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مركز ميريان
للدراسات المتقدمة
في المنطقة المغاربية



MECAM

Merian Centre
For Advanced Studies
In The Maghreb

MECAM Publication Workshop N°1



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German Institute for Global and Area Studies
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FIRST PUBLICATION WORKSHOP AT THE MERIAN CENTRE FOR ADVANCED STUDIES IN THE MAGHREB (MECAM), TUNIS, TUNISIA

Premier atelier de publication au Centre Merian pour les études avancées au Maghreb (MECAM), Tunis, Tunisie

Tuesday, 27 – Thursday, 29 February 2024 | Mardi, 27 – Jeudi, 29 Février 2024

Organiser/organisateur: Steffen Wippel

Venues:

Workshop – Salle Fatma Haddad à la Faculté des Sciences Humaines et Sociales de Tunis, premier étage, 94, Boulevard du 9 avril 1938, Tunis

Winter Talk and Rencontre Ibn Khaldoun (*public*) – Bibliothèque nationale de Tunisie, Boulevard du 9 Avril 1938, Tunis

OVERVIEW

MECAM's mission is to enable and conduct international research in the humanities and social sciences and to disseminate the emerging findings in three key fields: namely, the academic, policy, and public arenas. The Centre aims to produce international, highly visible publications based on the original research conducted by its fellows, members, and collaborators. MECAM's publications offer well-founded and concise analyses and allow authors to engage in dialogue with a broader audience beyond restricted specialised circles. Accordingly, they address an interested public including the media, political foundations, NGOs, academia, and policymakers. Wherever possible, publications will be made available through Open Access. Overall, MECAM's publication strategy is oriented towards translation, transfer, collaboration, and outreach, and addresses multiple audiences in Tunisia, Germany, the Middle East and North Africa, and worldwide.

MECAM's Publication Workshop Series seeks to train the next generation of authors, reviewers, and editors among MECAM fellows, partners, and collaborators. Under the responsibility of the German Institute for Global and Area Studies (GIGA) in Hamburg, one of the main consortium partners of the MECAM, publishing workshops will be held every two years: i.e., two in Tunis (2024, 2028) and one in Hamburg (2026). These workshops will focus on how to write and publish academic texts, policy papers, and blog entries. Through the participation of members of the wider MECAM network and other leading international experts, in-depth practical insights into the drafting and writing of these different formats, the peer-review process with academic journals and publishers, as well as the targeting of specific policy communities will be provided. The workshops will address current publishing processes and encourage participants to discuss and rethink imbalances in academic knowledge production. Eventually, participants will be better equipped to succeed in finding an adequate "home" for their research in internationally visible academic outlets.

The first workshop in this series will focus on "academic publishing" rather than "academic writing" and will be aimed primarily at current MECAM short-term and long-term fellows, as well as some other alumni currently in Tunisia. The main language of the workshop will be English, but contributions can also be made in French; especially discussions may be held in both languages.

PROGRAMME OVERVIEW AND TIMETABLE

Time	Content (Titles & Speakers)
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MONDAY 26 Feb **ARRIVAL**

19:00	Dinner at Liberty Restaurant, Hotel Carlton, for external guests who have already arrived
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TUESDAY 27 Feb **INPUTS**

8:00	Transfer by university minibus from the hotel to the venue for the guests staying at the Hotel Carlton
9:00-9:30	Welcome and Introduction Habib Sidhom (<i>tbc</i>), Abdelhamid Fenina (<i>tbc</i>), Khaled Kchir, Rachid Ouaisa (ONLINE), Julius Dihstelhoff, Steffen Wippel
9:30-11:30	Session I. Presentation of MECAM Publication Formats Chair: Steffen Wippel <ul style="list-style-type: none"> - Julius Dihstelhoff, seconded by Steffen Wippel: MECAM Overall Publication Strategy - Steffen Wippel, seconded by Thomas Richter: MECAM Paper Series - Thomas Richter, seconded by Steffen Wippel and Maryse Elliott: MECAM Book Series - Diana Abbani: MECAM Blog Series
11:30-12:00	Coffee Break
12:00-13:30	Session II. A Look Behind the Scenes of Publishing Work: (A) Academic Publishers and Book Series Chair: Nessim Znaïen <ul style="list-style-type: none"> - Maryse Elliott: Amsterdam University Press – Academic Books from Submission to Publication: Insights from a Commissioning Editor - Sophie Wagenhofer: Walter de Gruyter (Berlin/Boston); seconded by Katharina Lange: ZMO book series at de Gruyter - Moncef Chebbi: Editions Arabesques (Tunis)
13:30-14:30	Lunch Break
14:30-17:00	Session III. A Look Behind the Scenes of Publishing Work: (B) Academic Journals Chair: Thomas Richter <ul style="list-style-type: none"> - Emma Murphy: Mediterranean Politics; Journal of North African Studies; Levant, Ortadoğu Etütleri; British Journal of Middle Eastern Studies (ONLINE) - André Bank: Digest of Middle East Studies; Mediterranean Politics

