

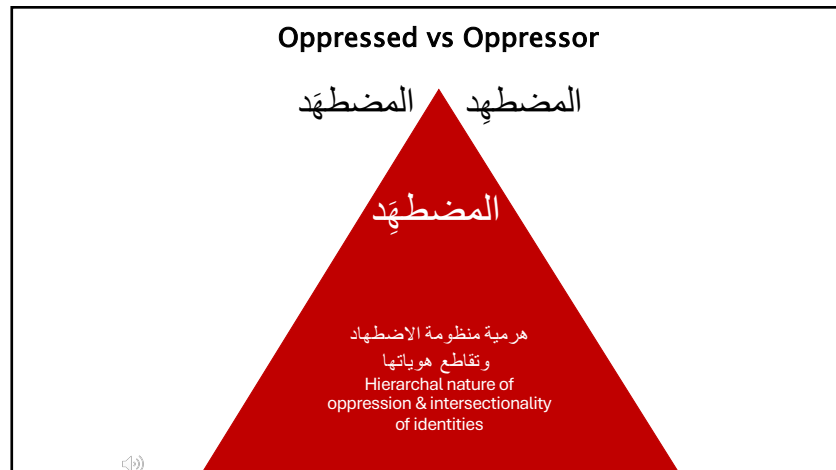
2

تربيتنا الإعلامية – our media literacy

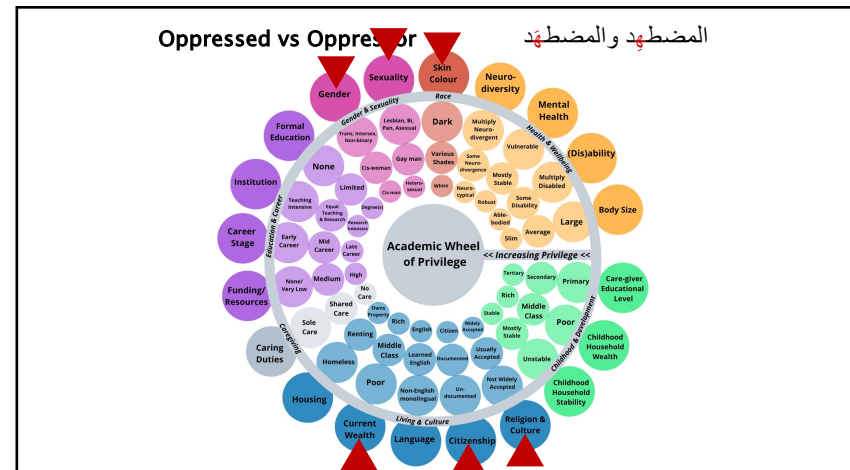
A media literacy of the **oppressed**
essentially an **emancipatory** media literacy

تربية إعلامية للمضطهدين
أي تربية إعلامية تحررية

3



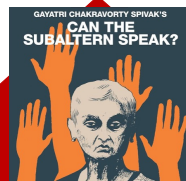
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5

Oppressed vs Oppressor

المضطهد والمضطهد



subaltern

Almost all of us are simultaneously survivors/victims and vassals of oppression

إننا جميعًا تقريبًا ناجين/ضحايا
من الاضطهاد وأدوات اضطهاد في نفس الوقت

6

Conditions of Oppression

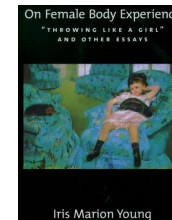
ظروف الاضطهاد

exploitation, marginalization, powerlessness, violence, cultural imperialism

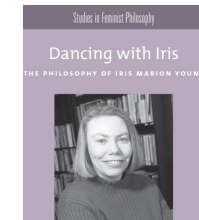
Iris Young (2009)

الاستغلال، التهميش، العجز، العنف، الإمبريالية الثقافية

ايريس يانغ



Iris Marion Young



7

Conditions of Oppression

ظروف الاضطهاد

exploitation, marginalization, powerlessness, violence, cultural imperialism
الاستغلال، التهميش، العجز، العنف، الإمبريالية الثقافية

