

AYOOB INTERVIEW

4:24

AYOOB: MY NAME IS MOHAMMED AYOOB, SPELLED M-O-H-A-M-M-E-D, THE 2<sup>ND</sup> NAME, A-Y-O-O-B. MY FULL TITLE IS UNIVERSITY DISTINGUISHED PORFESSOR OF INTERNATIONAL RELATIONS AT MSU

GERI:

AND CAN YOU GIVE ME A LITTLE BIT OF YOUR FAMILY BACKGROUND AND YOUR EDU BACKGROUND?

:26

AYOOB: WELL I WAS BORN AND BROUGHT UP IN INDIA. I DID MY UNDERGRAD WORK IN INDIA I DID MY PHD AT THE U OF HAWAII AT THE EAST WEST CENTER. THEN I WAS BACK IN INDIA, IN DELHI I WAS INSTITUTE FOR DEFENSE ANALYSIS AND WAS AT JEWHAL NEHRU UNIVERSITY FOR A FEW YRS AND IN THE MID 70S I CAME TO COLOMBIA AS A ROCKEFELLAR SCHOLAR IN INTERNATIONAL CONFLICT AND SOON THEREAFTER WENT TO THE AUSTRALIAN NATIONAL UNIVERSITY AS A MEMBER OF THE FACULTY, INTERNATIONAL RELATIONS FACULTY AT ANU, FINALLY I ENDED UP BACK IN THE US IN 1988 OR SO AND I JOINED PRINCETON UNIVERSITY, THE WOODROW WILSON SCHOOL OF PRINCETON UNI AS A ?? FOUNDATION FELLOW IN INTERNATIONAL SECURITY AND IN 1990 I MOVED TO MSU TO JOIN THE FACULTY HERE. AND IN 1996 I WAS MADE UNI DISTINGUISHED PROF. SO IVE BEEN HERE FOR ALMOST 17 YRS.

GERI: LET'S TALK ABOUT THE IMAGES OF ARABS (PHONE RINGS) IN THE MIDDLE EAST...SHALL I CHANGE SIDES..WHAT ARE THE DOMINANT IMAGES OF ARABS IN THE MIDDLE EAST PRIOR TO 9-11?

2:23

AYOOB: WELL I THINK THE IMAGE OF THE ARABS AND THE MUSLIMS, PARTICULARLY THE ARABS, WAS NEVER REALLY FLATTERING, AND THERE WERE LOTS OF ISSUES INVOLVED FOR THIS ONE WAS THE STEREOTYPE OF THE ORIENTAL AND SINCE MOST AMERICANS WERE OF EUROPEAN ORIGIN, THEY BORROWED THE EUROPEAN STEREOTYPES OF THE OREINTALS, WHICH WERE PRIMARLY LIKE, EDWARD SAYHID AND HIS BOOK ORIENTALISM, PTS OUT WERE PRIMARLY THOSE OF THE ARAB AND MUSLIM WORLD. SO THE NEG STEREOTYPE THAT THE EUROPEANS HAD FOR REASONS OF POLITCAL AND MILITARY HAD WITH THE MIDDLE EAST AND THE ARAB WORLD IN PARTICULAR WERE TRANSPORTED ACROSS THE ATLANTIC TO THE US AND THEN ON TOP OF THAT YOU HAD SEVERAL OTHER ADDITIONAL REASONS. 1 WAS OF COURSE THE ARAB ISREALI CONFLICT IN WHICH THE US WAS COMMITTEED MORE OR LESS NOT REALLY TO UPHOLDING ISREALI SECURUITY BUT ISREALI INTERESTS, OVERALL RESERVATES ARAB FOES WHETHER ON THE ISSUE OF PALESTINE OR ON THE ISSUE OF INTERSTATE CONFLICT BETWEEN ARAB STATES AND ISREAL AND THE ARAB WERE PROTRAYED IN A VERY NEGATIVE LIGHT AS THE

AGRESSORS WHO WANTED TO DETROY THIS YOUNG DEMOCRACY THAT HAD BEEN SETUP IN THE MID EAST, THANKS TO THE INTERVENTION OF THE AND BRITISH COLONIALISM.

