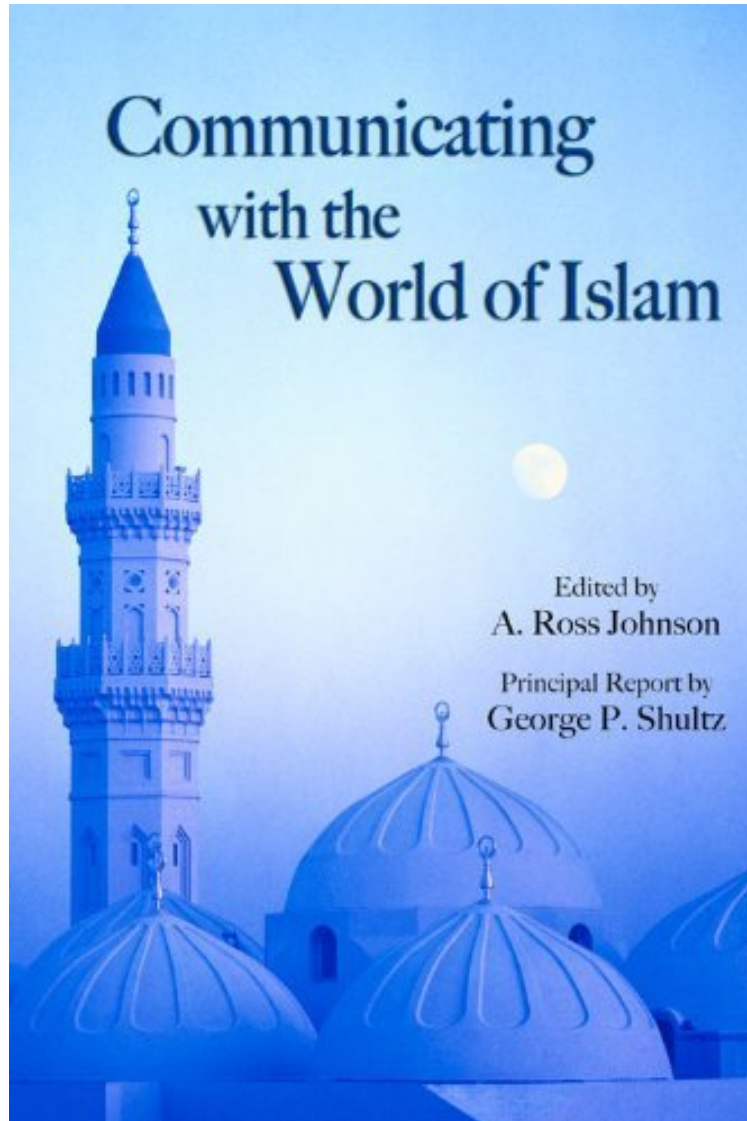




Communicating With the World of Islam

A. Ross Johnson, George P. Shultz
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A. Ross Johnson, George P. Shultz : Communicating With the World of Islam before purchasing it in order to gauge whether or not it would be worth my time, and all praised Communicating With the World of Islam:

Drawing from lessons learned during the cold war broadcasting experience, Communicating with the World of Islam suggests the best ways to organize U.S. efforts to communicate with the Islamic world. It examines the impact the Voice of America, Radio Free Europe, and other broadcasting tools had and suggests how we can use these instruments today to reach Islamic communities around the globe.

From the Publisher Using the lessons of the cold war broadcasting experience to reach the Islamic world Western broadcasts had a remarkable impact in the USSR and Eastern Europe during the cold war reaching both mass audiences and key elites. The effectiveness of these broadcasts was clearly attested to by the massive resources the communist regimes spent in trying to counter them. Communicating with the World of Islam draws from the lessons learned in the cold war broadcasting experience to suggest the best ways of organizing U.S. efforts to communicate with Islamic people around the globe. Drawn from discussions at the seminar "Communicating with the Islamic World," sponsored by the Annenberg Foundation Trust at Sunnylands, this report examines the impact of the Voice of America, Radio Liberty, the BBC, Radio Free Europe, and other broadcasting tools had and suggests how the United States can use these instruments today to counter extremism effectively, promote democracy, and improve understanding of the United States in the Islamic world. It details current broadcasting efforts into Islamic countries and the Muslim communities of Europe and explains each of the critical factors necessary to influence the world of Islam in a positive direction, such as stressing women's content programming, maintaining pressure on the rulers of Qatar over the content and programming of Al Jazeera, and keeping news content candid, tailored to local audiences, and unsparingly accurate. A. Ross Johnson is a Hoover fellow and former director of Radio Free Europe. Contributors: Fouad Ajami, A. Ross Johnson, Greg Mitrovich, Abbas Milani, R. Eugene Parta, George P. Shultz. About the Author A. Ross Johnson is a Hoover fellow and former director of Radio Free Europe.