These conditions deal with the "often unconscious assumptions and reactions of well-meaning people..., media and cultural stereotypes, and structural features of ... market mechanisms—in short, the normal processes of everyday life"

Iris Young (2009)

تتعامل هذه الظروف مع "افتراضات وردود الأفعال اللاواعية في كثير من الأحيان للأشخاص ذوي النوايا الحسنة في التفاعلات العادية، والصور النمطية وآليات السوق - باختصار، العمليات الطبيعية للحياة اليومية".

13

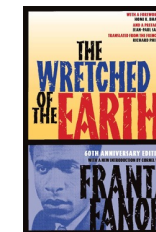
Conditions of Oppression

ظروف الاضطهاد

exploitation, marginalization, powerlessness, violence, cultural imperialism
+ **wretchedness**

الاستغلال، التهميش، العجز، العنف، الإمبريالية الثقافية

+ البؤس



14

Conditions of Oppression

ظروف الاضطهاد

+wretchedness

+البؤس

the condition of many post-colonial nations of the Global South... who continue to suffer from colonial legacies: imperialism, apartheid, occupation, segregation, military intervention, economic sanctions, Western hegemony, war, ethnic cleansing, genocide...

Melki (2025)

حالة العديد من أمم ما بعد الاستعمار في الجنوب العالمي... التي لا تزال تعاني من الإرث الاستعماري، بما في ذلك الإمبريالية، والفصل العنصري، والاحتلال، والتمييز العنصري، والتدخل العسكري، والعقوبات الاقتصادية، والهيمنة الثقافية الغربية/الأوروبية.

15

our media literacy – تربيتنا الإعلامية

An **emancipatory** media literacy that **changes conditions of oppression**

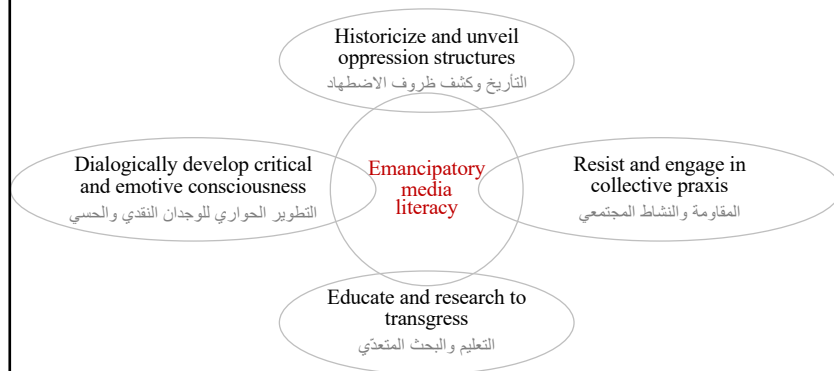
An intersectional feminist, critical **anti**-racist, **anti**-sectarian, **anti**-colonialist (**anti**-Zionist) and transgressive media literacy pedagogy.

تربية إعلامية تحررية تغير ظروف الاضطهاد

هي حركة نسوية تقاطعية (أي لتهضة كل المجتمع وليس فقط للنساء)، نقدية مناهضة للعنصرية (أي مناهضة للطائفية+)، مناهضة للاستعمار (أي مناهضة للصهيونية+)، تربية إعلامية هجومية (أي تغييرية وليست فقط دفاعية).

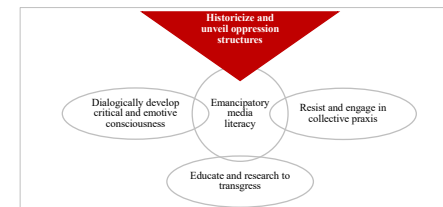
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Emancipatory media literacy – تربية إعلامية تحررية



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Emancipatory media literacy – تربية إعلامية تحررية

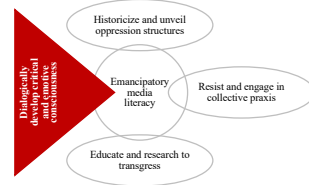


Instead of getting lost in decontextualized micro analyses of mediated phenomena, it **situates oppression within a real historical—usually post-colonial—moment** and views oppression as a **structural systematic** matter, rather than only an individual aggression.