3:56

SO THAT WAS ANOTHER LAYER OF NEGATIVE STEREOTYPING THAT WAS ADDED ONTO THE INITIAL NEG IMAGES OF A MID EAST THAT EUROPEANS HAD BROUGHT WITH THEM. WHERE THE INITIAL IMAGES WERE OF A MUSLIM MID EAST THAT THREATENED, THREATENED EUROPE, THREATENED WEST. CIVILIZATION, SO ON AND SO FORTH. AND OF COURSE THERE WAS A 3<sup>RD</sup> REASON ON TOP OF THAT. I THINK WAS THAT BECAME SALIENT IN THE 1970'S W THE 1973 ARAB ISREALI CONFLICT, BUT MORE SO THE ARAB ISREALI OIL BOYCOTT. THE BOYCOTT OF ARAB OIL PRODUCING COUNTRIES IMPOSED AGAINST THE FRIENDS OF ISREAL. OF COURSE IT DIDN'T LAST TOO LONG BUT IN THE SHORT RUN IT HEIGHTENED PRICES. AND WHAT HAPPENED WAS, THE OCT WAR OF 1973 COINCIDED WITH THE DECISION ON THE PART OF OPEC, THE ORG OF OIL EXPORTING COUNTRIES, TO HIKE UP, QUADRUPLE THE PRICE OF OIL, FOR VERY GOOD ECONOMIC REASONS, AS FAR AS THEY WERE CONCERNED, WHICH WAS DISPLAYED IN SUPPLY AND DEMAND AND SO AND SO FORTH.

5:04

SO THE OIL PRICES, AT LEAST TEMPORARILY SEEMED TO GO THROUGH THE ROOF AND THAT CREATED FURTHER NEG IMAGES OF THE SHEIKS AND THEIR FLYING ROBES AND THEIR OUTLANDISH HEAD GEAR HOLDING THE WORLD AT RANSOM BY HOLDING VERY TIGHTLY TO THE PETROL PUMP SO TO SAY. SO THAT WAS THE THIRD LAYER. THE FOURTH LAYER, I THINK HAD TO DO W/ THE IRANIAN REVOLUTION, THE ISLAMIC REVOLUTION IN IRAN IN 1979, WHICH OVERTHREW THE US BEST FRIEND IN THE REGION, THE GULF, THE SHAH OF IRAN AND REPLACED THE MONARCHIAL REGIME BY A REVOLUTIONARY REDICAL REGIME THAT RADICALIZED AND SWORE BY ISLAM. NOW FOR MOST AMERICANS, MOST WESTERNERS AT THAT TIME THE DISTINCTION BETWEEN ARAB AND IRANIAN OR ARAB AND PERSIAN WAS A VERY EXTREMELY SECONDARY MATTER, THERE WERE ALL THESE ORIENTALISTS THERE WHO BELIEVED IN MOHAMMED IN BEING THE PROPHET OF GOD, THEY MUST ALL BE THE SAME. SO THE NEG IMAGE OF THE IRANIAN REV PARTICULARLY WHEN THE HOSTAGES WERE TAKEN IN NOV '79 THE AMERICAN EMBASSY BY A GROUP OF IRANIAN STUDENT REVOLUTIONARIES AND HELD FOR 400 ODD DAYS ADDED A FURTHER NEG LAYER OF ARABS AND THE MUSLIM WORLD IN THE US AND SO I THINK THERE ARE THESE LAYERS UPON LAYERS WHICH HAD ACCUMULATED, CREATED NEG STEREOTYPING OF MUSLIMS IN PARTICULARLY ARAB MUSLIMS IN THE US EVEN BEFORE 9-11 HAPPENED.

GERI

WERE THERE ANY POSITIVE STEREOTYPES?

