



## Children's TV in the Arab World

5<sup>th</sup> Annual International Conference

of the

### Arab Media Centre

Communication and Media Research Institute (CAMRI),  
University of Westminster

***Date: Friday 4 June, 2010***

**Venue:** University of Westminster, Cavendish Campus,  
*115 New Cavendish Street, London W1*

This one-day conference brings together executives, scholars and other experts from all parts of the children's television landscape, including broadcasters, producers, educationists, policy-makers, regulators and advisors. The morning will feature plenary panel debates by invited industry practitioners. Academic research will be presented at a series of workshops in the afternoon.

Registration is now open. Please apply to Helen Cohen, Events Administrator, [H.Cohen02@westminster.ac.uk](mailto:H.Cohen02@westminster.ac.uk), tel. +44 (0) 20 7911 5000 ext 4298. School of Media, Arts & Design, University of Westminster Harrow Campus, Watford Road, Northwick Park, Harrow HA1 3TP. £85 registration fee (£35 for students) covers administration, refreshments and conference documentation.

### **DRAFT PROGRAMME\***

8:30-9:15 Registration and Coffee (Pavilion, 1<sup>st</sup> floor)

9:15-9:30 **Welcome Addresses** - Large Lecture Theatre (2<sup>nd</sup> floor)

- Sally Feldman, Dean, School of Media, Arts and Design, University of Westminster
- Naomi Sakr, Professor of Media Policy and Director, Arab Media Centre, University of Westminster

9:30-11:00 **Panel 1** - Large Lecture Theatre (2<sup>nd</sup> floor)  
**Broadcasting for Children in the Arab World: Challenges and Prospects**

*Moderator:*

- Jeanette Steemers, Professor in Media and Communication, University of Westminster, and author of *Creating Preschool Television*

*Panelists:*

- Malika Alouane, Director of Programming, Al-Jazeera Children's Channel
- Fayez Al-Sabbagh, President, Spacetoon International
- Nadine Hassan, Channel Manager, MBC3
- Wayne Borg, Chief Operating Officer, twofour54
- Alex Chien, Vice President, Content – Nickelodeon, Emerging Markets

11:00-11:30 Coffee break - Pavilion (1<sup>st</sup> floor)

11:30-13:00 **Panel 2** - Large Lecture Theatre (2<sup>nd</sup> floor)  
**Production Partnerships: Getting the Best Results for Arab Children**

*Moderator:*

- Greg Childs, ChildsEye

*Panelists:*

- Nia Ceidiog, Producer, *Baaas*
- Estelle Hughes, 3Line Productions, Executive Producer, *Storytrain*
- Jo Ralling, Head of Operations, Fresh One's *The Flying Saucer*
- Daoud Kuttab, Community Media Network, Producer, *Shara'a Simsim* and *Yalafanous*
- Hussam Abdel-Hadi, Regional Manager, Educational Humanitarian Programmes, Spacetoon Kids TV, Jordan

13:00-14:00 Lunch - Pavilion

14:00-15:30 **Concurrent Academic Workshops**

**Workshop 1** - Room C2.15 (2<sup>nd</sup> floor)  
**Children's Screen-based Entertainment and Behaviours**

- Rana Saad Hassan, Qatar University  
The Impact of MB3 Commercials on Children's Buying Behavior
- Elham Al-Jaaly, UCL, University of London  
Food Advertising and Adolescents' Eating Behaviours: a Content Analysis of Television Channels Watched by Saudi Girls in Jeddah

- Yousef Al-Failakawi, Kuwait University  
Children's TV Viewing Behaviours in Kuwait
- Amer Bitar, University of Bradford  
MMOG Industry Analysis in the Middle East

**Workshop 2 - Room C2.14 (2<sup>nd</sup> floor)**  
**Religion in Children's Programming**

- Ehab Galal, University of Copenhagen  
Religious Values in Children's Programmes on Arab TV
- Rafid Fadhil Ali, Journalist and Researcher  
Toyoor al-Jannah (Birds of Paradise) Satellite channel:  
Content and Context
- Khaled Hroub, Cambridge Arab Media Project,  
Cambridge University  
Youth and Children in Religious Broadcasting

15:30-16:00 Tea break

16:00-17:30 **Workshop 3 - Room C2.14 (2<sup>nd</sup> floor)**  
**Values and Assumptions in Programmes Aimed at Under-18s**

- Abdelfettah Benchenna, Université Paris 13  
When Transnational Arab Channels Take an Interest in  
Children of the Arab Diaspora: The Case of *Atfal al-Mahjar*  
on Al-Jazeera Children's Channel
- Manal Mazahera, Petra University  
Underlying Values in Children's Programmes on Arab  
Satellite TV: A Content Analysis of MBC3's *Shaman King*  
and Nickelodeon Arabia's *Al-Murahqa al-Aliya (My Life  
as a Teenage Robot)*
- Jakob Skovgaard-Petersen, University of Copenhagen,  
An Islamic Daa'i Goes to Japan
- Atef Alshaer, SOAS, University of London  
Al-Aqsa of Hamas: The Preacher and the Child

**Workshop 4 – Room C2.15 (2<sup>nd</sup> floor)**  
**Children and Adolescents as Viewers**

- Helena Nassif, University of Westminster  
Making Sense of War News Among Adolescents in  
Lebanon: The Politics of Solidarity and Partisanship
- Eiman Eissa, Cairo University and Qatar University  
Television Viewing Patterns, Attitudes and Effects:  
Pre-school Children in Qatar
- Jahangir and Nasima H. Khan, Sur College of Applied Sciences,  
Oman Ministry of Higher Education  
The Impact of Television on Omani Children

17:30-18:30

Reception - Pavilion

*\* The Arab Media Centre gratefully acknowledges the contributions of all speakers and organizations represented at this conference, whose participation is completely self-funded.*