بدل الضياع في التحليلات الجزئية المفرغة من المضمون للظواهر المنقولة عبر الوسائط الاعلامية، انها تضع الاضطهاد في لحظة تاريخية حقيقية - عادة ما تكون ما بعد الاستعمار - وتنتظر إلى الاضطهاد كمسألة منهجية هدمية، وليس مجرد عدوان فردي.

20

Emancipatory media literacy – تربية إعلامية تحررية

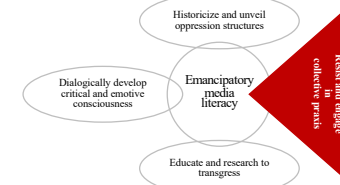


Through dialogue with diverse groups, the community **develops a critical understanding of the intersectional victims of oppression as well as the vassals of oppression**, recognizing how our words, productions, actions, inaction, silence, complacency, contribute to sustaining our unjust oppressive world.

من خلال المشاركة الحوارية مع أطراف متنوعة - ويفضل أن تكون متعارضة - بطور الفرد والمجتمع فهنا نقدنا لضحايا الاضطهاد المتقاطعي الهويات وكذلك أدوات القمع، وبالتالي فهم كيف تساهم كلماتنا وإنتاجاتنا وأفعالنا وتقاسمنا وصمتنا في إعادة خلق هذا العالم القمعي الظالم واستدامته.

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Emancipatory media literacy – تربية إعلامية تحررية

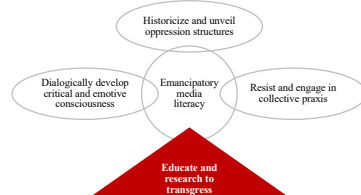


Individuals work with the marginalized communities to design **short-term and long-term solutions** and engage in communal, national and global movements to fight oppression and patiently and gradually change the world of the oppressed.

يعمل الأفراد مع المجموعات المهمشة لتصميم حلول قصيرة وطويلة الأمد والانخراط في المقاومة والحركات المجتمعية والوطنية والعالمية لمحاربة الاضطهاد وتغيير عالم المظلومين وتدرجياً وبصبر كبير.

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Emancipatory media literacy – تربية إعلامية تحررية

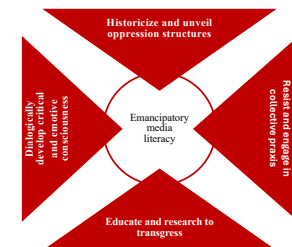


This is key to **creating and generalizing the local knowledge and practice of** emancipatory media literacy and enabling collective emancipatory action.

وهذا أمر أساسي لخلق وتعميم المعرفة والممارسة المحلية للتربية الإعلامية التحررية وتمكين العمل التحرري الجماعي.

23

Emancipatory media literacy – تربية إعلامية تحررية



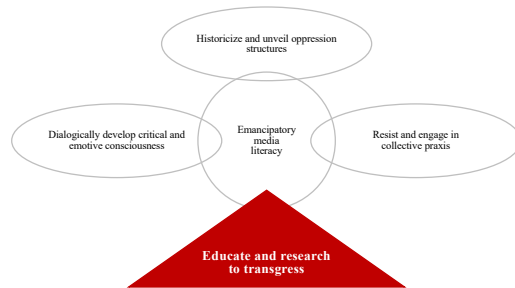
Media Literacy of the Oppressed: An Emancipatory Pedagogy for/with the Marginalized