6:52

AYOOB:

WELL THERE WERE ARAB IMMIGRANTS WHO HAD BEEN COMING TO THE US. INITIALLY THEY WERE ARAB CHRISTIANS FROM LEBANON AND IRAQ, BUT THEY WERE INCREASING THE AMOUNT OF ARAB MUSLIMS WHO CAME HERE. BUT THE ARAB MUSLIMS CAME HERE LARGELY TO WORK, AND THIS IS VERY TRUE IN MI AND DET, THE AUTO CAPITOL OF THE WORLD BUT THEY CAME TO WORK ON THE ASSEMBLY LINES IN THE AUTO INDUSTRY THEY CAME FOR MOSTLY THOSE SORTS OF JOBS, BUT, THERE WAS AN INFLUX OF STUDENTS FROM THE MUSLIM WORLD, PARTICULARLY THE ARAB WORLD. AND A PROPORTION OF THESE, AFTER GETTING HIGHER EDUCATION IN THE US, SETTLED IN THE U.S., BEGAN PROF CAREERS AND SO ON. SO THERE WAS WHAT SOME STARTED TO SEE, ARAB PROFESSIONALS IN THE US. BUT THERE WERE OTHER SOURCES OF MUSLIM IMMIGRATION OF COURSE INTO THE US AND ONE OF THE MAJOR SOURCES WAS FROM THE COUNTRIES OF S. ASIA, PAKISTAN, INDIA, BANGLADESH – FROM WHERE CAME MOSTLY PROFESSIONALS. THOSE WHO CAME AS STUDENTS OR AS ALREADY HELD HIGHER DEGREES. (COUGHS) AND SETTLED, MANY OF THEM SETTLED DOWN IN THE US AND THUS BUILT A LAYER OF MUSLIMS MID CLASS THAT WAS RESONABLY WELL INTEGRATED INTO AMER SOCIETY IN PART IN TERMS OF THEIR RESIDENCE, IN THE WAYS THEIR RESIDENTIAL PATTERNS BC THEY WAY THE LIVED IN RELATIVELY AFFLUENT SUBURBS. SO YOU FOUND DOCS AND ENGINEERS AND COMPUTER SCEINTISTS AND UNI PROFESSORS MANY OF THEM FROM S. ASIA, QUITE A FEW OF THEM FROM THE MID EAST, TURKEY, FROM THE ARAB WORLD AND IRAQ. THERE WAS A MAJOR INFLUX OF IRANIAN PROFESSIONALS WHEN THE SHAZ REGIME FELL WHO CAME TO THE US SO I THINK THAT THE FACT THAT THERE WAS A GROWING MID MUSLIM MID CLASS IN THE US, CERTAINLY BEGAN TO FRACTURE THE NEG STEREOTYPING AND THE NEG IMAGES OF ISLAM, PARTICULARLY OF ARAB MUSLIMS IN THIS COUNTRY BUT THEN UNFROTUNATELY 9-11 HAPPENED.

GERI:

HOW CAN WE COMBAT, THIS NEG STEREOTYPING, INSERTING POS STEREOTYPING? HALL SUGGESTS THAT MAYBE....

9:33

AYOOB: I DON'T THINK STEREOTYPING, WHETHER NEG OF POS WILL REALLY REACH, LEADS TO DESIRED EFFECTS. I THINK WHAT NEEDS TO BE DONE, THROUGH JUST POSTIVIE STEREOTYPING IS UNDERSTANDING THE COMPLEX NATURE, OR MAKING THE AMERICAN PUBLIC UNERSTAND THE COMPLEX NATURE OF ARAB AND MUSLIM SOCIETY, THAT THERE ARE MULTIPLE TRENDS THAT ARE PREVALENT IN THOSE SOCIETIES AND THAT THERE IS NO SINGLE MONOLITHIC IMAGE THAT ONE SHOULD CARRY ON THESE SOCIETIES, THAT THE ISLAM IS NOT A MONOLITH, THAT POLITICAL ISLAM IS NOT A MONOLITH THAT SOCIEITES IN THIS VERY DIVERSE MUSLIM WORLD SPREADING FROM INDONESIA TO MOROCCO AND FROM THE CAUCASUS DOWN TO SUBSAHARAN AFRICA IS IMMENSELY DIFFERENT, SO ITS AN ATTEMPT TO PROTRAY THIS COMPLEXITY OF THE REGIONS OF GEOGRAPHIC VARIETIES, ETHNIC VARIETIES,

