
**THE TWENTY-FOURTH ANNUAL
WORKSHOPS IN
INTERNATIONAL STUDIES**

How the Media View the World

SPONSORED BY



The West Virginia Consortium
for Faculty and Course Development
in International Studies

November 11-12, 2004

Lakeview Resort and Conference Center
Morgantown, West Virginia

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Workshops Program Planning

Central Program Office:

Program Coordinator: Jack L. Hammersmith, Director, FACDIS

Program Assistant: Gretchen Peterec, Assistant Director, FACDIS

Workshop Chairpersons:

George Esper (West Virginia University)

John Lozier (Bethany College)

Patricia Ryan (Fairmont State University)

Joyce Webb (Shepherd University)

How the Media View the World

Focusing on:

A Middle-East Perspective

Media and Public Policy in the Age of Terrorism

A Reporter's View from Vietnam to Ground Zero

What We Get from 'The News': A Broadcast Journalist's Perspective

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Funded by

State of West Virginia Higher Education Policy Commission
and Participating Institutions in FACDIS

PROGRAM

THURSDAY, NOVEMBER 11

Guide to speakers/workshop leaders can be found at end of the Program.

9:30 am-1:00 pm **REGISTRATION: Library**
BOOK DISPLAY: University Hall
One level down (Floor 2); take the stairs near the restrooms/coat rack behind the bar and near the Library.

10:30 am-11:30 am **STEERING COMMITTEE MEETING: Stewart Room**

11:45 am-1:15 pm **LUNCH: Chestnut Rooms (on rear main level near conference room elevator)**
Welcome: Jack Hammersmith, Director, FACDIS

LUNCHEON PRESENTATION: Asra Q. Nomani

1:30 pm-3:00 pm **OPENING PANEL DISCUSSION WITH PRESENTERS: University Hall**
A Middle-East Perspective: Professor Mohammed El-Nawawy, Georgia State University
Media and Public Policy in the Age of Terrorism: Professor Susan Moeller, University of Maryland
A Reporter's View from Vietnam to Ground Zero: Richard Pyle, Veteran Associated Press reporter and bureau chief
What We Get from 'The News': A Broadcast Journalist's Perspective: Ralph Begleiter, Former CNN correspondent

3:00 pm-3:15 pm **BREAK**

3:15 pm-4:45 pm **FIRST SET OF CONCURRENT SESSIONS**

Topic 1. A Middle-East Perspective
Room: Chestnut Room 1 (on rear main level; opposite elevator)
Consultant: Professor Mohammed El-Nawawy, Georgia State University
Chairperson: Patricia Ryan (Fairmont State University)
Session I: **The Government-Media Relationship in the Middle East**
Session will discuss the nature of the relationship between the government and the press with a focus on the Middle East. Within this framework, two studies will be presented. The first will be a survey of Western correspondents in Egypt and Israel and how they deal with government PR officials in both countries in their coverage of the Middle East conflict. The second study will be a critical analysis of the Al-Jazeera satellite network's role in creating a public sphere in the Middle East; how it has changed the way Arab governments deal with regional media; and how the U.S. administration can use Al-Jazeera as a media diplomacy tool to bridge the gap between the East and the West.

Topic 2. Media and Public Policy in the Age of Terrorism
Room: Chestnut Room 2 (on rear main level; opposite elevator)
Consultant: Professor Susan Moeller, University of Maryland
Chairperson: Joyce Webb (Shepherd University)
Session I: **Media Coverage of the Weapons of Mass Destruction Story**
Major media outlets in the U.S. and Great Britain inadequately reported the lead-up to the war with Iraq by failing to challenge the merging by the Bush administration of the campaign against Iraq and the issue of Weapons of Mass Destruction into a single War on Terror. Alternative perspectives and critical analyses, where found, tended to be buried. Journalistic conventions also favored the White House perspective, especially the "inverted pyramid" style of news writing (ironically considered an impartial way of transmitting news), which meant that breaking news stories tended to lead with the administration's message.

Topic 3. A Reporter's View from Vietnam to Ground Zero
Room: Training Room 1 (lowest level; take elevator to Level 1)
Consultant: Richard Pyle, Veteran Associated Press reporter and bureau chief
Chairperson: George Esper (West Virginia University)
Session I: **The Evolution of Military Reporting from the Civil War to Iraq**
In a democratic system that draws its strength from First Amendment guarantees, the media have spent much time and effort covering the military, the one major institution that is not democratic and yet the one which conducts the vital function of war. This session will examine how the military-media relationship has developed historically and how information actually reaches the breakfast table from the battlefield. How does the basic tenet of a free press in an open society accommodate itself to a hierarchical, closed institution like the military? How does the military accommodate itself to the open society's requirements for public disclosure? Pyle's personal experiences will emphasize how Vietnam basically redefined the media-military relationship and led to a mutual alienation that continues to persist.

