  
Omar El Khaiyam Hall  
Helnan Shepheard Hotel (HSH)

7:00 p.m. – 8:00 p.m.  
Opening Ceremony - Welcoming Remarks  
Hussein Amin  
Conference Chair  
Leonard Teel  
Former AUSACE President and  
Director of the Center for International Media Education  
David Arnold  
President of the American University in Cairo

8:30 p.m. – 9:30 p.m.  
Keynote Speaker:  
Hussein Amin, the American University in Cairo, Egypt  
Carolyn Codamo, Georgia State University, USA  
Douglas Boyd, University of Kentucky, USA  
Mahmoud Tarabay, Lebanese University, Lebanon  
Open Reception - Sponsored by  
The American University in Cairo
Day Two: Friday, November 19, 2004

7:00 a.m. – 8:00 a.m.  AUSACE Board Meeting
Helnan Shepheard Hotel

8:10 a.m. – 9:20 a.m.  Session I (A): Arab Women in the Media
Omar El Khaiyam Hall (HSH)

Moderator: Carolyn Codamo,
Georgia State University
Faculty Associate
Office of Undergraduate Studies
ccodamo@gsu.edu

Panelists:

Ali Al –Hail,  
Consultant to Qatar R & TV Corp  pdaah90@hotmail.com
Women’s Role in the Gulf Today: Breaking Traditional Restrictions and Entering into Business

Dalia Al Nimr,  
The American University in Cairo
dtiger@aucegypt.edu
Female Singers in Arabic Music Videos

Henrietta Aswad,  
Georgia State University, USA
jouhsa@langate.gsu.edu
Women in Arab Mediascapes.

Marwa Ragaa Al Mut’afy,  
International Academy for Media Science, Egypt
mishmisha@yahoo.com
Women, Media and Identity

Rasha Allam,  
The American University in Cairo
arasha@aucegypt.edu
Women’s Image as Presented in Arab Media
Session I (B): Strategic Communication Movement Politics and the Public Sphere

8:10 am – 9:20 am
Ambassador Hall (HSH)

Moderator:

Mahmoud Tarabay,
Lebanese University
mtarabay@hotmail.com

Panelists:

Abdel Monem,
University Al Hadeeda, Yemen.
& Ahmed Hidass,
University of Rabat, Morocco
ahidass60@hotmail.com
The Audio-Visual Mass Media in Morocco
From a State Monopoly to Censorship Editing.

Amna Abdel Mohsen, Abdel Mohsen Al Ajeel,
& Dalal A Waheeb,
Kuwait University
e3lamiyaq8@hotmail.com
Airplane Audio- Visual Media and Their Impact on Passengers

Ibrahim Saleh
The American University in Cairo
librasama@aucegypt.edu
The Essentiality of Modernization and the Internal Reform of the Egyptian News Discourse to Encounter the Current Challenges.

Azza Abdel Azeem Mohamed,
United Arab Emirates University, UAE
azza_hend@hotmail.com
The Discernment of Undergraduates to the Impact of Arab Music Satellite Channels on the Ethics of Arab Communities.
9:30 a.m - 11:00 a.m. Session II (A): Media, Education, and Technology

Omar El Khaiyam Hall (HSH) Youssef AlFailakawi,
Kuwait University

Moderator: mynoonti@yahoo.com

Panelists:

Hussein Amin & Doaa Darwish,
The American University in Cairo,
h_amin@aucegypt.edu & doadadawish@yahoo.com
Egyptian Radio History Development & Current Trends

Samar Shunnar,
An Najah University, Palestine
samershunnar@yahoo.com
The Role of the Palestinian Website in Serving the Democratic Process

Ralph D. Berenger,
The American University in Cairo berenger@aucegypt.edu
Political Will and Closing the Digital Divide

Lamees el Baghdady,
The American University in Cairo,
mlamisa@hotmail.com
New Media and Civic Culture: Camera Phone Mobile: Between Being a New Powerful Visual Communication Medium and a Privacy Menace.

Jabbar Al-Obaidi,
Bridgewater State College, Massachusetts jalobaidi@bridgew.edu
Media Education: International Media and the Images of the US.
Concurrent Session
ARABIC Papers

Session II (B): Ethics & Knowledge in Civil Society

9:30 a.m. - 11:00 a.m.
Ambassador Hall (HSH)

Moderator:
Ali Agwa
Aagwa@yahoo.com
Modern Arts and Science University (MSA)

Panelists:

Berlant N. Kabeel,
Cairo University, Egypt
bella@link.net
The Challenges Facing Young Arab Female Media Professionals Working in the Television Production Field.