OF THE POLITICAL VARIATIONS YOU SEE WITHIN THE SAME COUNTRY IN THE MUSLIM WORLD WHERE YOU SEE MUSLIM DEMOCRATS AS WELL AS MUSLIM AUTOCRATS AND FUNDAMENTALISTS. IT IS THE PROTRAYAL OF THE MUSLIM WORLD AND ALL ITS RICH DIVERSITY AND COMPLEXITY THAT IS GOING TO HAVE THAT POSITIVE EFFECT OVER THE LONG RUN, RATHER THAN SUBSTITUTING ONE SET OF STEREOTYPES FOR ANOTHER.

GERI:

WELL A JOURNALISTS MIGHT SAY, WE HAVE 1 MIN AND 30S TO TELL THE STORY HOW CAN WE COVER THE COMPLEXITIES

11:10

AYOOB:

WELL THAT'S A PROFESSIONAL HAZARD OR A PROFESSIONAL CROSS THE JOURNALISTS HAVE TO BEAR, BUT I THINK IF INSTEAD OF JUST DOING THOSE 9 SEC SOUND BYTES OR AN INTERVIEW FOR 1 MIN 30 S. I MYSELF HAVE UNDERGONE THIS EXPERIENCE, WHERE JOURNALISTS FROM THE ELECTRONIC MEDIA AND THE PRINT MEDIA COME AND INTERVIEW U FOR ½ AND HR AND THEN THEY PICK OUT THE MOST, WHAT SHALL I SAY, THE MOST IRRELEVANT STATEMENTS THAT YOU MIGHT HAVE MADE AND USE THAT. IRRELEVANT IS NOT THE RIGHT WORD THE LEAST IMPORTANT STATEMENT THAT HE MIGHT HAVE JUST THROWN IN, INSTEAD OF GOING INTO THE COMPLEXITIES OF THE REPORT. SO I THINK WHAT YOU NEED TO DO IS TO HAVE MORE IN-DEPTH NOT JUST REPORTING, BUT ANALYSIS OF THE MUSLIM WORLD, PARTICULAR IN THE PRINT MEDIA THROUG OP-EDS AND ARTICLES WRITTEN BY PPL WHO KNOW THE MUSLIM WORLD FROM THE INSIDE ALSO IN THE E-MEDIA YOU COULD DO IT WITH MORE IN DEPTH INTERVIEW, DOCUMENTARIES AND SO ON. JUST SO THAT 1 ½ DOES'NT BECOME THE ONLY SOURCE FOR YOUR AUDIENCE AS FAR AS INFO OR ANALYSIS OF THE MUSLIM WORLD IS CONCERNED. WITH THE BBC DOES A GOOD JOB ON THIS AS I UNDERSTAND. THE AMERICAN NEWS MEDIA I THINK FALL DOWN. THERE ARE SOME DOCUMENTARIES THAT ARE MADE BUT I THINK THE BBC, IF YOU LISTEN TO ITS RADIO NEWS, OR EVEN IF YOU WATCH THE TV NEWS, HAS CULTIVATED A CULTURE WHERE BY IT IS ABLE TO PROTRAY THE COPLEXITIES OF WHATEVER SUBJECT IT IS ATTEMPTING TO STUDY, WHICH I THINK IS WORTH EMULATING.

GERI: TELL US ABOUT THE MUSLIM STUDIES PROGRAM.

