



Dr. Weckbecker's book, scheduled for publication in fall 2015, explores documentary filmmaking in New Zealand. Photo by Nouf Al Qamzi

Assistant Professor Weckbecker to publish monograph

By Nouf Al Qamzi

ABU DHABI—Dr. Lars Weckbecker, an assistant professor at Zayed University in Abu Dhabi, is about to publish his first book.

The monograph is titled *Governing Visions of the Real*, which is a revision of his doctoral dissertation. It will be published by Intellect, which is based in Great Britain. It is scheduled for publication in the fall.

The book examines early New Zealand documentary filmmaking and how it came to function as governmental propaganda while claiming to represent objective actuality. Dr. Weckbecker has presented this material several times, including at research conferences and in graduate studies classes at Zayed University.

Dr. Weckbecker received his doctoral degree from the University of Auckland in New Zealand. He earned his B.A. in media studies from Massey University in New Zealand and his M.A. in media studies, political studies and sociology from the University of Trier in Germany.

His research focuses on the intersections of media and politics, and he primarily looks at documentary films. To promote his research, the ZU professor attended a conference in Istanbul, Turkey, in May. There he presented a paper titled "Governing Visions of the Real: On the Governmentality of Griersonian Documentary." He presented it at a second conference in Berlin, Germany, in October 2014. The German national will present a paper titled "Monumentarizing the Real: On the Status of the Documentary and the Functions of the Filmic Image in Griersonian Documentary."

Dr. Weckbecker he also has submitted a journal article to

Sites: A Journal of Social Anthropology and Cultural Studies. This article is titled "Governing Visions of the Other: The Politics of Envisioning Maori and Maoritanga through Post-World War II New Zealand National Film Unit Documentary Film." He also has a journal article in *Documentary Film Studies* due to be published this year. It is titled "Envisioning the Real: On the Governmentality of Griersonian Documentary."

His research also appears as a chapter, "From Colony to Nation in One Hundred Crowded Years: A Narrative on Civilisation, Progress and Modernity," in the 2012 book *Making Film and Television Histories: Australia and New Zealand*.

Most of his work is about the intersection of the use of media and politics and government in a broad sense. Therefore, over the last few years he has traced how documentary film was invented in Great Britain in the late 1920s and how it then took hold in New Zealand.

"I hope I have contributed to a fresh and critical view on the invention of documentary film and how it was conceived as a strategic form of communication appealing to and shaping affect, not one that was focused on "objectivity" and open (rational) discourse. Thereby I hope to open our perception to historical attempts at governing others through their selves and how this is still relevant today," Dr. Weckbecker said.

The professor teaches media and cultural criticism and communication history at ZU-AD. He also teaches Story Telling I and a graduate-level class on the foundations of communication studies. He is in his second year at the university. He serves on the College of Communication and Media Sciences Research Committee.

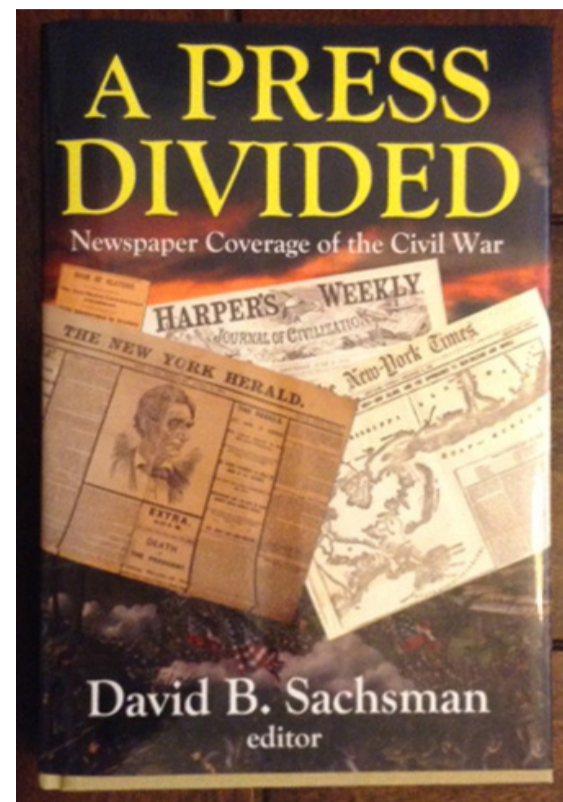
Transaction publishes three chapters by Bulla