Jad Melki

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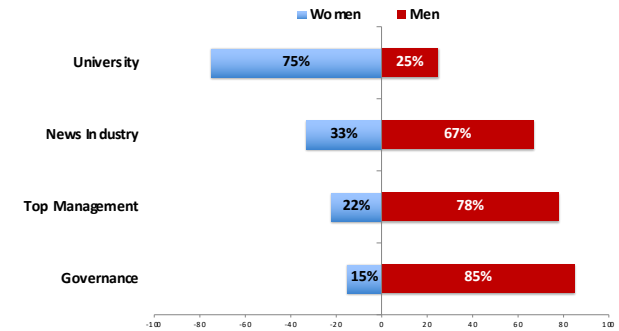
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a teacher-researcher's journey to intersection feminism



25

Gender Disparity in the News Industry



26

Lebanese TV

Murr TV (MTV)	1996	2003
Gabriel Elias al-Murr	60%	7%
Jihad Gabriel al-Murr	10%	10%
Michel Gabriel al-Murr	10%	10%
Carol Gabriel al-Murr	10%	10%
Carl Gabriel al-Murr	10%	10%
Walid Rida al-Solh *	-	10%
Imad Darwish Mustapha Teher	-	5%
Nadim Henri Tawtal *	-	4%
Charles George Abu-Adal	-	1%
Kamil Gibrael Mnassa	-	1%
Khalil Nami al-Khazen	-	1%
Joseph Phillip Sarkis	-	1%
Total:	100%	70%

27

Lebanese TV

Future TV's owners :	1997	2003
Bahia al-Hariri (sister)	10%	10%
Nazik Audeh al-Hariri (wife)	10%	10%
Saad el-Dien al-Hariri (son)	8%	8%
Baha' el-Dien al-Hariri (son)	8%	8%
Walid Shafik al-Hariri (nephew)	7.3%	7.3%
Ghaleb Abdul-Latif al-Shammaa'	10%	10%
Mustapha Razayan	1.66%	1.66%
Total:	54.96%	54.96%

Table 12 Source: (Future TV, 1997, 2003).

28

Lebanese TV

Orange TV	2005
Michael Aoun	10%
Claudine Michael Aoun	10%
Shantal Michael Aoun (Baseel)	9%
Jubran Baseel	1%
Miray Michael Aoun (Hashem)	9%
Roy Elias Hashem	1%
Abbas Hussein Hashem	4%
Natheer Ghandour Dakkash	10%
Pierre Maroun Salwan	10%
Total:	64%

Table 16 Source: (Orange TV, 2005)

29

Lebanese TV

LBCI (Ownership in 2006)
Pierre Youssef el-Daher: 9%
Marcel Youssef el-Daher (Pierre el-Daher's brother): 10%
Randa Saad el-Daher (Pierre el-Daher's wife): 1%
Rula Kamil Saad (Randa Saad's sister): 10%
Rema Saad Nikolitch (Randa Saad's sister, living abroad): 10%
Iman Saad Issa-el-Khoury (Known as Yara; Randa Saad's sister): 6.7% (owned 10% in 1996)
Total: 46.7%
Salah el-Dien Nitham Ossayran (represented by Pierre el-Daher): 4%
Tele-Jour Company (represented by Pierre el-Daher): 2%
Investcom Holding Company (represented by Pierre el-Daher): 4%
World Media Group (represented by Rula Saad): 2%
Total: 46.7 + 12 = 58.7%

Table 9 Source: (LBC, 1996, 2004, 2006).

30

Nepotism Perpetuating Patriarchy?