13:08

AYOOB:

THE MUSLIM STUDIES PROGRAM IS REALLY OWES ITS ORIGINS TO THE EVENTS OF 9-11. AFTER THE TERRORIST ATTACKS IN NYC AND WASHINGTON. PRES LOU ANN SIMON, THEN PROVOST LOU ANN SIMON, AND SOME OF THE SR FACULTY AND DEANS GOT TOEGTHER AND IT WAS REALLY THE PROVOSTS IDEA IN MANY WAYS LOU ANN SIMONS IDEA IN MANY WAYS TO CREATE A CRITICAL MASS OF FACULTY AND COURSE ON THE ISLAM WITH MSU WHICH WOULD HEP COUNTER

STEREOTYPICAL IMAGES OF MUSLIMS AND ISLAM THAT STUDENTS AND EVEN MANY OF THE UNI FACULTY GOT BY THROUGH THE MEDIA. BC THERE WASN'T MUCH OF THERE WERE EXPERTS IN AT MSU ON AFRICA AND ASIA AND SOME OF WHOM WERE ENGAGED IN STUDYING MUSLIM AFRICA, MUSLIM SOCEITIES IN AFRICA AND MUSLIM SOCIETIES IN ASIA, BUT THERE WAS NOT A COHERENT PROG THAT WOULD BRING KNOWLEDGE OF THE MUSLIM WORLD TO THE STUDENT OR TO THE WIDER UNI COMMUNITY AND INDEED THE COMMUNITY AT LARGE. AND IT WAS OUT OF THAT THE IDEA OF A MUSLIMS STUDIES PROG BEGAN TO EMERGE. IT WAS AN INTIALLY KNOWN AS THE MUSLIM STUDIES INITIATIVE AND THE 1<sup>ST</sup> CONCRETE STEP THAT WAS TAKEN WAS TO STEP UP A MUSLIM STUDIES UNDERGRAD SPECIALIZATION. HOUSED AND ADMINISTERED IN JAMES MADISON COLLEGE BUT A UNI WIDE SPECIALIZATION AND I WAS ASKED TO COORDINATE IT. SO WE BEGAN TO BUILD A SET OF COURSES THAT WOULD BE COHERENT THAT STUDENTS COULD TAKE AND GET A SPECIALIZATION TO THE EQUIV OF A MINOR IN THE STUDY OF THE MUSLIM WORLD. AND OUT OF THAT, WELL THE UNI DECIDED, AGAIN I THINK IT WAS TO A LGE EXTENT THE PROVOST SIMON'S IDEA THAT WE WERE ABLE TO CONVINC HERE THAT WE NEEDED TO DEVOTE ADDITIONAL FACULTY AND RESOURCES TO THE STUDY OF THE MUSLIM WORLD AND INITIALLY SHE ALLOCATED 4 NEW POSITION WHICH WE WERE OVER THE COURSE OF A YR TO TRANSITION IT TO 7 OR 8 BY ALL SORTS OF OTHER HIRES. AND THAT WHEN ADDED TO THE ALREADY EXPERTISE ON CAMPUS HAS NOW CREATED A CRITICAL MASS OF SPECIALISTS ON THE MUSLIM WORLD. WE ARE STILL AS I SAID WORKING TO ENLARGE THAT POOL OF EXPERTISE. AS I SAID EARLIER, WE HAD HAD SPECIALISTS ON AFIRCA AND ASIA, PARTICULARLY MUSLIM AFRICA AND MUSLIM ASIA. WE HAVE ADDED TO THEM SPECIALISTS ON THE MID EAST ON EURASIA, AND FURTHER ADDED TO OUR STRENGTHS IN AFRICA AND ASIA.