Ahmed el Godi,
Modern Arts and Science University
agody@msa.eun.eg
Mass Media and System Control

Farid Abou Daheer,
An Najah University, Palestine.
farid199@yahoo.com
Development of Mass Media and its Impact on Press Freedom

Ferial Mehanna,
Damascus University, Syria.
mfa@scs-net.org
Concepts of Islamic Jihad on Arab Satellite Television and its Reflections in the Western Media

11:00 a.m. - 11:50 a.m.
Coffee Break
Sponsored by: UNICEF
12:00 p.m. - 1:30 p.m.  
**Session III (A): Foreign Policy and Government Issues**  

*Omar el Khayam Hall (HSH)*

**Moderator:**  
*Rasha Abdulla,*  
*The American University in Cairo, Egypt*

**Panelists:**  
*Megan Louise Beall,*  
*Georgia State University, Atlanta,*  
*megan@beallco.com*  
*War and the UN Declaration: The Arab- Israeli War of 1948 as Covered by US and Arab Media*

*Safran Almagati & Dr. Mohamed Algarni,*  
*Umm al-Qura University, Mecca, Saudi Arabia*  
*safran@uqu.edu.sa*  
*The Role of New Media: in Increasing Political Awareness Among Saudis*

*Mary Lou Beall,*  
*Mercer University, Atlanta, Georgia, USA*  
*marylou@beallco.com*  
*What Came First: Provisional Iraqi Constitution or..?*

*Jyotika Ramaprasad, & Nailah Hamdy,*  
*Southern Illinois University, Carbondale, Illinois*  
*jyotika@siu.edu*  
*The American University in Cairo*  
*nailah@aucegypt.edu*  
*Functions of Egyptian Journalists*

*Mohamed Kirat,*  
*University of Sharjah, UAE*  
*mokirat@sharjah.ac.ae*  
*Government Press Relationship in the Arab World: A Look at the Professional and Organizational Constraints*
Session III (B): Media and Public Choices

Moderator:
Hassan Emad Mekkawi,
International Academy for Media Science (IAMS)

Panelists:
Mahmoud Tarabay,
Lebanese University, Beirut.
tarabaym@hotmail.com

Lamya Tawfik
Modern Sciences and Arts University, Cairo
L_tawfik@aucegypt.edu
Identities Under Construction: A Study of Personal Home Pages of Arab Youth Living in Conflict Zones.

Iman Mashrafa,
International Academy for Media Science (IAMS), 6th of October City, imanmsh@yahoo.com
The Egyptian Cinema Approach in Tackling Terrorism

Assya Yassin,
Modern Science and Arts University, Cairo
assayayas@aucegypt.edu
The design of Human rights based model for developing public information & communication policies in Egypt

Mohamed Selim,
The American University in Cairo, Egypt
Moselim@aucegypt.edu
Internet in Egypt: Prospects, Challenges and Public Choices

1:30 – 3:30 PM
Lunch

Asia House (HSH) Sponsored by:
The Egyptian Company for Satellites (Nilesat)

Free Time
Day Three: Saturday, November 20, 2004

7:00 to 8:00 a.m. AUSACE Board Meeting
Helnan Shepheard Hotel

8:10 a.m. – 9:20 a.m.
Omar el Khayam Hall (HSH)
Session I (A):
War Coverage & Terrorism in the Post 9/11 World

Moderator:
Richard Welch,
Mercyhurst College, Erie, USA
rwelch@mercyhurst.edu

Panelists:
Wayne Hunt,
Mount Allison University, Canada
The Vocabulary of Terrorism: Canadian Media
And the Creation of a Canada Corps

Jack Barwind
Jack.Barwind@zu.ac.ae
Assistant Dean - College of Communication and Media Sciences
Comparative Analysis of Arab and American Media Framing Two Middle East Issues: A Quantitative Analysis of Gulf War Coverage

Ibrahim Saleh,
The American University in Cairo
librasma@aucegypt.edu

Shafiqur Rahman & Jyotika Ramaprasad,
Southern Illinois University, Carbondale, Illinois.