Time	Content (Titles & Speakers)
	<ul style="list-style-type: none"> - Maxine Rubin: Africa Spectrum – Unlocking the Power of Publication: Your Journey with Africa Spectrum; South African Journal of International Affairs - Roman Stadnicki: Cahiers d’EMAM; Arabian Humanities - Nessim Znaïen: L’Année du Maghreb - Nina Salouâ Studer: The Maghreb Review - Hayet Amamou: Les Cahiers de Tunisie - Nora Lafi: Planning Perspectives; Urban History; H-Mediterranean and H-Urban (H-NET); Africa
17:00-17:30	Coffee Break
17:30-18:30	<p>Session IV. A Look Behind the Scenes of Publishing Work: (C) Policy and Other Paper Series</p> <p>Chair: Amel Guizani</p> <ul style="list-style-type: none"> - Thomas Richter: GIGA Formats - Julia Fath: SWP Formats and Megatrends Afrika digital series (ONLINE) - Katharina Lange: ZMO Formats
19:00	Dinner for participants including MECAM Fellows and postdocs at Restaurant Dar Belhadj / Joint walk from the university to the restaurant

WEDNESDAY 28 Feb DISCUSSIONS

8:00	Transfer by university minibus from the hotel to the venue for the guests staying at the Hotel Carlton
9:00-9:30	<p>Session V. Mentoring Project in Science Communication</p> <p>Helene Aecherli</p>
9:30-11:30	<p>Session VI. Fellows’ Publication Ideas: (A) Comments and Discussion in Small Groups</p> <p>Commentors: Diana Abbani, Maxine Rubin, André Bank, Thomas Richter, Sophie Wagenhofer, Maryse Elliott, Nessim Znaïen, Fadma Aït Mous, Katharina Lange, Roman Stadnicki, Rachid Ouaiïssa (written statement), Helene Aecherli, Nina Salouâ Studer, Hayet Amamou; including co-Fellows</p> <p>For details (such as pairing, group formation, and group reporters), cf. section “Extended Content Description with Abstracts” below</p>
11:30-12:00	Coffee Break
12:00-13:00	<p>Session VII. Fellows’ Publication Ideas: (B) Group Reports and Discussions in the Plenary</p> <p>Chair: Maryse Elliott</p> <p>Group Reporters: Tommaso Virgili, Cyrene Kortas, Mohamed Amara</p>
13:00-14:00	Lunch Break

Time	Content (Titles & Speakers)
14:00-15:45	<p>Session VIII. Own Personal Publishing Experiences and Strategies: Reporting and Discussing Setbacks and Successes</p> <p>Chair: Maxine Rubin</p> <p>Contributors: Roman Stadnicki, Fadma Aït Mous, Amel Guizani, André Bank, Thomas Richter, Katharina Lange, Sophie Wagenhofer, Nina Salouâ Studer</p>
15:45-16:15	Snack break
16:15	Change of Venue: Bibliothèque nationale de Tunisie / Joint Walk
17:00-19:00	<p>Seasonal Talk (Session IX). Decolonising Academic Writing and Diversifying Publication Languages: Positions and Possibilities (Public Panel Discussion; <i>HYBRID</i> – streamed on https://www.facebook.com/bib.nat.tn)</p> <p>Welcome: Khaled Kchir</p> <p>Introduction: Rachid Ouaiassa (<i>ONLINE</i>)</p> <p>Chair: Helene Aecherli</p> <p>Panellists:</p> <ul style="list-style-type: none"> - Amel Guizani: Arabic “Revival”: Decolonizing a “Dying” Language - Diana Abbani: Unmasking Colonial Shadows: Necessity and Challenges of Decolonizing Academic Writings - Julius Dihstelhoff: Decolonizing Open Science: A Path Towards Equity and Collaboration - Fadma Aït Mous: Les enjeux de l’indexation des publications en Sciences de l’Homme et de la Société - Sophie Wagenhofer: Making Use of Open Access and AI in the Process of Decolonizing Academic Writing