16:12

WHAT'S DISTINCTIVE ABOUT THE MUSLIM STUDIES PROGRAM AT MSU AS COMPARED TO OTHER SCHOOLS IS THAT IT IS NOT REGION SPECIFIC, IT IS NOT A PROG FOR MID EAST STUDIES. WE ARE BUILDING ON OUR PREVIOUS EXPERTISE, ADDING NEW EXPERTISE TO AREAS WHERE WE DIDN'T HAVE ADEQUATE STRENGTH ON, BUT IT IS GENERALLY CROSS REGIONAL PROG. WE HAVE AFRICANISTS, ASIANISTS, MID EASTERNISTS, WHATEVER YOU WANNA CALL IT, EURASIANISTS, ENGAGED IN THE COMPARATIVE STUDY OF THE MUSLIM WORLD AND WE ARE ATTEMPTING TO BRING BACK KNOWLEDGE WHICH IS REGIONAL KNOWLEDGE TO OUR STUDENTS AGAIN EMPHASIZING THE IMMENSE DIVERSITY IN THE MUSLIM WORLD. THAT THERE ISNT A SINGLE MUSLIM WORLD, IN FACT YOU COULD CALL IT THE MUSLIM WORLDS, IN THE PLURAL. THE OTHER THING THAT MAKES OUR PROG VERY DISTINCT IS THAT IT IS EMPHASIZES THE LIVED EXPERIENCES OF PPL IN MUSLIM SOCIETIES. IT DOES NOT ENGAGE IN STUDYING THEOLOGY AND PHILOSOPHY FOR ITS OWN SAKE, IT PRIMARILY CONCENTRATES ON THE SOCIAL SCIENCES AND THE HUMANITEES, ON HISTORY, ON ANTHRO, SOCIOLOGY, POL SCI TO BUILD EXPERTISE ON MUSLIM SOCIETIES, BUILD EXPERTISE THAT WILL CONVEY THE KNOWLEDGE AS TO HOW THESE

MUSLI SOCIETIES WORK AND WHAT MAKES THEM TICK, THAT CONTEXTUALIZES KNOWLEDGE ABOUT ISLAM AND MUSLIMS AND NOT PRESENT THEM IN AN ABSTRACT FASHION, BC ABSTRACT LEARNING OR LEARNING IN THE ABSTRACT OF MUSLIM SOCIETIES OR ISLAM IS GOOD IN ITSELF BUT IT CAN ALSO EASILY LEAD TO STEREOTYPING, SO AGAIN ITS MAJOR THRUST IS TO GIVE THE DIVERSITY OF MUSLIM EXPERIENCES TO OUR STUDENTS IN A WIDER UNI COMMUNITY

ALBERS: REPORTERS, NEWS ANCHORS, NEWS EXECUTIVES, PPL WHO HAVE THE POWER TO INFLUENCE THE WAY THE MEDIA IS CREATED, KNOW ENOUGH ABOUT THE MUSLIM WORLD TO BE ABLE TO DO THEIR JOB EFFECTIVELY?

AYOOB: WELL YES AND NO..

ALBERS: CAN YOU PARA-PHRASE?

18:35

AYOOB:

DO REPORTERS AND JOURNALISTS IN THE US HAVE ADEQUATE KNOWLEDGE OF THE MUSLIM WORLD, TO BE ABLE TO DO A GOOD JOB IN BEING ABLE TO COVER IT. I WOULD SAY YES AND NO..(COUGH) I THINK THE AVG RUN OF THE MILL REPORTER DOESN'T HAVE MUCH EMPATHY/KNOWLEDGE ON THE MUSLIM WORLD. ON THE OTHER HAND, IF YOU LOOK AT MAJOR NEWSPPRS, THERE ARE (COUHGS) THERE ARE SOME REPORTERS ABND ANALYSTS WHO HAVE MADE A LIFE TIME STUDY OF THE MUSLIM WORLD WHO ARE VERY MUCH ENGAGED IN STUDYING THE MUS WORLD AND A VERY EMPATHETIC POSTHION. A # OF NAMES COME TO MIND, THERE IS ANTHONY SHAHEED FOR EX. IN THE WASH POST, THERE ARE MANY PPL IN THE BRIT NEWPPRS SO AND SO FORTH WHO HAVE QUITE A BIT OF KNOWLEDGE OF THE MUSLIM WORLD AND TRY TO BRING THIS TO THEIR VIEWERS AND TO PPL WHO READ THEM. BUT ON THE WHOLE, I THINK YOU'RE RIGHT, THERE ISNT ENOUGH EXPERTISE SO WHT ONE NEEDS TO DO IS, THAT SCHOOLS OF JOURNALISM, COLLEGES OF COMMUNICATION SHOULD CREATE PROGRAMSS BY WHICH WE PRODUCE THESE JOURNALISTS, BOTH BY THE PRINT MEDIA AND THE E-MEDIA WHO HAVE FIRST HAND KNOWLEDGE OF THE MUSLIM WORLD. I THINK WHAT COULD DRAW UPON THE INTERESTS OF THE IMMIGRANT COMMUNITIES WHO BRING KNOWLEDGE OF THE LANGUAGE AS WELL AS THE CULTURE WITH THEM AS PART OF THEIR BAGGAGE, AND THEN TRAIN THEM TO GO BACK AND THEN SERVE AMERICAN AUDIENCES, I MEAN GO BACK TEMPORARILY, WORK THERE AND COME BACK, SO THERE ARE WAYS IN WHICH THIS CAN BE DONE. ITS NOT AN INSUPERABLE PROB IF REALLY EFFORTS AND RESOURCES ARE DEVOTED TO IT.

