

## Mass Media in the Middle East

### Week 1: Orality and Literacy

#### *Reading:*

- Berque, Jacques. 1995. "The Koranic Text: From Revelation to Compilation." In George Atiyeh ed., The Book in the Islamic World: The Written Word and Communication in the Middle East. Albany: State University of New York Press, pp. 17-29. BOD M96.E06942; OIL PJ6321 Ati; SCA Tylor J 9:343
- Nelson, Kristina. 2001 [1985]. The Art of Reciting the Quran. Cairo: American University in Cairo Press. (chapters 1-4, pp. 1-100). PEM Main Libr Z NEL; OIL Main Libr BP131.6 Nel
- Ong, Walter. 1982. Orality and Literacy: The Technologizing of the Word. London: Methuen. (chapters 1-5, pp. 1-135). BOD L. Camera SE. 2 1.303 RES; EDU OpenShelf 301.21; EFL Main Libr B1.5ONG; TAY Main Libr ALM.800.A.15
- Pedersen, Johannes. 1984. The Arabic Book. Translated by Geoffrey French. Edited with an introduction by Robert Hillenbrand. Princeton, N.J.: Princeton University Press. (chapters 1-3, pp. 3-36) BOD Orient RR Z. Z. 229; SCA Tylor J 9:374
- Saenger, Paul. 1982. "Silent Reading: Its Impact on Late Medieval Script and Society." Viator: Medieval Renaissance Studies 13: 367-414. BOD Upper RR RETK Volumes: v.1(1970)-; EFL Main Libr Periodicals Volumes: v.1(1970)-
- Saenger, Paul. 1997. Space between Words: The Origins of Silent Reading. Stanford, Calif.: Stanford University Press, 1997. (chapters 1 and 2, pp. 1-51; chapter 6 on Arabic influence in Continental word separation, pp. 120-130). BOD D.Humfrey R. 5.792; EFL Main Libr U2.2SAE;
- Collateral Readings:* Deibert, Ronald. 1997. Parchment, Printing, and Hypermedia: Communication in World order Transformation. New York: Columbia University Press. (Part I: "printing and the medieval to modern World Order Transformation")
- Goody, Jack and I. Watt. 1963. "The Consequences of Literacy." Comparative Studies in Society and History 5: 304-45.
- Eisenstein, Elizabeth. 1979. The Printing Press as an Agent of Change: Communications and Cultural Transformations in Early-modern Europe. Cambridge: Cambridge University. ("Preface" and "The Unacknowledged Revolution.")
- Khalidi, Tarif. 1994. Arabic Historical Thought in the Classical Period. New York: Cambridge University Press.(chs. 1 and 2).
- Knox, Bernard. 1968. "Silent Reading in Antiquity." Greek, Roman, and Byzantine Studies 9 (4): 421-435.

- Atiyeh, George. 1995. The Book in the Islamic World: The Written Word and Communication in the Middle East. Albany: State University of New York Press. BOD M96.E06942; OIL PJ6321 Ati; SCA Tylor J 9:343
- Wogan, Peter. 1994. "Perceptions of European Literacy in Early Contact Situations." Ethnohistory 41 (3): 407-429.
- Parry, Jonathan. 1985. "The Brahmanical Tradition and the Technology of the Intellect." In Joanna Overing ed., Reason and Morality. London: Tavistock, 200-225.

**Week 2: Orality, Textuality, and Social Transformation in the Middle East (read two out of three from Messick, Shryock, and Mitchell).**

