

# Middle East: The Media and PR Wars

**When:** 7 December 2018, 9:00 a.m. – 5:00 p.m.  
**Where:** Metropolitan University Prague, Prokopova 16, Prague 3

## Programme:

- 9:00-9:10** Welcome Speech  
*Michal Klíma (Rector of the Metropolitan University Prague)*
- 9:10-10:00** Pro-Israeli Media and the Palestinian Question  
*Abdel Bari Atwan (United Kingdom)*
- 10:00-10:50** The Industry of Lies: Israel as a Target of Unfair Propaganda  
*Ben-Dror Yemini (Israel)*
- 10:50-11:30** Coffee Break
- 11:30-12:20** Al Jazeera effect  
*Jaromír Hanzal (Czech Republic)*
- 12:20-13:10** To Embed or not to Embed: Media amidst Modern Warfare  
*Jakub Szánto (Czech Republic)*
- 13:10-14:10** Lunch Buffet
- 14:10-15:00** German Media Perspective of the Middle Eastern Conflicts  
*Michael Lüders (Germany)*
- 15:00-15:50** The “wide” spectrum of the Iranian media  
*Hannah Kaviani (Iran/USA)*
- 15:50-16:40** Media Map of the post-Arab Spring Tunisia  
*Karel Černý (Czech Republic)*



# THE SPEAKERS

**Abdel Bari Atwan** is a Palestinian journalist and publisher who was for some 24 years head of the well-established, London-based daily newspaper *Al-Quds al-Arabi*, now he is the editor-in-chief of *Rai al-Youm* website. Abdel Bari Atwan, known for his critical views of Western and Israeli policies, penned four books dealing mostly with radical and terror Islamist groups in the Middle East. Mr. Atwan personally interviewed Osama bin Laden.

**Karel Černý** is a Czech sociologist affiliated with the Charles University in Prague he is also an author or editor of several books dealing with Middle East region and Muslim communities in Europe. Mr. Černý will apply his experience and sociologist's approach also for the paper presented at our conference, which will deal with media in Tunisia and its role in political and social changes after the Arab Spring.

**Jaromír Hanzal** is a doctoral candidate in media studies at Charles University in Prague. During his academic work, Jaromír has been part of field's most renowned conference (IAMCR) and has published internationally on the Middle East and global media flows and contra-flows. While focusing on the current media environment as a competition arena for international networks, Mr. Hanzal will contribute to the theoretical dimension of the conference.

**Hannah Kaviani** has been for ten years an Iranian journalist affiliated with Radio Farda, Persian language service of the US-run Radio Free Europe based in Prague. Besides other front page news, Ms. Kaviani covered the nuclear negotiations between Iran and the world powers between 2013 and 2015 and reports on the aftermath of Iran deal as well as other general news related to the Islamic Republic. Hannah Kaviani's task at the conference will be to outline the delicate media environment of Iran.

**Michael Lüders** is a leading German expert on Islamic and Arab world. Mr. Lüders worked for many years as a journalist covering the Middle East and authored several books on the region. During his distinguished carrier he lectured at several universities in Germany and abroad, now he is an independent adviser and consultant co-operating with various business and political organisations dealing with the Middle East. Michael Lüders will analyse various aspects of the German coverage of the Middle Eastern affairs.

**Jakub Szántó** has been for some twenty years a Czech journalist covering the Middle East, most recently as a correspondent of the Czech TV based in Tel Aviv. Besides many other assignments, during last 15 years Mr. Szántó made several trips to various battlefields as an embedded reporter, either with official militaries or various militias. His appearance at the conference will therefore deal with the phenomena of embedded journalism.

**Ben-Dror Yemini** is internationally renowned Israeli journalist and commentator affiliated with *Yediot Achronot* media group, recently published a book titled *The Industry of Lies* based on assumption that huge part of world media unfairly sides with Palestinians and tarnish Israel with disinformation and manipulations – this will be also the core of his Prague speech. That said, Ben-Dror in the same time supports the right of Palestinians for the state of their own and criticizes some aspects of Israeli/Jewish right wing policies.

**Břetislav Tureček** is a head of the Centre for Middle Eastern Studies at Metropolitan University Prague and he will host the conference. For more than two decades he was a journalist and traveling reporter covering the Middle Eastern issues, between 2008-2013 he worked as a Middle East correspondent of the Czech Radio based in Jerusalem. Mr. Tureček authored four journalistic books and co-edited several scholar publications.