ALBERS: IF WE ASSUME THAT THE COVERAGE OF THE MUSLIM WORLD IS INADEQUATE IS THERE A DIFFERENCE BETWEEN THE PRINT MEDIA OR THE E-

MEDIA COVER? IS ONE MORE GUILTY THAN THE OTHER OR MORE EFFECTIVE THAN THE OTHER?

20:46

AYOOB: ITS DIFFICULT TO SAY BC AGAIN THERE IS A WHOLE RANGE OF TV, RAD, OR NEWSPPRS WHEN YOU ARE TALKING ABOUT THE MEDIA. THEY RANGE EVERYWHERE, AS I SAID, FROM FOX NEWS TO BBC. FOX NEWS IS AN AMERICAN CHANNEL, BUT IT IS SEEN WIDELY AND HEARD WIDELY IN THE US AS WELL. SO IT IS VERY DIFFICULT TO SAY WHETHER IT'S THE PRINT MEDIA OR THE E-MEDIA WHICH IS MORE AT FAULT. I THINK THE PRINT MEDIA, I'LL SAY THE MORE ESTABLISHED NEWSPPRS, LIKE THE WASH POST AND THE NYT, DO HAVE THE LUXARY OF GOING INTO DETAIL OF GETTING ARTICLES PUBLISHED THAT REFLECT COMPLEXITIES OF THE MUS WORLD, WHICH THE E-MEDIA USU DOESN'T HAVE THE LUXARY TO DO BUT THEN THERE ARE ALSO BIASES THAT YOU FIND IN THE MEDIA, BOTH PRINT AND E, AND SOME OF THESE BIASES ARE ROOTED IN SOCIETY ITSELF THAT GET REFLECTED.

ALBERS: CAN YOU THINK OF ANY SPECIFIC EX OF COVERAGE SINCE 9-11 THAT ILLUSTRATE THE PROB WE ARE TRYING TO ADDRESS?

22:13

AYOOB:

LET ME TRY AND THINK, I HAVEN THOUGHT OF ANY SPECIFIC .. GENERALLY I THINK THERE IS VERY SUPERFICIAL COVERAGE. THAT'S THE IMPRESSION THAT I GET. ITS NOT SO MUCH DELIBERATE ATTEMPT TO DENIGERATE THE MUSLIM WORLD AS THERE IS JUST NOT ADEQUATE KNOWLEDGE ABOUT IT. EXCEPT FOR SOME RABID PROPOGANDISTS IN PLACES LIKE THE FOX NEWS CHANNEL. BUT I AM TRYING TO THINK OF ANY ONE SINGLE INSTANCE, BUT I CANT

ALBERS: I WAS IN ENGLAND OVER THE SUMMER, AT THE TIME OF THE LEBANON-ISREAL WAR IT SEEMED TO ME, EVEN IN LONDON, THE BBC, THAT THE COVERAGE WAS SUPERFICIAL AND IT FOCUSED ON EXPLOSIONS AND FOCUSED ON IMAGES AND DIDN'T REALLY TAKE TIME TO ADDRESS THE ISSUES THAT UNDERLIE...