Dr. David Bulla recently had three book chapters published by Transaction Publishers from New Jersey in the United States. All three deal with journalism during the American Civil War and appear in the book *A Press Divided: Newspaper Coverage of the Civil War*

The chapters include “‘Freely and Fearlessly’: The 1863 New York Editors’ Resolutions”; “Newspaper Coverage of the Rise of Lincoln in 1860: Cooper Union, the Republican Convention, and the Election”; and “The Suppression of the Mid-Atlantic Copperhead Press.” The book is edited by David Sachsman, the West Chair of Excellence at the University of Tennessee at Chattanooga.

Bulla had a fourth chapter published in the book *African Americans in U.S. Media: A Reader*, which is edited by Naemah Clark and published by Peter Lang Publishing Group. The title of that chapter is “A Black Newspaper in Wartime: The Transformation of *The Iowa Bystander*.” It explains how *The Bystander* sold the war to the black community of Des Moines, Iowa. The editor of the newspaper supported the U.S. war effort during World War I

In the spring, Bulla will see another book published. This one is titled *Lincoln Mediated: The President and the Press through Nineteenth Century Media*. His co-author is Gregory A. Borchard, with whom he worked on a previous volume, *Journalism in the Civil War Era*. Transaction will publish *Lincoln Mediated*. It is expected out in March or April 2015.



Professor Badran has book chapter published

Badran Badran, a professor of integrated strategic communication on the Dubai Campus, has a new book chapter. Titled “The Arabian States of the Gulf,” the chapter appears in Tom Watson’s *Middle Eastern and African Perspectives on the Development of Public Relations*, from the British publisher Palgrave Macmillan. The book came out in November.

“The book chapter is an historical study of the origins and development of Public Relations in the UAE, Oman, Qatar, Bahrain and Kuwait before and after the discovery of oil and gas in the region,” he said. “It is based on interviews with leading pioneers of public relations in the Gulf as well as information from regional PR agencies and published materials. Other chapters in the book will cover other regions.”

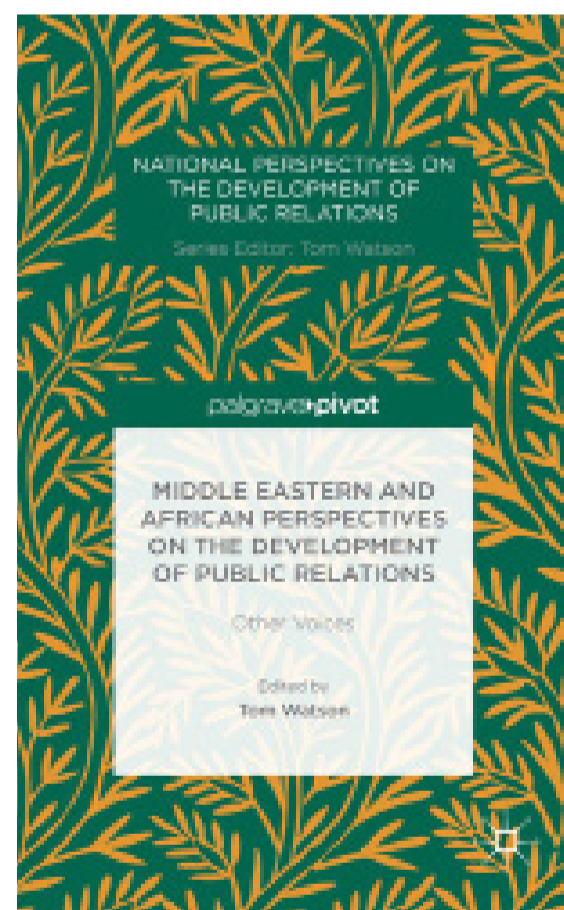
The CCMS professor was gratified to see the chapter published “I am excited about documenting part of the history of public relations in the GCC, including the role of pioneers who built the practice,” Dr. Badran said. “I hope my contribution will benefit other researchers.”

