

## Introducing the Summer/Fall issue

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Welcome to this Summer/Fall issue of the first volume of *Global Media Journal-Arabian Edition*. This effort, in both digital form at <http://www.gmj-me.com>, and in printed form, thanks to the support of Dr. Edward Mark Rush, Dean of the College of Arts and Sciences, and the administration at the American University of Sharjah. This journal, which concentrates on mass media on the Arabian Peninsula and throughout the Middle East, is part of a vast network of global media journals now found on every continent and region of the world where mass media have become an integral part of daily life.

While this publication is an open-submission journal, by coincidence two broad, loosely connected themes are being explored in this current offering:

- the extent and impact of digital and social media on young people in the United Arab Emirates, a little studied phenomenon, and
- visual representations of violent acts as a builder of collective memory, and of how women are portrayed graphically in advertising in the Arab World.

The first article, written by Badreya Nasser Abdullah Al Janaibi of the United Arab Emirates University (p. 3-27) examines the following questions: which kinds of social media are used by people in the United Arab Emirates (UAE)? What do residents consider to be the main benefits of social media in UAE society? What do they consider to be the main problems and challenges associated with social media in the Arab Gulf? The research used a multi-method approach combining qualitative and quantitative methods to fill in a lacuna in the literature on this topic.

The second article, co-authored by a colleague, Susan Smith, and myself (pp. 28-48) explores another little-studied phenomenon, especially among young people in the UAE, one of the most connected countries on Earth: New Information Technology addiction.

Rasha El-Ibiary from the American University in Cairo weighs in with the third article (pp. 49-66) that explores how dramatic photographs and videotape of singular, painful events can add

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to our collective memories and can impact governmental policies as well as public opinion. She presents two case studies: the killing of Palestinian pre-teen Mohammed Al Durrh in the 2000 Al Aqsa uprising, and the controversial 1972 photo of the Napalm Girl in Vietnam, which still sparks controversy after nearly 40 years – at least among the editors of *GMJ-AE*, who were divided on whether the iconic photograph of a scarred little girl should be reprinted. It was finally decided to print the picture, which won a Pulitzer Prize for Photographer Nick Ut, because of its contribution to collective memory and its possible impact on U.S. foreign policy during the Vietnam war.

Al Janaibi rejoins us with the fourth article (pp. 67-88) about the graphic and visual portrayal of females in advertisements, concluding that “Arab marketing to Arab women as consumers and Arab women as drivers of consumption tread between the idealized traditional Arab woman and the marketable Arab woman.”

*GMJ-AE* English co-editor, Ralph D. Berenger, from the American University of Sharjah, raises questions in his essay (pp. 89-109) about the prevalent academic trend of criticizing media consolidation and oligopolization as a muffler of voices in today’s digital age, along with his questioning the shibboleths of international media studies: electronic colonialism and cultural imperialism.

Finally, Book Review Editor Hania A.M. Nashef writes a critical analysis (pp. 110-111) of the eighth edition of the classic *World News Prism* series by William Hachten and James Scotton to wind up the English articles in this issue.

A special thanks to my colleagues at the American University of Sharjah, Drs. Peggy Bieber-Roberts, English co-editor, and Ilhem Allagui, Arabic co-editor, for their contributions to this effort.

I hope you find the articles in this issue stimulating.

Please remember that *Global Media Journal-Arabian Edition* is an open-access publication that encourages articles from scholars throughout the Middle East in both English and Arabic. The deadline for the Spring/Summer issue is May 15, 2012. We are particularly interested in publishing articles that started off as papers delivered at various conferences around the region and the world that have relevance to various aspects of mass communication and media studies in the Middle East.