

Hebrew Studies Public Talks

BETWEEN STEREOTYPING AND OBJECTIVITY THE IMAGE OF JEWS IN EGYPTIAN FILM AND TELEVISION



Jews have been always part of the Egyptian society, and have always played a prominent role in Egyptian Cinema and TV since their early beginnings. Despite the fact that Jews represent a small minority in Egypt with their numbers dropping over the years as a result of the evolution of political events in the Middle East during the past century (Jewish population of Egypt was estimated at less than 20 in 2017), interestingly, Jews have been always present on the Egyptian screen. This research will trace the evolution of the image of Jews in Egyptian Cinema and TV, examine the transformation of their representation from being an ethnic group with linguistic differences for the sake of comic catharsis to a group of spies and members of Israeli army with the establishment of Israel as a state, study the effect of the Israeli-Palestinian conflict on the image of Jews, and discuss the impact of the Arab Spring on the Image of Jews in Egyptian Media during the past decade. At the heart of this research is a discussion of the strong impact of the Egyptian Cinema and TV on the Egyptian public opinion towards Jews, and how it shifted over the years towards more objectivity and less stereotyping.



Dr. Menna Abukhadra is an Israel Institute Postdoctoral fellow at FAMES, University of Cambridge, and a Lecturer of Hebrew Language and literature at Cairo University. She was awarded her B.A in Oriental languages and Literature, M.A and PhD in Modern Hebrew language and Literature from the Department of Oriental Languages, Cairo University. Her primary research interests include studying the relation between Modern Hebrew literature and Jewish Heritage and she is currently working on her research project "Israel Studies in Egypt".

**Tuesday 11th of
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Room 8/9 FAMES.
Cambridge, CB3
9DA.**



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