THURSDAY 29 Feb

CONSOLIDATIONS

8:00	Transfer by university minibus from the hotel to the venue for the guests staying at the Hotel Carlton
9:00-11:00 incl. a short break	<p>Session X. Understanding the Whole Life Cycle of Academic Publishing – From Journal Targeting to Decision Letters and Response Memos (Practical Exercise)</p> <p>Julia Grauvogel (<i>ONLINE</i>)</p>
11:00-11:15	Coffee Break

Time	Content (Titles & Speakers)
11:15-13:00	<p>Session XI. Publication Experiences and Challenges of Interdisciplinary and Transregional Research (Roundtable)</p> <p>Chair: André Bank</p> <p>Panellists:</p> <ul style="list-style-type: none"> - Katharina Lange: Collaborating Across National and Disciplinary Boundaries – Challenges and Opportunities - Ameer Younes: Recherche et multidisciplinarité en Tunisie: Réalités et ambitions - Maxine Rubin: What counts as “Africa”? - Nessim Znaïen: Which Strategies to Publish on the Maghreb?
13:00-14:00	Lunch Break
14:00-16:00	<p>Session XII. Potential and Challenges of Digital Publishing and Open Access Publications</p> <p>Chair: Alyssa Miller</p> <ul style="list-style-type: none"> - Josef Jeschke: MENALIB – The Middle East Virtual Library and the Possibilities and Potentials of Diamond and Green Open Access (ONLINE) - Katharina Lange: Challenges and Approaches to Publishing “Open Access” – Experiences from Leibniz-Zentrum Moderner Orient - Wahid Gdoura: Le libre accès dans les universités arabes
16:00-16:15	Final Words and Farewell
16:15-17:00	Snack Break / Small Reception
17:00	Change of Venue: Bibliothèque nationale de Tunisie / Joint Walk
17:30-19:00	<p>Rencontre Ibn Khaldoun. Branding the Middle East and North Africa (Public Book Launch; HYBRID – streamed on https://www.facebook.com/bib.nat.tn)</p> <p>Welcome: Khaled Kchir</p> <p>Chair: Diana Abbani</p> <p>Presenters:</p> <ul style="list-style-type: none"> - Steffen Wippel: Editor of “Branding the Middle East: Communication Strategies and Image Building from Qom to Casablanca” - Nina Salouâ Studer: Author of “Selling Alcohol to the Muslims? Making Byrrh a Brand in the Colonial Maghreb” - Roman Stadnicki: Author of “Branding Backlash: The Erring of Urban Advertising in Gulf Cities” <p>Commentator: Nessim Znaïen</p> <p>plus ONLINE participation of the other authors in the discussion</p>

SPEAKERS' AFFILIATIONS AND CONTACTS

Institutional affiliation, connection to MECAM, roles as editors, web links (including journals, papers, and series), e-mail contact.

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Chebbi, Moncef: Tunisian writer and editor; Directeur *Editions Arabesques*, Tunis. Web: <https://www.facebook.com/editionARABESQUES.tunis>. Mail: contact@editionsarabesques.com.

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For the other participating authors of the edited volume “Branding the Middle East”: see their short biographies and affiliations in the volume’s List of Contributors, <https://www.degruyter.com/document/doi/10.1515/9783110741100-038/pdf>.

For the participating MECAM fellows and alumni (ex-fellows and coordinators): see their short biographies on the MECAM homepage, <https://mecam.tn/main-phase/?lang=en>, <https://mecam.tn/fellowship-program/?lang=en>.

Cf. also the MECAM brochure with details of the current fellowships.

EXTENDED CONTENT DESCRIPTION WITH ABSTRACTS

Welcome and Introduction

Introductory words, welcome, programme presentation, and organisational details by the directors, academic coordinator, and workshop organiser (5 minutes each)

Session I. Presentation of MECAM Publication Formats

Presentation of the MECAM publication strategy and its different publication series and formats (15 minutes each) by the responsible editors including Q&A (15 minutes each)

Speakers:

- *Julius Dihstelhoff, seconded by Steffen Wippel: MECAM Overall Publication Strategy*
- *Steffen Wippel, seconded by Thomas Richter: MECAM Paper Series*
- *Thomas Richter, seconded by Steffen Wippel and Maryse Elliott: MECAM Book Series*
- *Diana Abbani: MECAM Blog Series*

The introduction includes brief references other formats of knowledge transfer (photography and exhibitions; films and screenings) by Steffen Wippel and André Bank.

