

The Hebrew University of Jerusalem

Syllabus

More than Al-Jazeera: Evolution of Arab Media in Israel and the World - 38216

Last update 19-03-2025

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Islamic & Middle East Stud.

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Mr. Shlomi Daskal

Coordinator Email: shlomo.daskal@mail.huji.ac.il

Coordinator Office Hours:

Teaching Staff:

Mr. Shlomi Daskal

Course/Module description:

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*This course introduces students the development of Arabic media outlets in the region, starting with newspapers and reaching nowadays on-line media.
The course will focus on the Arabic media outlets in Israel.*

Course/Module aims:

*Studying the history of Arabic media outlets
Analyzing the active players in the arena, both theoretically and practically.*

Learning outcomes - On successful completion of this module, students should be able to:

Students will be able to describe the historical processes that Arab media has undergone both locally and globally.

Students will familiarize themselves with the landscape of contemporary Arab media in Israel and around the world.

Students will present basic terms and concepts related to media vocabulary and its characteristics, based on different media outlets.

Students will understand how a news broadcast is structured on television and radio within the Arab media context.

Students will be introduced to influential figures in the Arab media world.

Attendance requirements(%):

100

Teaching arrangement and method of instruction:

Course/Module Content:

Mass media – basic introduction

*The history of written journalism in the Middle East
Governmental newspapers*

Political parties backed newspapers in Israel
The rise of commercial journalism in Arabic

The arrival of radio broadcasts to the Middle East

Official and semi-independent radio stations

The voice of Israel - Official Israeli radio in Arabic

The radio's role in the Arab-Israeli conflict

Commercial radio in Israel

The Geo-political background of television broadcasts in the Middle East

Satellite television

Al-Jazeera and its sisters

Israeli television in Arabic

The Arab spring and new media

Social networks

Arabizi

Required Reading:

עמי איילון, מהפכת הדפוס הערבי (ירושלים, 2018), עמ' 9-49, 134-97.

עמי איילון, תולדות העיתונות הערבית (ירושלים, 2000), עמ' 124-144.

מוסטפא כבהא "העיתונות הערבית בישראל 1984-2006 כמכשיר לעיצוב זהות חדשה (תל-אביב, 2006) עמ' 5-25.

מוסטפא כבהא, "היהודים מזרחים בעיתונות הערבית בישראל 1948-1967" עיונים בתקומת ישראל, כרך 16 (2006) עמ' 445-461.

דוד לוין, זה נוגע בנו – על אמצעי תקשורת מבוססי מגע במאה ה-21 (ירושלים, 2022), עמ' 90-129, 205-232.

Andrea L. Stanton, *This is Jerusalem Calling* (Austin TX, 2013) pp 123-151.

תמר ליבס וזוהר קמפף, "הלא! ירושלים מדברת!" – "החייאת הדיבור העברי ברדיו המנדטורי" קתדרה, (133), עמ' 105-132.

Marie Gillespie (2013). "BBC Arabic, social media and citizen production: an experiment in digital democracy before the Arab Spring." *Theory, Culture & Society*, 30(4) pp. 92–130.

שלמה דסקל ותהילה שוורץ-אלטשולר, תחנת הרדיו א-שמס בתפר שבין רגולציה פוליטיקה וכלכלה (ירושלים, 2015) עמ' 57-84.

Imad Karam, "Satellite Television: A breathing space for Arab Youth?" in: Naomi Sakr (ed.) *Arab Media and Political Renewal* (London & NY, 2007)

Louay Bahry (2001), "The New Arab Media Phenomenon: Qatar's Al-Jazeera", *Middle East Policy*, pp. 88-99.

מרי תותרי, התקשורת הפלסטינית ובניית אומה (תל-אביב, 2015) עמ' 111-137.

אמל ג'מאל, תרבות צריכת התקשורת בקרב מיעוטים לאומיים: הערבים בישראל (נצרת, 2006)

אמל ג'מאל וויקטוריה קוקבין,

הפעילות התקשורתית של מיעוטים לאומיים בעידן האלגוריתמי (תל-אביב: 2020) עמ' 90-174

Hussein Amin (2002): *Freedom as a Value in Arab Media: Perceptions and Attitudes Among Journalists*, *Political Communication*, 19:2, 125-135

Marwan Kraidy and Marina Krikorian (2017) "The Revolutionary Public Sphere: The Case of the Arab Uprisings" *Communication and the Public*, 2 (2), pp. 111-119

Christie Crone, *Producing The New Regressive Left—The case of the Pan-Arab News TV station al-Mayadeen* (Det Humanistiske Fakultet, Københavns Universitet, 2017), pp 136-119, 173-157.

Additional Reading Material:

Citizen Kane (1941) director: Orson Welles.

The Post (2017) director: Steven Spielberg

Jerusalem Calling (ירושלים קול, 2011) director: Ra'ed Dazdar

The Regressive Left's Television (Nov. 2023) *The 7th Eye Podcast*, ch. 118.

The Idol (2015) director: Hani Abu-Assad

Tickling Giants, 2016, Director: Sara Taksler

Arab Movie (2015) directors: Eyal Sagi-Bizawi, Sara Tzafroni

Radio Propaganda (2023) director: Ofer Pinhasov

Grading Scheme:

Essay / Project / Final Assignment / Home Exam / Referat 30 %

Active Participation / Team Assignment 10 %

*Submission assignments during the semester: Exercises / Essays / Audits / Reports
/ Forum / Simulation / others 50 %*

Attendance / Participation in Field Excursion 10 %

Additional information:

There might be changes in the course's content and additional required reading.

Submission of the final assignment is dependent on submission of the assignments during the course.