- Reading;* Messick, Brinkley. 1993. The Calligraphic State: Textual Domination and History in a Muslim Society. Berkeley: University of California. BOD Bookstack M93.E09587; SCA Tylor J 6:37
- Shryock, Andrew. 1997. Nationalism and the Genealogical Imagination: Oral History and Textual Authority in Tribal Jordan. Berkeley: University of California Press. BOD Bookstack M97.E09397; MEC DS 153.5.B2; SCA Tylor J 5:53
- Mitchell, Timothy. 1988. Colonising Egypt. Cambridge: Cambridge University Press. BOD Nuneham M88.E00509; MEC Main Libr DT 107; GEO Main Libr 530. M. 12
- Collateral Readings:* Anderson, Benedict. 1991. Imagined Communities: Reflections on the Origin and Spread of Nationalism. London: Verso. (read with Shryock).
- Armbrust, Walter. 2001. "Colonizing Popular Culture or Creating Modernity? Architectural Metaphors and Egyptian Media." In Jakob Skovgaard-Petersen and Hans Christian Korsholm Nielson eds., Middle Eastern Cities, 1900-1950. Aarhus: Aarhus University Press. (read with Mitchell).
- Starrett, Gregory. 1998. Putting Islam to Work: Education, Politics, and Religious Transformation in Egypt. Berkeley: University of California Press. (read with Mitchell and/or Messick).

**Week 3: The Press and Publishing.**

- Reading;* Atiyeh, George. 1995. "The Book in the Modern Arab World: The Cases of Lebanon and Egypt." In George Atiyeh ed., The Book in the Islamic World: The Written Word and Communication in the Middle East. Albany: State University of New York Press, pp. 233-254. BOD M96.E06942; OIL PJ6321 Ati; SCA Tylor J 9:343
- Mahdi, Muhsin. 1995. "From the manuscript Age to the Age of Printed Books." In George Atiyeh ed., The Book in the Islamic World: The

Written Word and Communication in the Middle East. Albany: State University of New York Press, pp.1-16. BOD M96.E06942; OIL PJ6321 Ati; SCA Tylor J 9:343

Szyliowicz, Joseph. 1992. "Functionalist Perspectives on Technology: The Case of the Printing Press in the Ottoman Empire." In Ekmeleddin Ihsanoglu ed., Transfer of Modern Science and Technology to the Muslim World. Istanbul: Research Centre for Islamic History, Art and Culture, pp. 251-260. BOD Bookstack M94.E02764

Ayalon, Ami. 1995. The Press in the Arab Middle East: A History. New York: Oxford University Press. BOD Bookstack M96.E01427; MEC Main Libr DS 39.3

*Collateral Reading:* Albin, Michael. 1995. "The Book in the Islamic World: A Selective Bibliography." In George Atiyeh ed., The Book in the Islamic World: The Written Word and Communication in the Middle East. Albany: State University of New York Press, pp. 273-282.

Amin, Michael Cameron. 2001. "Selling and Saving 'Mother Iran': Gender and the Iranian Press in the 1940s." International Journal of Middle East Studies 33 (August): 335-361.

Booth, Marilyn. 2001. May Her Likes Be Multiplied: Biography and Gender Politics in Egypt. Berkeley: University of California Press.

Brummett, Palmira. 2000. Image and Imperialism in the Ottoman Revolutionary Press, 1908-1911. Albany: State University of New York Press.

Gonzales- Quijano, Yves. 1994. Les gens du livre: champ intellectuel et édition dans l'Egypte contemporaine : 1952-1992. Ph.D. dissertation, l'Institut d'Etudes politiques de Paris.

Ohmann, Richard. 1996. Selling Culture: magazines, markets, and Class at the Turn of the Century. London: Verso. (selections for comparative purposes)

#### **Week 4: The Coming of Audiovisual Media**

*Reading:* Armbrust, Walter. 1996. Mass Culture and Modernism in Egypt. Cambridge: Cambridge University Press. (selections) BOD Bookstack M96.E08606; MEC Main Libr DT 70.2; SCA Tylor J 2:53

Armbrust, Walter. 2002. "The Influence of Mass Media on Egyptian Music." Garland Encyclopedia of World Music. New York: Routledge.

Azzam, Nabil Salim. 1990. Muhammad 'Abd al-Wahhab in Modern Egyptian Music. Ph.D. dissertation, University of California, Los Angeles.