Session II. A Look Behind the Scenes of Publishing Work: (A) Academic Publishers and Book Series

The purpose of this module is to get to know different publication formats better and “demystify” them, and to discuss practical experiences and problems. Representatives from academic publishing houses, editors of scientific journals, and those responsible for paper series will present their respective working methods and missions, different target audiences, author recruitment measures, selection criteria and review processes, proposal and submission procedures, recurring problems and misunderstandings, citation styles, funding models, especially for open access options, and presence in the social media. This module, consisting of three sub-modules, is intended to be held in a very open and participatory, partly hybrid format.

In the first sub-module, each representative will present (in 5-10 minutes) academic publishing houses and book series of different thematic, disciplinary, and linguistic orientation and national origin, including (nationally varying) publication strategies for dissertations. This will be followed by a Q&A part and joint discussion among the representatives and especially with the Fellows.

Among the speakers:

- *Maryse Elliott: Academic Books from Submission to Publication: Insights From a Commissioning Editor*

Drawing from my extensive experience in academic publishing, I will shed light on the intricacies of book acquisitions in the scholarly realm. From the critical role of peer review to open access and digital platforms, this session will provide valuable insights into crafting impactful, high-quality book proposals and the keys to getting published

Session III. A Look Behind the Scenes of Publishing Work: (B) Academic Journals

In the second sub-module, each representative with different roles and responsibilities (e.g. editor, editor-in-chief, guest editor, etc.) will give a short presentation (rather 5 than 10 minutes) on the work, orientation and procedures of academic journals of different disciplines, languages and nationalities, followed by a round of questions and a joint discussion.

Among the speakers:**- Maxine Rubin: *Unlocking the Power of Publication: Your Journey with Africa Spectrum***

Africa Spectrum is an open-access, double-blind peer reviewed publication with an impact factor of 2.0. This presentation will explain the meaning of these big buzzwords in publishing, as well as the specific requirements of publishing with Africa Spectrum – the second highest ranked African area studies journal. It will give tips about ways to improve submissions based on common mistakes made in many of the submissions received.

Session IV. A Look Behind the Scenes of Publishing Work: (C) Policy and Other Paper Series

The third sub-module consist of short presentations of policy and other working papers of various disciplines by each representative (max. 10 minutes), followed by a round of Q&A and the joint discussion.

Session V. Mentoring Project in Science Communication**Helene Aecherli**

The Swiss Society for the Middle East and Islamic Cultures (SSMEIC/SGMOIK) offers a mentoring project in science communication for researchers and provides access to academic knowledge about Islam, the Middle East and its connections to Europe to a wider readership.

Scholars are supported by media professionals with expertise and experience in the Middle East in editing their research papers in such a way that they become a good read for a broader audience. This includes – when possible – linking the outcome of their research with current political and societal developments and to illustrate their texts with photographs or documents. The mentored texts are published on the blog of the SSMEIC. Journalistic mentoring is especially important as this form of communication is rarely taught in universities.

In order to give the blog greater visibility, a selection of texts is published in cooperation with the online platforms *Geschichte der Gegenwart*, *Gender Campus* and *Orient XXI*. Once a year, the blog posts are reproduced in the printed magazine *Almanach*. The blog is supported by SSMEIC members, the Swiss Academy of Humanities and Social Sciences (SAGW), the Universities of Basel, Bern, Zürich and Fribourg, as well as the Ardit Foundation (Geneva). In the presentation, Helene Aecherli, coordinating editor of the science blog, will give an in-depth look behind the scenes of the mentoring work and illustrate it with selected text samples.

Session VI. Fellows' Publication Ideas: (A) Comments and Discussion in Small Groups**Session VII. Fellows' Publication Ideas: (B) Group Reports and Discussions in the Plenary**

For this practical session, approximately four weeks before the workshop, the Fellows will submit drafts and proposals for articles and books for discussion and comment, preferably in small parallel groups (15-30 minutes each, depending on format and length of paper; max. 2 hours). Key findings will then be summarised by group reporters from among the fellows in plenary as “lessons learnt” (ca. 1 hour). Comments should be less about content, concepts, and methodology and more oriented towards the publication process itself. In addition to the active participants in the workshop (members of the MECAM network and representatives of the various publication formats), a co-fellow will give his or her thoughts as a peer on his or her colleagues' proposals. Possible texts include book proposals ranging from initial ideas (2-5 pages) to proposal forms to be submitted or already completed, journal abstracts, introductions to journal articles, or short articles, blog posts, policy paper drafts, letters to the editor, responses to reviewers, and similar formats (partly depending on the Fellows' different commitments). Fellows are welcome to formulate questions and issues for the discussion of their papers in advance.

