

An Editorial Comment

Welcome to the sixth issue of *The Journal of Middle East Media*.

In this issue, the English-language section includes four articles. In the first article, Abeer Najjar of the American University in Sharjah examines how the Palestinian identity has been projected through the social media outlets, such as Facebook and YouTube. It also looks into how the social media have enriched and contributed to the discussions of this identity.

In the second article, Philip Auter, Iti Agnihotri, and Fawn Roy of the University of Louisiana at Lafayette, and Mohamed Reda and Jailan Sharif of Modern University for Technology and Information in Egypt conducted a transnational survey to examine the effects of viewing television dramas on the perception of social reality, and concepts of family and society by the two genders. Their research also studied the relationship between the phenomenon of watching television and the subsequent importance placed on the concept of family and society.

In the third article, Kevin Keenan of the American University in Cairo and James Pokrywczynski of Marquette University in the United States looked into the issue of consumer ethnocentrism in the context of advertising country-of-origin effects, using U.S. and Egyptian samples.

In the fourth and final article of the English section, Karin Wilkins of the University of Texas at Austin delves into a particular approach to the modernization of the Middle Eastern region using Daniel Lerner's classic text on *the Passing of Traditional Society*.

The English section also included one review for the book titled: "The Al-Jazeera Effect." This book, which was authored by Phillip Seib of the University of Southern California and reviewed by Shawn Powers of Georgia State University, deals with the debate surrounding the role of information in international conflicts and politics. The book also highlights the broader consequences of new media on contemporary politics.

This issue's Arabic section included two articles. In the first article, Adel Saleh of College of Humanities of Suhaj University and Saleh Abdel-Rahman Ahmed of College of Economics and Political sciences of Cairo University conducted a content analysis of the electronic websites of the Egyptian Governorates to investigate how they sites allow for public participation.

In the second article, Abdel-Rahman Al Shami from Sana'a University, Yemen investigated Yemeni university students' relationship with multimedia technology that is provided on websites of some Arabic Satellite Channels.

The Arabic section also included one review for the book titled: "The Professional Structure Controversies Surrounding Communication and Information Studies in the Arab World." This book, which was authored by Mai Al Abdallah of the Lebanese University and reviewed by: Al Saddek RabeH of Sharjah University, deals with the gap between marketplace and the qualifications of the potential employers in the field of communication. The book addresses the question of whether this gap is the result of the lack of cooperation between the marketplace and the qualifying organizations or it is just a procedural problem that can be easily resolved.

We hope that the readers will enjoy this issue, and we would like to thank all the JMEM editorial board for their continuous support and encouragement.

Mohammed el-Nawawy, Ph.D.
Senior Editor, *Journal of Middle East Media*

Azza Abdel-Azim Mohamed, Ph.D.
Arabic Editor, *Journal of Middle East Media*

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