Ralph D. Berenger & Safaa Kanj,
The American University in Cairo
berenger@aucegypt.edu
Agence France Presse in Cyprus.
sakanj@aucegypt.edu
Shaping the News: How AFP editors and reporters framed Intifada II for different audiences.
Session I (B): Media, Democracy and Society

8:10 am – 9:20 am
Ambassador Hall (HSH)

Moderator:

Panelists:

Ramez Malouf, 
Lebanese American University, Beirut, Lebanon 
rzmaaluf@lau.edu.lb

Hanzada Fikri, 
The American University in Cairo, Cairo, Egypt. Hanfikri@aucegypt.edu
Impact of Talk Shows on Social Discourse in Egypt

Nagwa Al Gazzar, 
Misr International University (MIU), Cairo 
ngazzar@yahoo.com
The role of communication in youth discernment and in creating their approaches towards civil society activities. (A field Study)

Salma Youssef Mohamed Kamel
6th of October University, Egypt.
The Development of Photojournalism
As a Communication Tool in the Electronic Press.
9:30 a.m. - 11:00 a.m,  
Omar el Khayam Hall (HSH)  

**Session II (A): Media: News & Entertainment**

**Moderator:**

_Douglas Boyd_,
Professor- Department of Communication, School of Journalism Telecommunications, and Patterson School of Diplomacy.
Chief of Staff, Office of the President
University of Kentucky, Lexington USA
boyd@email.uky.edu

**Panelists:**

_Wayne Wanta_,
University of Missouri, USA Missouri
wantaw@missouri.edu
"Foxification" of Television News: 
_How Fox News Viewers Differ From Other News Consumers_

_Hosny Abdel Al Wahab_,
Middle East News Agency, Cairo,
The Arab Media Between Democratization and Globalization

_Ennam Abdelghanie_
Hokkaido University, Japan.
omartou47@hotmail.com,
Al-Jazeera’s Representation of the Issue of Democracy in Post-War Iraq: A News Framing-Based Study

_Zulkiple bin Abd. Ghani_,
National University of Malaysia, Bangi, Malaysia
zulkip@pkrisc.cc.ukm.my
Entertainment in Muslim Media: Unsettled Problem?

_Rasha Abdulla_,
The American University in Cairo
rasha@aucegypt.edu
New Approaches for Egyptian Media Leadership in the Arab World
Session II (B): Media Education in the Arab World

9.30am: 11.00am
Ambassador Hall (HSH)

Moderator:
Samar Shunnar
An Najah University, Palestinian Authority

Panelists:
Safran Almagati
Umm Al-Qura University, Mecca Saudi Arabia
The Case of Media Education in Saudi Arabia

Mahmoud Tarabay,
Lebanese University Beirut, Lebanon
The Case of Media Education in Lebanon

Mervat elTarabishi,
The Institute of Mass Communication and Media Arts, Egypt
The Case of the Open University In Egypt

Abdelghani Jbara,
Arab Institute for Studies and Research, Arab League.
The case of Media Education in Morocco

Hussein Amin,
The American University in Cairo, Cairo, Egypt.
The Case of Media Education in Egypt

11:00 a.m. - 11:50 a.m. Coffee Break
Sponsored by: SONY
Session III (A): Journalistic Ethics and Change After the Events of 9/11? (As Exemplified by U.S. Media Coverage of Terrorism, the Iraq War, and its Aftermath):

Moderator:

Ed Freedman,
Zayed University, Dubai, UAE

Panelists:

Kenneth Starck,
Zayed University, Dubai.

Badran Badran,
Zayed University, Dubai.

Douglas Boyd,
University of Kentucky, Lexington, Kentucky.

Hassan Ragab,
Al Akhbar and The American University in Cairo.

Mohamed Kirat,
Sharjah University, United Arab Emirates.

Megan L. Beall (alternate)
Georgia State University, Atlanta, GA.
Session III (B): New Media and Civic Culture

Moderator: Maggie Halawani, School of Mass Communication, Cairo University

Panelists:

Yousef AlFailakawi, Kuwait University, Kuwait.
mynoonti@yahoo.com
The Impact of Mobile Phones Short Message Service (SMS) In Kuwait

Mahitab Ezz el Din, Modern Science and Arts University, Egypt
mahyezz@msa.eun.eg
Impact of Transnational Television Networks on Local News Conception

Haneen Zogby, I'lam, Media Center for Arab Palestinians in Israel, www.ilamcenter.org
How and Why Media Coverage of Nations Conflicts was Successful of Ignoring International Obligations