Topic 4. What We Get from 'The News': A Broadcast Journalist's Perspective
Room: Training Room 4 (lowest level; take elevator to Level 1)
Consultant: Ralph Begleiter, Former CNN correspondent
Chairperson: John Lozier (Bethany College)
Session I: **Global Media & the Power of Images, or What They Think of Us and Why It Matters**
American news consumers often seem to have a different view of world events from the one held by others abroad. Why is this the case? Why does it matter? What role do the news media play? What effect does it have on understanding and preparedness when it comes to international events?

6:00 pm-7:00 pm **SOCIAL HOUR (cash bar): University Hall**

7:00 pm **BANQUET: University Hall**
FILM: *Sound the Drum: The Making of Duara*, Daniel Boyd, West Virginia State University

FRIDAY, NOVEMBER 12

7:00 am INSTITUTIONAL REPRESENTATIVES BREAKFAST:
Ward Christopher Room

7:30 am GENERAL BREAKFAST: University Hall

8:30 am-10:00 am Second Set of Concurrent Sessions. Participants will stay
in same track as Thursday afternoon (3:15 pm-4:45 pm).

Topic 1. A Middle-East Perspective
Room: Chestnut Room 1 (on rear main level; opposite elevator)
Consultant: Professor Mohammed El-Nawawy, Georgia State University
Chairperson: Patricia Ryan (Fairmont State University)
Session II: Arab Media Coverage of 'Terrorism'
Session will discuss how the "global war on terror", launched by the US in the aftermath of 9/11, has sparked a major debate over the definition of terror, its social and political implications, and how far news coverage can meet journalistic standards of balance, truth, and objectivity, especially in cases of extreme political conflict. At the heart of this debate is the role played by the Arab media in covering "terrorism" inside and outside the Middle East. The presentation will analyze the Arab media coverage of Al-Qaeda, the Palestinian-Israeli conflict, and the war in Iraq.

Topic 2. Media and Public Policy in the Age of Terrorism
Room: Chestnut Room 2 (on rear main level; opposite elevator)
Consultant: Professor Susan Moeller, University of Maryland
Chairperson: Joyce Webb (Shepherd University)
Session II: The Role Images Have Played in the War on Terror
Facts are often difficult to discern during wartime. Images, by contrast, give an emotional immediacy to the struggle, indicating not simply the progress made but the distance yet to be traveled. In Iraq, these images have quickly become a measure of who is winning the hearts and minds of the Iraqi people. This session will examine the war for public opinion which has increasingly been played out through stark media images: bombs bursting over Baghdad, tanks mired in red sandstorms, scared and battered POWs, a "Top Gun" president striding tall, and a bedraggled former Iraqi leader submitting to a medical exam.

Topic 3. A Report's View from Vietnam to Ground Zero
Room: Training Room 1 (lowest level; take elevator to Level 1)
Consultant: Richard Pyle, Veteran Associated Press reporter and bureau chief
Chairperson: George Esper (West Virginia University)
Session II: Reporting at Home on a Global Theme: The 9/11 Terrorist Attacks
Based in New York City at the time of the terrorist attacks in 2001, Pyle found himself in a "crisis climate" that resembled in many respects locations in which he had done past reporting, starting with Vietnam in 1968. This session will focus on his observations and experiences covering the terrorist attacks and lessons derived from that experience.

Topic 4. What We Get from 'The News': A Broadcast Journalist's Perspective

Room: Training Room 4 (lowest level; take elevator to Level 1)
Consultant: Ralph Begleiter, Former CNN correspondent
Chairperson: John Lozier (Bethany College)
Session II: Disappearing Act: How U.S. News Made the World Disappear
Changes in American journalism, both print and broadcast, contributed to the virtual disappearance of international politics during the 1990's, a trend which persists even in the years after the 9/11 attacks. These changes have a profound effect on our future, and puzzle citizens in other countries who can scarcely imagine how the media of a global superpower can seem so insular.

10:00 am-10:30 am Coffee Break

10:30 am-12 noon CLOSING PANEL DISCUSSION WITH PRESENTERS:
University Hall

Noon: WORKSHOPS ADJOURN

WORKSHOP LEADERS

RALPH BEGLEITER, Former CNN Correspondent

Currently the University of Delaware's "Distinguished Journalist in Residence," Ralph Begleiter has had more than 30 years in broadcast journalism. With degrees from Brown (honors in political science) and Columbia (journalism), Begleiter joined CNN in 1981. As State Department correspondent for nearly two decades, he became CNN's most widely-traveled reporter, logging almost two million miles and visiting 91 countries. Among his special projects have been the weekly "Global View" and "Cold War Postscript" programs both broadcast internationally, and the Foreign Policy Association's TV series, "Great Decisions 2001-2004." He also co-anchored CNN's "International Hour" from 1994-1995, aired daily in prime time in Europe, Russia, Africa, the Middle East, and the U.S. Among his many awards has been the National Press Club's Hood Citation for Diplomatic Correspondence.