23:14

AYOOB: THAT'S TRUE. I THINK THAT'S ONE OF THE DRAW BACKS OF THE E-MEDIA BC IT HAS TO MAKE THINGS SENSATIONAL FOR PPL TO WATCH IT. THAT ALSO APPLIES TO SOME EXTENT TO THE PRINT MEDIA BC YOU NEED TO GET HEADLINES AND A GOOD PHOTO OF A BLOWN UP CAR OR REMAINED CHILD HAS DRAWS YOUR AUDIENCES MUCH MORE THAN IF YOU GO INTO DETAILS OR WHY ALL THESE THINGS ARE TAKING PLACE. BUT THE PRINT MEDIA, LIKE I SAID, AT LEAST STILL HAS THE ADVANAGE THAT IT CAN SUPPLEMENT THAT SORT OF REPORTING BY GIVING MORE IN-DEPTH ANALYSIS. WHICH UNFORTUNATELY THE AMERICAN E-MEDIA DOESN'T DO AS OFTEN AS IT SHOULD. I KNOW THAT

THERE ARE DOCUMENTARIES, AND THERE'S A VERY GOOD, WELL THERE'S A REASONABLY WELL DONE DOC THAT I RECENTLY SAW LAST WEEKEND ON CNN DONE BY KRISTIANA LAMPOOR ON ISLAM AND MUSLIMS, BUT THAT IS THE EXCEPTION RATHER THE RULE.

ALBERS: SHE SEEMS TO BE THE PERSON WHO UNDERSTANDS THE CULTURE, TO A DEGREE.

GERI: IS IT AN ELUSIVE PIECE?

AYOOB: THAT'S WHAT IT WAS, IM FORGETTING, WAS IT A NEWS, IT WAS LAST SAT. THAT I SAW IT

GERI: IT WAS VERY GOOD.

24:35

AYOOB: YEAH, IT WAS GOOD. BUT I THINK BBC DOC'S ARE ROUTINELY BETTER THAN AMERICAN DOC'S ON MUSLIM WORLD.

OF EXPLOITATION AND DOMINATION. AND KNOWLEDGE IS POWER SO THEY ACQUIRE... AND GOING BACK TO EDWARD SAYID, ONE OF THE MAIN THINGS WAS KNOWLEDGE IS POWER. SO ORIENTALISTS, ORIENTALISM WAS BASICALLY AN ATTEMPT TO ACQUIRE KNOWELDGE TO TRANSLATE IT INTO POWER, SO YOU COULD CONTROL THOSE ABOUT WHO YOU KNOW A GREAT DEAL, BUT YOU ALSO NEED TO KNOW A GREAT DEAL ABOUT PPL YOU NEED TO CO-INHABIT AND CO-EXIST WITH IN THIS WORLD, SO I THINK IT CUTS BOTH WAYS.

THANK YOU

25:31

VISUAL:  
PROF AYOOB SITTING AT COMPUTER AND WORKING

WORKING IN OFFICE

SITTING AND TALKING AT DESK

AYOOB: SO HOW'S YOUR RESEARCH PROJECT GOING?

STUD: HONESTLY I HAVENT GOTTEN TOO DEEP INTO..

CAMERA ANGLE CHANGED: AYOOB DISCUSSION WITH STUDENT  
28:03

-CU OF AYOOB

28:42

-AYOOB'S HAND

-THEN BACK OUT TO BOTH PROF AND STUDENT

29:05

-CU OF STUDENT

29:22

-BOTH PROF AND STUD

29:30

-CU OF STUDENT

29:44

-CU OF PROF

29:54

-CU OF BOOKS ON "OREINTALISM, IRON CAGE , THE SHIA REVIVAL" (CHANGING FRONT BOOK)

-MOVING UP AND DOWN BINDING OF BOOKS

-TOP TO BOTTOM

34:41

-WIDE SHOT OF BOOKS STANDING