Sahr Talat, German Television (ARD)
saharota@yahoo.com
Remaking of Civic Discourse: Public Satellite Media

1:30 p.m. - 3:00 p.m.
Lunch

Asia House (HSH) Sponsored by:
Transnational Broadcasting Studies Journal (TBS)

Free Time
Day Four: Sunday, November 21, 2004

800 am – 9:00 am
Helnan Shepheard Hotel
AUSACE Board Meeting

9.00 - 9:30 am
Omar el Khayam Hall (HSH)

Session I (A): Bridging Cultures: The AUSACE Internship Project

Moderator:
Leonard Ray Teel - Georgia State University, Atlanta,

Panelists:
Richard Welch - Mercyhurst College, Erie, USA
Ahmed Hidass - Institut Supérieur d'Information et de la Communication, Rabat, Morocco
Mahmoud Tarabay - Lebanese University, Beirut
Heba Agamawy - The American University in Cairo
Roba Khorshid - The American University in Cairo
Dina Dabban - The American University in Cairo

Concurrent Session
ARABIC
9.00 am: 10.30am
Ambassador Hall (HSH)

Session II: Media Practice: The Professional Approach

Moderator:
Hamdy Hassan - Misr International University (MIU), Cairo

Panelists:
Mohamed Gohar - Video Cairo
Osama Saraya - Al Ahram Regional Press Institute
Hisham Kasem - Al Masry Al Youm
Sonia Dabbous – AlAkbar (Government Daily Newspaper)
Mirette Mabrouk - Business Today
Moody Hakim – Moody Graphics
10:30 a.m. - 11:30 a.m.  
**Ambassador Hall (HSH)** 

**Session III: Creating Anglophone Journalism**  
**Products in Africa: The Changing Nature of Practicing and Teaching Journalism by Example**

**Moderator:**  
*David Applefield* - Sciences Po in Paris  
Representative for the Financial Times & The International Herald Tribune in Sudan, Libya and Chad  
david@paris-anglo.com

**Panelists:**  
*Mona Zaki* - AUC & Financial Times Representative, Egypt.  
*William Wallis* - Financial Times Bureau Chief in Cairo  
*Bayan Tal* - Assistant Director of Development, Jordan TV and Radio

11:30 p.m. - 12:00 p.m.  
**Coffee Break**  
*Sponsored by: Video Cairo**

12:30 p.m. – 1:00p.m.  
**Recommendations & Closing Ceremony**  
*Omar El Khaiyam Hall (HSH)*

1:00 p.m. – 2:00 p.m.  
**Lunch**  
*Sponsored by: Modern Arts and Science University (MSA)*
2:00 p.m. – 6:00 p.m.
WORKSHOP

Helnan Shepheard Hotel
Room To Be Announced

Media Communication Workshop

The workshop is free and open to all journalists and members of nongovernmental organizations. Workshop leaders will focus on developing skills of storytelling and strengthening professional relationships between journalists and nongovernmental organizations.

Topics include:
* feature writing,
* economic journalism
* investigative writing
* environmental reporting
* pan-Arab and international journalism
* media ethics
* photojournalism
* public relations
* newsletters

Moderator:
Leonard Teel, Georgia State University, Atlanta

Group Leaders:
Mahmoud Gharib - Al Ahrar, Cairo
Najia Houssari - Al Hiyat, Beirut
Bayan Tal - Assistant Director of Development, Jordan TV & Radio
David Applefield - Financial Times & International Herald Tribune
Carolyn Codamo - Georgia State University, Atlanta
Richard Welch - Mercyhurst College, Erie
Ron Taylor - Atlanta Constitution, Atlanta
Mary Cardaras - New England Institute of Art, Boston
Mahmoud Tarabay - Lebanese University, Beirut
Farid Abu Dheir - An Najah University, Nablus, Palestine
Samar Shunnar - An Najah University, Nablus, Palestine
Wayne Wanta - University of Missouri, Columbia, Missouri

7:00 p.m. – 9:30 p.m.
Dinner and Nile Cruise
Nile Peking Boat (Buses leave the hotel at 7:00p.m. sharp!)

Sponsored by: The Center for International Media Education (CIME), GSU, and the Global Fusion Conference, (SIU)
Trip (Free of Charge)
Bus leaves the hotel at 10:00a.m. sharp!

Trip to Nilesat headquarters & Egyptian Media City
If you are interested please Sign in for the trip at Registration.

Sponsored by: Nilesat and the Egyptian Media City