

# *Clashing Perceptions? Al-Jazeera's Challenge to Western Media*

A Public Lecture by  
Dr Adel Iskandar, University of Washington, DC

**TALK:** Since its establishment in 1996, the Arab satellite station Al-Jazeera has become a household name. Al-Jazeera presents a challenge to the Western world and its media by carrying points of view not normally broadcast around the world. In a time of intense global tension over the US-led 'war on terrorism', and a hostile atmosphere in many Western countries with large Arab and Muslim populations, the role of Al-Jazeera demands widespread discussion, not least in culturally diverse regions like Western Sydney.

**TIME:** Tuesday 15<sup>th</sup> August, 2006, 6.00pm for 6.30pm start

**PLACE:** Riverside Theatres, Church and Market Sts, Parramatta

**SPEAKER:** Dr Adel Iskandar's work is highly regarded for its contribution to understanding the news media's impact on Arab audiences both in the Middle East and across the world. An Egyptian-Canadian scholar currently working in the US, his co-authored 2002 book *Al-Jazeera: How the Free Arab News Network Scooped the World and Changed the Middle East* is the first major analysis of its subject. Dr Iskandar combines an in-depth knowledge of culture, politics and society in the Middle East with a thorough command of international issues in contemporary media. He works in the School of International Service, American University, Washington, DC and is currently working on two books: *US Public Diplomacy, Culture, and Arab Audiences* and *El-Islam: Muslims and the Internet*.

Dr Iskandar will be introduced by Councillor David Borger, Lord Mayor, Parramatta City Council.

Light refreshments will be provided. Entry is FREE but please RSVP by Wednesday 9<sup>th</sup> August to [m.oneill@uws.edu.au](mailto:m.oneill@uws.edu.au) or (02) 9685 9600.

*This free public seminar is sponsored by the University of Western Sydney's Centre for Cultural Research (CCR), in partnership with Parramatta City Council, and Information and Cultural Exchange (ICE).*