
Contents

Foreword	ix
Naomi SAKR	
Introduction	xi
List of Acronyms	xix
Chapter 1. International Communication and Arab Countries: Studies on Media Development and Media Geopolitics	1
1.1. Communication for development in France: an imported subdiscipline?	2
1.2. Development and geopolitics: two distinct matters?	3
1.3. In the beginning: (Arab) media and development	5
1.4. Academic publications on Arab media: from scarcity to profusion	5
1.5. Arab media: from official speeches to the domination of the Anglo-American pragmatic school.	10
1.6. The 2000s: renewal of research or “Al Jazeeraization” of the academic literature?	12
1.7. The uninhibited liberalization of the media	15
1.8. An interest in Arab public opinion, a rarity of work on audiences	16
1.9. Has the media and development relationship been abandoned to think-tanks in the Internet age?	17
1.10. The renewal of a field of study or journalism for the development of investigative journalism	19
Chapter 2. The Obsolescence of Classical Theories of International Communication	23
2.1. Modernization by the media or “westoxification”?	24
2.2. Development is not an exportable product	26

2.3. The dependency theory	28
2.4. Impetus for a NWICO	30
2.5. The “too sage” report of the Sages	32
Chapter 3. The Information Society or the Liberal Remodeling of Development Theories	37
3.1. A global trend: the paradigm of a more “inclusive” information society	39
3.2. Progress: an accounting measure?	41
3.3. Arab countries in the “information society”	46
3.4. Young graduates – and connected in a precarious economic context	50
3.5. The use of digital media and social networks	55
3.6. The advertising market, between certain delay and rapid growth	58
Chapter 4. In the Field: Liberalization Under the Control of Governments and Businessmen	63
4.1. Businessmen and the media in Egypt: a typology	64
4.2. Reforms and routines	68
4.3. The confluence of the media	70
Chapter 5. The “Arab Street” in the Press: a Specific Frame of the South	73
5.1. From public opinion to the “Arab street”	74
5.2. The “Arab street” in the French press: presentation of general trends	76
5.3. Original matrices and perspectives for the appreciation of the “Arab street”	82
5.4. The use of “Arab street” in the press: from the beginning to today	83
5.5. The media “spawning” of September 11, 2001	86
5.6. 2011: revolutions and the Arab street	94
5.7. Conclusion: the Arab street, Arab “revolutions” and “embedded” social movements	96
Chapter 6. Geopolitics of the Arabic-speaking Media and Politics of Influence	99
6.1. Media geopolitics in the Middle East and North Africa: radio propaganda warfare	100
6.2. From the Gulf War to 9/11 as triggers for new media geopolitics	102
6.3. Paradigm shifts in cooperative action in the field of media and journalism	107
6.4. Public policies under pressure	108

Chapter 7. Cooperation and Training of Journalists in the Digital Media Era	113
7.1. “All equal in the face of innovation?”	114
7.2. Training of journalists in Arab countries	117
Chapter 8. Development Policy and Journalism: Between Standards Competition and Cooperation.	121
8.1. Different visions and cooperation agencies	123
8.2. Cooperation policies “from the bottom up”	131
8.3. Media development assistance: the convergence of practices and standards.	133
8.4. Concerted actions and expertise: the case of Canal France International.	134
8.5. Conclusion	138
Conclusion.	139
References	149
Index	171