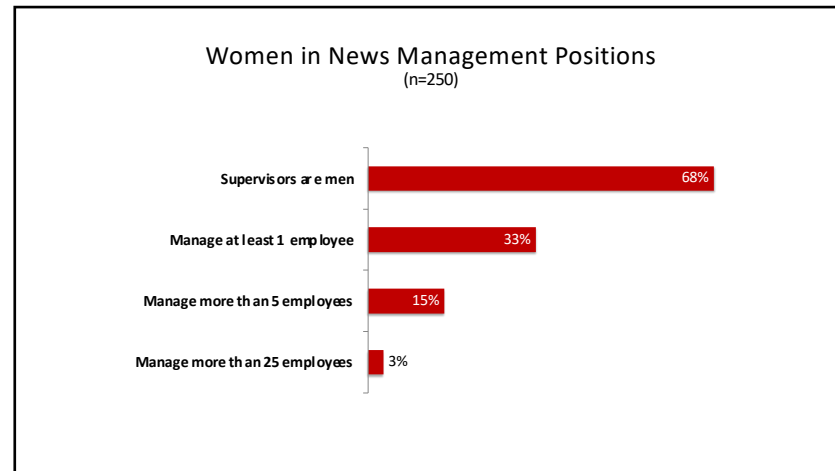
Women stockholders **absent** from board meetings,
which helps real **men** owners evade the
10% ownership law

31

Women in Media Governance Roles



32



33

Perceptions of Leadership

Men are more likely to believe:

- men** are more **effective** leaders than women
- men** and more **authoritative** than women
- women** have equal opportunity to advance into leadership
- it is easier for **women** to ask for promotions/pay increases.

Women are more likely to believe:

- it is easier for **men** to achieve...
- all of the above

34

Perceptions of Leadership

Perceptions affect hiring and promotion,
especially men's perceptions

35

Where does Lebanon Stand? IWMF Global Report (N = 522 companies, 177,000 employees)

Role in newsroom	% Women (Global)	% Women (Lebanon)	% difference
Governance	26%	15%	-11%
Top management	27%	22%	-5%
Senior management	39%	29%	-10%
Senior professional	41%	43%	+2%
Junior professional	36%	39%	+3%
Production & design	34%	33%	-1%
Technical professional	27%	0%	-27%
Sales, fin., admin.	36%	49%	+13%
Total	35%	29%	-6%

Global Glass Ceiling (indicated by red arrows pointing to the -5% difference for Top management and -10% difference for Senior management)

Lebanon Glass Ceiling (indicated by a red arrow pointing to the -27% difference for Technical professional)

36

Daily Gendered Practices

(n=250)

38% experienced at least one of the following,
because she is a woman:

Was told she cannot cover a certain story **because she's a woman.**
Was re-assigned to a different task or story...
A junior employee refused to take directions from her...
A co-worker ignored her opinion or request...
A superior ignored her opinion or request...
Was declined a promotion...
A co-worker refused to work with her...

37

Women Journalists Who Experienced Sexual Harassment

(n=250)

2 out of 3 women journalists
experienced at least one form of
sexual harassment
at least once

38

Women Journalists Who Experienced Sexual Harassment

(n=250)



40

Sexual Harassment Laws & Codes

75% of women journalists
said their companies have **no policies**
against **sexual harassment**

41

Ubiquity of Sexual Harassment (n=26)

"It's endemic, systemic, and it's everywhere."

42

Ubiquity of Sexual Harassment (n=26)

"There's not a day that goes by that I'm not harassed."

43

Ubiquity of Sexual Harassment (n=26)

"I can't emphasize how many times I've been harassed by
public officials... police, security and armed forces.
But who am I supposed to report it to?
Those supposed to protect you... are the ones who engage in it.
They either ignore you... or worse, say...

**you must have invited it
upon yourself."**

44

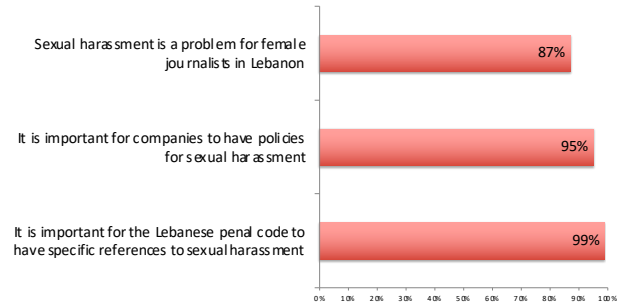
Ubiquity of Sexual Harassment (n=26)