Boyd, Douglas. 1982. Broadcasting in the Arab World: A Survey of Radio and Television in the Middle East. Philadelphia: Temple University Press. MEC Main Libr DS 39.3

- Danielson, Virginia. 1996. The Voice of Egypt: Umm Kulthum, Arabic Song, and Egyptian Society in the Twentieth Century. Chicago: University of Chicago Press. (selections) BOD Bookstack M99.E00367
- Nelson, Krinstina. 2001 [1985]. The Art of Reciting the Quran. Cairo: American University in Cairo Press. (selections on broadcasting and recording recitation) PEM Main Libr Z NEL; OIL Main Libr BP131.6 Nel
- Shafik, Viola. 1998. Arab Cinema: History and Cultural Identity. (chapt. 1, "The History of Arab Cinema"; and chapt. 2, "Artistic Roots of Arab Cinema"). Cairo: American University in Cairo Press, pp. 9-120. MEC Main Libr PL 75.S
- Vitalis, Robert. 2000. "American Ambassador in Technicolor and Cinemascope: Hollywood and Revolution on the Nile." In Walter Armbrust ed., Mass Mediations: New Approaches to Popular Culture in the Middle East and Beyond. Berkeley: University of California Press, pp. 269-291. BOD Bookstack M01.E09644; MEC Main Libr DS 39.3; SCA Tylor J 9:375

*Corollary Reading:* Arasoughly, Alia ed., Screens of Life: Critical Film Writing from the Arab World, v. 1. Quebec: World Heritage Press.

- Danielson, Virginia. 1990/91 (Fall/Winter). "Min al-Mashayikh: A View of Egyptian Musical Tradition." Asian Music 22 (1): 113-127.
- Danielson, Virginia. 1998. "Performance, Political Identity, and Memory: Umm Kulthum and Gamal 'Abd al-Nasir." In Sherifa Zuhur, ed., Images of Enchantment: Visual and Performing Arts of the Middle East. Cairo: American University in Cairo Press, pp. 109-122.
- Racy, Ali Jihad. 1977. Musical Change and Commercial Recording in Egypt, 1904-1932. Ph.D. dissertation, University of Illinois at Urbana-Champaign.
- Racy, Ali Jihad. 1991. "Historical Worldviews of Early Ethnomusicologists: An East-West Encounter in Cairo, 1932." In Steven Blum et. al. eds., Ethnomusicology and Modern Music History. Champagne-Urbana: University of Illinois Press.

## **Week 5: Small Media**

*Reading:*

- Hirschkind, Charles. 2000. Technologies of Islamic Piety: Cassette-sermons and the Ethics of Listening. Ph.D. dissertation, the Johns Hopkins University.
- Sreberny, Annabelle and Ali Mohammadi. 1994. Small Media, Big Revolution: Communication, Culture, and the Iranian Revolution. Minneapolis: University of Minnesota Press. ISL Main Libr DS 300.MOH; MEC Main Libr DS 266.5; SLS PCMLP Lib 140.7 MOH
- Manuel, Peter. 1993. Cassette Culture: Popular Music and Technology in

North India. Chicago: University of Chicago Press. (selections, for theoretical and comparative purposes).

