

## **MEDIA & CITIZENSHIP**

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Friday, April 9th 2010, 14h  
Maison de la Recherche, 4 rue des Irlandais, 75005 Paris

### **PUBLIC PRESENTATION**

of the research results by the Seventh Framework Programme funded project

### ***Media & Citizenship***

« Transnational Television Cultures Reshaping Political Identities in the European Union »

**Organiser:** University Sorbonne Nouvelle, Paris3

**Laboratoire CIM:** Cultures, Internationalisation, Médias (ED 267)

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#### **Presentation**

European Union citizens officially constitute one nation, however many among them have family ties outside the borders of the EU and practice their language of origin. EU Arabic speakers have access to over 300 satellite television channels. What is the impact on their understanding of Citizenship?

The project is funded by the Seventh Framework Programme of the European Commission and coordinated by Professor Christina Slade. The project consortium exists of five universities (Universiteit Utrecht, Netherlands, coordinator; Universität Bielefeld, Germany; London School of Economics and Political Science, the United Kingdom; Örebro Universitet, Sweden; Sorbonne Nouvelle - Paris3, France). We assembled an Advisory board consisting of members of the Arabic speaking communities, high level scholars and academics, and media practitioners to whom we present our strategies for each stage of the project. The project setup was developed in collaboration with the BBC World Trust.

The first phase of the project studied the use of Arabic language television and its influence on integration in European multicultural societies and collected data across seven EU nations (Cyprus, France, Germany, the Netherlands, Spain, Sweden and the UK). What do they watch? When do they watch it? And what motivates their programme selection?

Furthermore six extended focus group studies in each of the seven nations explored how Arabic speakers themselves construct citizenship in the light of their media use, and their adopted national cultures. These focus groups were divided along gender lines and into three generations in each of the seven countries, including Cyprus. Thus, taking into account the different immigration demographics from one country to another, we compare the analysed results under the heading of media and citizenship at the heart of European Arab speaking communities.