Most researchers reported that
interviewees did not seem to be aware of
what is **Sexual Harassment**

studies on sexual harassment **underestimate** its prevalence
and media have **underreported** it... until #MeToo (in West)

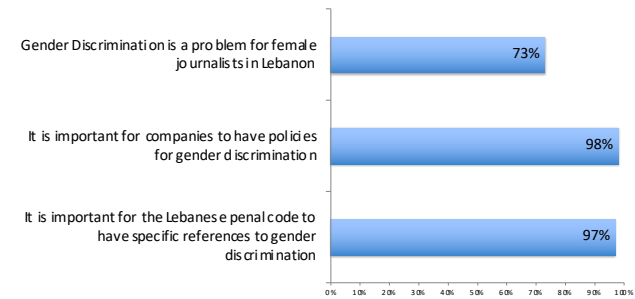
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Policies and Laws for Sexual Harassment

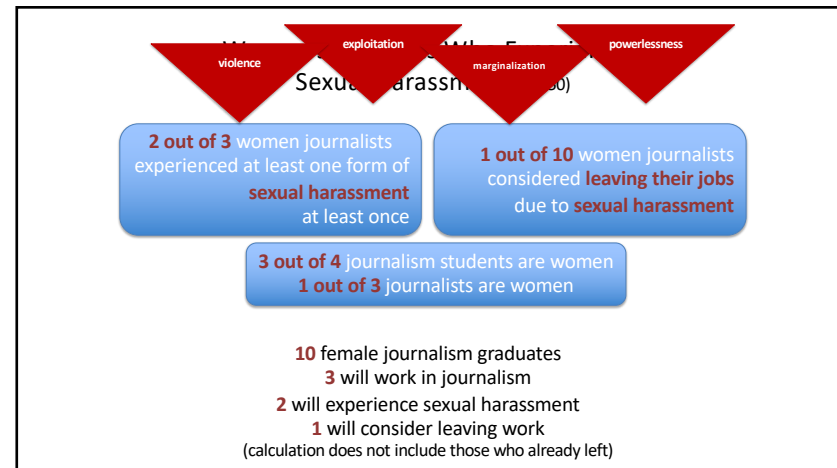


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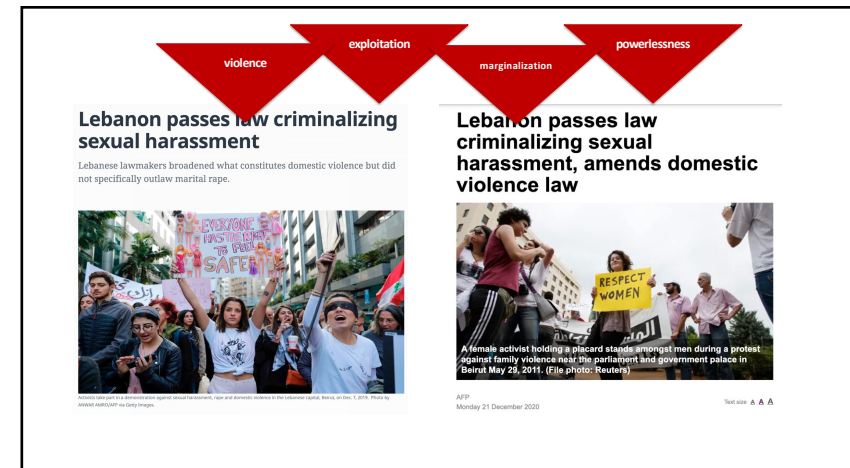
Policies and Laws for Gender Discrimination



48



49



50

But who benefits from these laws?

Lebanon passes law criminalizing sexual harassment

Lebanese lawmakers broadened what constitutes domestic violence but did not specifically outlaw marital rape.



Lebanon passes law criminalizing sexual harassment, amends domestic violence law



AFP
Monday 21 December 2020

Text size: A A A

51

Domestic Tether

Women worldwide continue to shoulder the majority of unpaid domestic work...