## **Week 6: Television and National Culture**

- Readings:*
- Abu-Lughod, Lila. 1993 (Spring). "Finding a Place for Islam: Egyptian Television Serials and the National Interest." Public Culture 5 (3): 493-514.
- Abu-Lughod, Lila. 1995. The Objects of Soap Opera: Egyptian Television and the Cultural Politics of Modernity. In Daniel Miller ed., Worlds Apart: Modernity Through the Prism of the Local. London: Routledge. Pp. 190-210.
- Armbrust, Walter. 1996. Mass Culture and Modernism in Egypt. Cambridge: Cambridge University Press. (chapter 2 on "The White Rose").
- Armbrust, Walter. n.d. "Synchronizing Watches: The State, the Consumer, and Sacred Time in Ramadan Television." Forthcoming in Birgit Meyer and Annalies Moore eds., Religion, Media, and the Public Sphere. London: Hurst Publishers.
- Diase, Martha. 1996. Egyptian Television Serials, Audiences, and The Family House. A Public Health Enter-Educate Serial. Ph.D. dissertation, University of Texas, Austin. (choose this or Seymour)
- Salamandra, Christa. 1998. "Moustache Hairs Lost: Ramadan Television Serials and the Construction of Identity in Damsacus, Syria." Visual Anthropology 10 (2-4).
- Seymour, Elizabeth. 1999. Imagining Modernity: Consuming Identities and Constructing the Ideal Nation on Egyptian Television. Ph.D. dissertation, SUNY Binghamton University. (choose this or Diase).
- Corollary Reading:* Atia, Tarek. 1999. "Ramadan Riddles." Al-Ahram Weekly 411 (January 7-13).
- Buitelaar, Marjo. 1993. Fasting and Feasting in Morocco: Women's Participation in Ramadan. Oxford: Berg.
- Fiske, John. 1987. Television Culture. London: Routledge.
- Jhally, Sut. 1990. The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society. London: Routledge.
- Miller, Daniel ed. 1993a. Unwrapping Christmas. Oxford: Clarendon Press.
- Nissenbaum, Stephen. 1996. The Battle For Christmas: A Cultural History of America's Most Cherished Holiday. New York: Vintage Books.
- Starrett, Gregory. 1995. "The Political Economy of Religious Commodities in Cairo." American Anthropologist 97, no. 1: 51-68.
- Starrett, Gregory. 1999. "Muslim Identities and the Great Chain of Buying." In Dale Eickelman and Jon Anderson eds., New Media in the Muslim World: The Emerging Public Sphere. Bloomington: Indiana

University Press.  
 Tunsî, Bayram al-. 1962. Fawazir Ramadan. Cairo: Sharikat Dar al-Nashr al-Muttahida.  
 Williams, Raymond. 1975. Television: Technology and Cultural Form. New York: Schocken Books.

## **Week 7: Television and Transnationalism**

*Reading:* Gordon, Joel. 1998. "Becoming the Image: Words of Gold, Talk Television, and Ramadan Nights on the Little Screen." Visual Anthropology 10 (2-4).  
 Sakr, Naomi. 2001. Satellite Realms: Transnational Television, Globalization and the Middle East. London: I.B. Tauris.  
Transnational Broadcasting Studies <<http://www.tbsjournal.com/>> (on-line journal focusing on satellite television broadcasting in the Arab world).  
*Corollary Reading:* Ang, Ien. 1985. Watching Dallas: Soap Opera and the Melodramatic Imagination. New York: Methuen.  
 Ang, Ien. 1996. Living Room Wars: Rethinking Media Audiences for a Postmodern World. London: Routledge.  
 Allen, R.C., ed. 1995. To Be Continued... Soap Operas Around the World. London: Routledge.  
 Downmunt, Tony, ed. 1993. Channels of Resistance: Global Television and Local Empowerment. London: British Film Institute Publishing.  
 Gaaaybess, Tourya. 1997. "La télévision Égyptienne de l'ère hertzienne à l'ère satellitaire: restructuration d'un champ audiovisuel." Égypte/Monde Arabe 29: 137-151.

## **Week 8: Information Technology**

*Reading:* Alterman, Jon. 1998. New Media, New Politics?: From Satellite Television to the Internet in the Arab World. Washington: Washington Institute for Near East Policy.  
 Anderson, Jon. 1998. Arabizing the Internet. Abu Dhabi: The Emirates Center for Strategic Studies and Research.  
 Eickelman, Dale and Jon Anderson eds. 1999. New Media in the Muslim World. Bloomington: Indiana University Press. (selections)  
 Fandy, Mamoun. 1999. "CyberResistance: Saudi Opposition between Globalization and Localization." Comparative Studies in Society and History 41 (1): 124-146.  
 Marcus, George ed. 1996. Connected: Engagements with Media. Chicago: University of Chicago Press. (selections)  
Working Papers on New Media and Information Technology in the Middle East <http://nmit.georgetown.edu/>