

Table of Contents

Editors' Note	9
Introduction	11
Orient and Occident: Traditional Thinking - Current Consequences - Future Perspectives	19
Veronika Bernard (Innsbruck and Kufstein/ Austria): Mutual Perceptions – A Look at the 2000-2010 State of East-West Discourse in Germany and Austria	21
Serhan Oksay (Istanbul/ Turkey): Evolution of the Turkish Culture: From Pastoral Nomadic to Modern Islamic?	47
Eugene Sensenig-Dabbous (Zouk Mosbeh/ Lebanon): The First Victim of War – Considering Leftist Orientalism in the War Reporting of Richard A. Bermann and John Reed	5 <u>9</u>
Cultural Positions	81
Bassem Kamel (Jounieh/ Lebanon): Edward Said and the Intellectual 'Intifada'	83
Dirk Rochtus (Antwerp/ Belgium): Increasing 'Orientalism' in Turkish Foreign Policy?	93
Frank F. Scherer (Toronto/ Canada): Freud's Turkey: Psychoanalysis and the Vicissitudes of Orientalism	105
Gernot Wolfram (Kufstein/ Austria): Expected Conflicts? Intercultural Competence Beyond Concepts of Otherness in Event Management in Sports and Culture	115

Mechanisms and Targets of Stereotyping	123
Veronika Bernard (Innsbruck and Kufstein/ Austria): 'Who am I, and how can I be me?' – A Desired Europeaness as the Turkish 'Other' in Orhan Pamuk's Writing	125
Mohamad Masad (Dubai/ UAE): Mutual Stereotypes between Locals and Expatriates in the UAE	135
Tina Sleiman (Dubai/ UAE): Altering Perceptions: Exploring how Images Contribute to Stereotyping of Arabs	149
The Media and the General Public	169
Fatih Okumuş (Amsterdam/ The Netherlands): (In)visibility of Islam in the Public Sphere in Europe	171
Stephan Sielschott (Marburg/ Germany): On Terrorists and Top Athletes: A Frame- Analysis of Stereotypical Evaluations of Muslims by East German Regional Newspapers	183
Rogier Visser (Amsterdam/ The Netherlands): Censorship and Westernization in Beirut: Al-Nahla's Downfall (Beirut, 1870)	191
Kutlay Yağmur (Tilburg/ The Netherlands): Ways of Promoting or Blocking Inter- cultural Understanding in the National and Ethnic Media	201
Journeys between Cultures, Real and Metaphorical	217
Veronika Bernard (Innsbruck and Kufstein/ Austria): All Evil Comes from the East – A Vampire and the Cholera as the Agents of an (East-born) Threat to Western Society in Bram Stoker's <u>Dracula</u> and Thomas Mann's <u>Death in Venice</u>	219
Atalay Gündüz (Izmir/ Turkey): Stereotyping and Constructions of the 'Other' as 'Strategies of Symbolic Containment and Risk' in Travel Writing	233

table of contents	7
Naji Oueijan (Zouk Mosbeh/ Lebanon): Western Travelers and the Orientals	243
The Editors	253
The Contributors	255