Middle East among highest gender disparity

52

Domestic Tether

When men's and women's home responsibilities compete with their work responsibilities...

it is invariably the women's work duties that suffer

53

Demographics of Women Journalists in Lebanon (n=250)

Under 30 years old
Not married
No children
BA degree or higher
MA degree or higher

67% have worked less than **10 years** in the news industry

54

Patriarchy and Family Roles? (n=26)

“After I had a child... I asked for a desk job...
Later they decided my **salary was too high...**”
She was laid off and switched to part-time work.

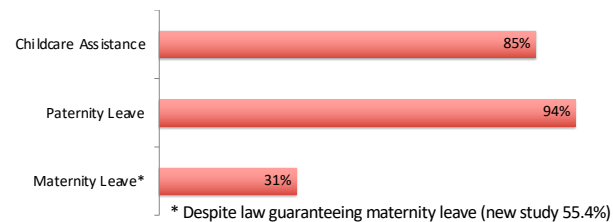
55

Mommy-track

Many more women than men quit or reduce their job commitments when they marry and have children

56

My Company Has **No Policies** for: (n=250)



57

Maternity leave legal loophole

After 6 years, “I work 45+ hours/week, yet I am considered a **freelancer**, without a contract or benefits...”
Despite knowing that “the company is not complying with labor laws, it’s still **better than unemployment.**”

58

Domestic Duties

Who is primarily in charge of domestic duties?

(n=308)

4% of men: I am primarily responsible for **childcare**

1% of men: I am primarily responsible for **domestic duties**

0% women: my spouse is primarily responsible for **both**.

59

Pay Gap

journalists in

middle-income range are **2x** as likely to be **men**

highest income range are **4x** as likely to be **men**

low-income range **most** likely to be **women**

even when accounting for age, seniority, education, experience,
and the number of employees managed.

62

Pay Gap + illusion of Pay Parity

most men and women journalists believe that
women have achieved pay parity

63

Motherhood Penalty, Fatherhood Bonus

Having children has a detrimental effect on women's careers
and significantly contribute to the wage gap....

Journalists in

middle-income range are **1/3** less likely be **women with children**.

high-income range are **13x** more likely to be **men with children**.

64

Societal Problem

Gender Discrimination
+
Sexual Harassment
+
Patriarchal Society
+
Legally Disabling Environment
+
Domestic Tether
=

hostile gendered work environment
block entry – push out – keep down

65

Implications

News Agenda and policy setting
-
Appearance of women in news
-
Inclusion and framing of issues related to women in news
-
Representation of women in news
-
Challenging gendered practices and accountability
=

perpetuating hostile gendered work environment
block entry – push out – keep down

66

Helpless Women Journalists?

“You’ve got to be **tough**, develop **thick skin**...
understand that, in principle, women have the
same rights and expectations as men.
But in reality, you’ll have to **work twice as hard** and
make sacrifices in other parts of your life to get ahead...
Yes, things have changed a lot and are continuing to change,
but news is still a man’s world.”

68

Conditions of Oppression

ظروف الاضطهاد

uber
oppressor

تقاطع ظروف الاضطهاد
intersectional conditions of
oppression

exploitation, marginalization, powerlessness, violence, cul-
tural imperialism, wretchedness
الاستغلال، التهميش، العجز، العنف، الإمبريالية الثقافية، البؤس

subaltern

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wretchedness violence exploitation marginalization powerlessness Cultural imperialism

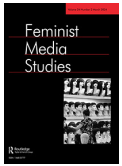
The subaltern



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wretchedness violence exploitation marginalization powerlessness Cultural imperialism

Gendered representations in Lebanese advertisements: flawless white femininity, heteronormative patriarchal masculinity, and the erasure of local diversity



71

A few final matters

Feminism is not only for **women**
Sexism is not only by **men**
not covered here: race, sexuality, representation, **imperialist feminism**

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