MOHAMMED EL-NAWAWY, Georgia State University

Mohamad El-Nawawy was born, raised, and educated in Egypt with B.A. and M.A. degrees in mass communications from the American University in Cairo and a Ph.D. in journalism from Southern Illinois University at Carbondale. His experience includes working for the Associated Press in Cairo, the Middle East Agency, and the Baltimore Sun. He is the author of The Israeli-Egyptian Peace Process in the Reporting of Western Journalists (Westport, CT, 2002) and co-author of Al-Jazeera: The Story of the Network That Is Rattling Governments and Redefining Modern Journalism (Cambridge, MA, 2003). Having served on the faculties of the University of West Florida and Stonehill College, he now teaches at Georgia State College in Atlanta, where he joined the faculty this fall.

SUSAN MOELLER, University of Maryland

Susan Moeller earned a Ph.D. from Harvard in 1987. Following three years with the Department of History at Princeton, she won two Fulbright lectureships: in Islamabad, Pakistan (1990-91), and in Bangkok, Thailand (1991). Once back in the U.S., she directed the journalism program at Brandeis University for eight years before successive fellowships

at the Joan Shorenstein Center on the Press, Politics and Public Policy and as senior fellow in the international security program of the Belfer Center, both at Harvard's John F. Kennedy School of Government. She is currently on the journalism faculty at the University of Maryland. Her publications include *Shooting War: Photography and the American Experience of Combat* (New York, 1989) and *Compassion Fatigue: How the Media Sell Disease, Famine, War, and Death* (New York, 1999). She also authored a study entitled "Media Coverage of Weapons of Mass Destruction (WMD)." Released in the spring of 2004, it examined media coverage of WMDs in 1998, 2002, and 2003, in the U.S. and Great Britain.

RICHARD PYLE, Veteran Associated Press Reporter and Bureau Chief

Richard Pyle represents a professional lifetime with the Associated Press (AP), having obtained his B.A. in journalism from Wayne State University. Of his more than three decades with AP, nearly twenty years have been as a foreign correspondent in Asia and the Middle East. Not only did he serve as Saigon bureau chief from 1970-73, he covered the 1973 Arab-Israeli War from Cairo, the Lebanon Civil War in 1976, the Iran-Iraq "Tanker War" in 1987-88, and the Gulf War in 1990-91. From 1979-87 he served as Tokyo-based Asia news editor, followed by a Cairo-based assignment covering the Middle East. Among his books is *Lost Over Laos: The True Story of Tragedy, Mystery and Friendship* (Cambridge, MA, 2003) concerning the lives and deaths of four top combat photographers who were shot down over the Ho Chi Minh Trail in 1971.

LUNCHEON SPEAKER

ASRA Q. NOMANI, Former *Wall Street Journal* and *Salon.com* Journalist

Born in Bombay, India, but raised from age four in Morgantown, WV, Asra Q. Nomani earned a B.A. at WVU and a Masters from American University. Her 15-year career as a staff reporter for the *Wall Street Journal* included special assignments on the airline industry, air safety, global trade and travel. She also published articles for the *Washington Post* on the role of women in Islam and covered the war in Afghanistan for *Salon.com*. The latter included interviews with Taliban officials in the wake of 9/11 and participation in the hunt for her friend and colleague, reporter Daniel Pearl. A *Wall Street Journal* assignment led to her first book, *Tantrika: Traveling the Road of Divine Love* (2003). Her second book, *Standing Alone in Mecca: A Muslim Woman's Pilgrimage to the Heart of Islam*, will be released in January 2005.

FILM MAKER

DANIEL BOYD, West Virginia State University

A native of West Virginia and a FACDIS member, Daniel Boyd earned degrees from WVU (communications) and the University of Arkansas (filmmaking) before joining the communications faculty at West Virginia State University in 1985. In 1994 he established the Paradise Film Institute which currently has active travel/study/production exchange partnerships with film schools in Russia, the Czech Republic, Venezuela, and Belize. In 1998-99, he taught at the University of Dar es Salaam, Tanzania, on a Fulbright Fellowship and subsequently received a 2002 Fulbright Alumni Award which resulted in the making of *Duara* and *Sound of the Drum*. A former National Endowment for the Arts and National Endowment for the Humanities Fellow, he has also won awards in documentary, horror, comedy, and dramatic filmmaking as well as screenwriting. In 2003 he was honored as West Virginia Filmmaker of the Year at the Sutton Film Festival.