Cost of the book is £45.00.

In addition, Dr. Badran recently attended the 25th International Public Relations Association General Conference in Istanbul, Turkey. There he presented a paper titled “Tourism in A Conflict Zone: The Dubai Model.”

The paper examined the relation between peace and tourism and critical approaches to tourism in the Arab world, including the United Arab Emirates.

“The paper presented a rationale of why Dubai can be a positive model of successful tourism in the Middle East, which is often described as a conflict zone,” Dr. Badran said.



ADU to host third UAE undergraduate conference

Abu Dhabi University will host the third United Arab Emirates undergraduate conference on May 21.

Students can enter research papers in mass communication, as well as engineering, natural and health sciences, business, IT, education, mathematics, statistics, psychology and sociology. The deadline for applying for the conference is March 29.

Competitors should send in their 500-word abstract to the following website: eportal.adu.ac.ae/forms/stepup/default.aspx.

Student teams will compete for up to Dh10,000 in prize money.

The Third UAE Undergraduate Student Research Competition comes under the patronage of H.E. Sheikh Hamdan Bin Mubarak Al Nahyan, the Minister of Higher Education and Scientific Research.

This research initiative is in support of the UAE government’s campaign drive “2015: Year of Innovation.” The purpose of the conference is to enhance the critical thinking skills of students.



Alia Yunis, left, in Spain for *The Golden Harvest*, a documentary on the making of olive oil documentary. Photo courtesy Alia Yunis

Yunis finishing work on olive oil documentary

“The Golden Harvest” (Producer/Director Alia Yunis) is a feature-length documentary film shot in Spain, Italy, Greece, Palestine, Morocco, Tunisia and Jordan. Principal photography is completed, and currently the footage is being logged and translated for post production. If it were a woman, olive oil would be the Mediterranean’s Scherhazade, the great storyteller.

In “The Golden Harvest,” the camera lets olive oil weave its way around the Mediterranean, stopping at different spots, to introduce us to the colorful, often touching characters that inhabit the world of olive oil, which has seeped its way in the culture, economics, history, politics, religion and food of this area for 8,000 years.

The film received a development grant from the Abu Dhabi Film Festival.

A native of Chicago in the United States, Ms. Yunis is an associate professor of visual communication professor who teaches in Abu Dhabi. She teaches video production. She is an author and journalist. Ms. Yunis has her undergraduate degree from the University of Minnesota and her master’s from American University in Washington, D.C.



Filming the olive oil documentary in Spain. Photo courtesy Alia Yunis

Second chance for RIF grants this academic year

For the first time, Zayed University is offering a second Research Incentive Fund grants opportunity for ZU faculty.

The deadline for submission of the next RIF proposal was March 8.

The college must have all submissions reviewed by April 12 and then they will be sent to the ZU Research Office.

The grants will be judged by the ZU Standing Committee on Research in May and the announcement made on 4 June 2015.

A professor can only be the PI of one RIF grant at a time. Until that grant money is used up, the faculty member can only serve on other RIF grant research teams as a secondary researcher.

For more information and to download the RIF grant form, go to: www.zu.ac.ae/main/en/research/index.aspx

AEJMC deadline approaching

The deadline for submitting a research paper to the Association for Education in Journalism and Mass Communication 2015 Conference is April 1.

