



Representation and responsibility. It's everything the media does. Pepperdine Graphic Media and the Center for Entertainment, Media and Culture will be hosting *Media: Representation and Responsibility*. The first-ever event of its kind on Pepperdine's campus, it will be a week filled with movie screenings and seminars led by industry leaders who care deeply about the role the media plays in our lives and its effect on society. Driven by the students of PGM, Media Week is hoping to ignite a conversation that will transform the ways in which we produce and consume media. *Media: Representation and Responsibility* events will run from March 23-27. The week will kick-off Monday, March 23rd with a screening of Jack Shaheen's documentary, *Reel Bad Arabs*.

For a complete list of *Media: Responsibility & Representation* events go to:

<http://www.pepperdine.edu/entertainment-media-culture/newsevents/calendar.htm>

<http://www.peppmediarepscreening.eventbrite.com/>



Middle East Representations in the Media

Pepperdine University is proud to host the Exhibit *A is for Arab: Archiving Stereotypes in U.S. Popular Culture*, courtesy of the Jack G. Shaheen Archive of NYU.

The Exhibit will run from March 5–April 1, 2015 at the Center for Entertainment, Media, and Culture in the lobby atrium and mezzanine level of the Seaver Center for Communications and Business (see: www.pepperdine.edu/map/) and is open to the public to see open hours.

On Monday, March 23rd, Dr. Jack Shaheen will join us for a talk and discussion on the archives and his life-long work fighting all kinds of stereotypes, regardless of race. Professor Shaheen will also be available to sign the book associated with the Exhibit.

About Dr. Jack Shaheen



Dr. Jack Shaheen

Dr. Jack G. Shaheen has dedicated his career to identifying and contesting damaging stereotypes of Arabs and Muslims in American media. He has connected their development to the portrayals of other marginalized groups including Jews, Native Americans, Asian Americans, Latinos, and African Americans. His research analyzes the origins of these visual caricatures, reveals their very real ramifications for innocent people, and presents solutions to counter them effectively.

Powerful, accessible and compelling, *A is for Arab*, which features images from The Jack G. Shaheen Archive at New York University (NYU), reveals and critiques the stereotypical portrayals of Arabs and Muslims in U.S. popular culture. Providing historical context about these images which range from film stills to comic books to editorial cartoons, this traveling exhibition aims to educate and stimulate discussion about the impact of stereotypes on both individual perceptions and national policy.

Shaheen is the leading expert on Arab stereotypes in Hollywood films, television shows and elsewhere in popular culture. He is the author of four books: *Nuclear War Films*; *Arab and Muslim Stereotyping in American Popular Culture*; *The TV Arab*; and the award-winning book and film *Reel Bad Arabs: How Hollywood Vilifies a People*. He is a member of the AANM's National Advisory Board, and co-hosted *Arab Images on Film* on cable TV's Turner Classic Movies in June 2011.

We have arranged for Professor/Author Jack Shaheen's *A is for Arab* Exhibition (see: www.neareaststudies.as.nyu.edu/object/kc.media.jackshaheen.aisforarab) to be displayed on the Pepperdine campus in Malibu during the months of March and April. We are in the midst of planning a March 23rd reception, screening, industry panel, classroom and other support (including press coverage) for that exhibition now.

Monday, March 23, 2015 Reception, Screening and Panel

We regard this as a great opportunity to speak and educate on this important subject of multicultural, multi-faith understanding and respect, particularly in and by the media. Jack just republished an updated edition of his book *Reel Bad Arabs*

See: http://www.amazon.com/Reel-Bad-Arabs-Hollywood-Vilifies/dp/1566567521/ref=sr_1_1?s=books&ie=UTF8&qid=1422128599&sr=1-1&keywords=reel+bad+arabs+how+hollywood+vilifies+a+people

- I. **5:30-6:45 p.m.:** Reception for *A is for Arab* Exhibit that includes General/Trade Press and Members of the Entertainment and Media Industry and Middle East community
- II. **7:00-8:00 p.m.:** Screening of *Reel Bad Arabs* (50-minute documentary), with introduction/post-Q&A with Professor Jack Shaheen at: <http://www.mediaed.org/cgi-bin/commerce.cgi?preadd=action&key=412>).
- III. **8:00-9:00 p.m.:** "Middle East Stereotyping and the Media" Panel

Moderated by William Nix, Adjunct Professor and Entertainment Industry Advisor, Straus Institute; Producer and Chairman of Creative Projects Group

Panelists include:

- **Jack Shaheen**, Author/Professor
- **Lorraine Ali**, Senior Writer, *Los Angeles Times*
- **Rob Shalhoub**, Screenwriter / Producer/ Media Entrepreneur
- **Renee Tajima-Pena**, Documentary Filmmaker, [Professor; Director of UCLA's Center for EthnoCommunications](#)
- **Ahmed Ahmed**, Actor/Comedian/Producer/Director

- IV. Post-Screening Discussion in Exhibit Area