The conference will be held in San Francisco, Calif., from Aug 5-9. It will be held at the Marriott Marquis. Registration is \$175 (USD) for members and \$290 for non-members. Paper calls are available at:

Duthler, Badran present research papers in Thailand

Staff report

Two Zayed University College of Communication and Media Sciences professors presented their research at the International Corporate and Marketing Communication in Asia Conference in January.

Associate Professor Gaelle Duthler and Professor Badran Badran each presented at the conference in Bangkok, Thailand, on January 29-30 at the Novotel Hotel. The conference featured three themes: (1) Corporate Social Responsibility in Asia; (2) creativity in corporate and marketing communication; and (3) cultural identity and norms in mass communication in Asia.

Dr. Duthler gave a paper titled “CSR and Stakeholder Engagement: Perspectives from the United Arab Emirates.”

Duthler and her four colleagues found that many of her respondents believed CSR was misunderstood in part in the UAE. The feeling among many in the corporate world here is that it should be limited to charity. One respondent said: “It’s going to take a while for people to understand what CSR is.”

The researchers concluded: (1) CSR in the UAE generally is top down (that is, executives and government drive CSR); (2) stakeholder engagement is mainly associated with risks, especially for banks; and (3) global best practices in the UAE are brought through CSR champions from the around the world. Duthler and



Badran Badran delivers paper in Bangkok. Photo courtesy Gaelle Duthler

her colleagues next plan to interview those at NGOs. They also want to look at global perspectives on stakeholder engagement.

Dr. Badran gave a paper on cultural identity in communication and media education.

In his paper, Professor Badran compared the curriculum of ZU CCMS and Chulalongkorn University in Bangkok.

Theorist profile: Edward Bernays (1981-1995)

By Fatema Al Khateeb

“In Public Relations, just as in law, you don’t —nobody knows who the lawyer of most people is, and that lawyer may do more than the brain of the man who is theoretically doing it... And I think it should be that way because nobody knows who my doctor is. I mean, except my friends. And he may be the basis of my living.” – Edward L. Bernays

Edward Louis Bernays, born on Nov. 22, 1891, was an Austrian-American pioneer in the field of Public Relations and Propaganda. In the early 1900s, Bernays was seen as the architect of modern propaganda and today known as “the father of public relations”.

His career started when he found a fateful marriage between theories of mass psychology and schemes of corporate and political persuasion. In 1917, during the First World War, Bernays served the U.S. Committee of Public Information by packaging and selling the war to the public as one that would “Make the World Safe for Democracy.”

In 1928, Bernays published his well-known and influential book *Propaganda*. In *Propaganda* (1928), Bernays argued that the manipulation of public opinion was a necessary part of democracy.

Did you know the following about Bernays?

- Edward Bernays was the double nephew of Sigmund Freud, the father of modern psychiatry.
- At age 28, Bernays opened the first PR firm.
- In 1929 Bernays initiated and led the “Torches of Freedom” public relations campaign which equated smoking with women’s rights.
- To Bernays, PR was about fashioning and projecting credible rendition of reality itself.
- On March 9, 1995 Bernays died at the age of 103.

[Reference: *PR, A Social History of Spin* by Stuart Ewen (1996)]
(Fatema Al Khateeb is a graduate student in public relations at Zayed University. She is a public relations professional at Mubdala in Abu Dhabi. She received her undergraduate degree from the American University of Sharjah.)

AUSACE: Call for papers for 2015 conference in Doha

The 20th annual AUSACE conference will be held at Qatar University in Doha. The dates are October 24-25, 2015. The theme this year is “Global Trends and Prospects in Mass Communication.”

Paper submission deadline is on April 30, 2015, and accepted authors will be notified by May 31, 2015.

The conference will accept abstracts in both Arabic and English. The abstract should be 150 to 250 words.

Abstracts can be sent to ausace2015qumasscomm@qu.edu.qa or smalik@qu.edu.qa.

The 2014 conference was held at Yarmouk University in Irbid, Jordan.