For details (such as pairing, group formation, and group reporters), cf. the table below:

Group	Fellow/Postdoc	Co-Fellow Reviewer	External Reviewer
I	Massensen Cherbi	Tommaso Virgili	Diana Abbani
	Tommaso Virgili (<i>group reporter</i>)	Massensen Cherbi	Maxine Rubin
	Alessia Carnevale	Joshua Rigg	Thomas Richter
	Joshua Rigg	Alessia Carnevale	Katharina Lange
II	Asma Hilali	Cyrine Kortas	Hayet Amamou
	Cyrine Kortas (<i>group reporter</i>)	Asma Helali	Sophie Wagenhofer
	Nora Lafi	Alyssa Miller	Nessim Znaïen
	Alyssa Miller	Nora Lafi	Maryse Elliott
III	Mohamed Amara (<i>group reporter</i>)	Souhir Bouzid	Helene Aecherli
	Mourad Ouchichi	Mohamed Amara	Roman Stadnicki & Rachid Ouaisa (<i>written statement</i>)
	Souhir Bouzid	Mourad Ouchichi	Nina Studer
	Imad Alsoos (<i>tbc</i>)	(Max Ajl)	(André Bank)
	Max Ajl (<i>tbc</i>)	(Imad Alsoos)	(Fadma Aït Mous)

Session VIII. Own Personal Publishing Experiences and Strategies: Reporting and Discussing Setbacks and Successes

This session invites for the open and personal exchange about individual publication experiences and strategies, their successes, but also experienced setbacks and difficulties that can be learnt from. This includes questions such as the role of individual (private, academic, national) contexts, aspired professional goals, and planned career paths (e.g. national vs. international careers; different expectations in different countries; expectations of funders and employers such as DFG, Humboldt Foundation, think tanks, GIZ, NGOs, ...; again, the role of different publication formats and publication languages). This will also allow all participants to summarise and problematise previous discussions and give them the freedom to ask additional questions. Short initial statements and reports by MECAM members, international scholars, and Fellows (with a strict maximum of 5 minutes) will be followed by discussion, exchange, and questions related to the Fellows' own publication experiences so far.

Seasonal Talk (Session IX). Decolonising Academic Writing and Diversifying Publication Languages: Positions and Possibilities (Public Panel Discussion; **HYBRID – streamed on <https://www.facebook.com/bib.nat.tn>)**

Much of the workshop concerns an international academic publishing system that is increasingly dominated by Anglo-American publishers, procedures, and writing requirements, and by the exclusive use of English. In contrast, in the Global South, for example in the Arab world, there are calls for the decolonisation of academic writing, the promotion of regional publishing houses, and the (re)recognition of Arabic as an academic language. Moreover, in many countries, such as in the Maghreb, scholars have grown up in a French-based academic system to which they are accustomed, but from which they are also trying to escape. But even in the Western world, the traditional “big” languages of knowledge such as German, French, and Spanish are increasingly being replaced, less and less perceived internationally, and less recognised, even in their own countries. In this context, this public “Winter Talk” will address issues such as postcolonial writing, Anglicisation and Americanisation vs. diversity of academic languages, multilingual publishing, linguistic (but also conceptual, ...) translation problems, different linguistic logics and possibilities of expression in the respective languages, etc. This panel discussion starts with initial statements by each panellist (max. 5-10 minutes), followed by rounds of Q&A and the discussion with the general public.

Speakers:- ***Amel Guizani: Arabic “Revival”: Decolonizing a “Dying” Language***

This presentation explores the problematic aspects of publishing in Arabic, a language that has long been considered a medium of communication aimed at a restrained and even local audience. The issue can be viewed within the framework of decolonization and de-Westernization of academia as a current debate that proposes an epistemic shift towards a wider academic diversity, with Arabic publications playing a seminal role in the advancement of research and academics' visibility. The paper provides an overview of the challenges that this “revival” has to address, including the debate over the linguistic duality of Modern Standard Arabic (MSA) and Classical Arabic. It also tackles the perspectives of an effective impact that contributions in Arabic seek to produce, for instance through promoting translation which itself has to grapple with other challenges.

- ***Diana Abbani: Unmasking Colonial Shadows: Necessity and Challenges of Decolonizing Academic Writings***

In contemporary discourse, the need for decolonization within academia and scholarly writing has never been more pressing. The ongoing violence in Palestine is a stark reminder that decolonization is not a historical story to narrate, nor a mere metaphor. It reveals that acknowledging the enduring presence of colonialism poses a challenge for many. While critically examining Eurocentrism and its enduring impact on academic writing in the Arab world, this intervention tries to explore various approaches to challenge dominant discourses and decolonize knowledge production and academic writings. Drawing on principles that prioritize marginalized perspectives, acknowledge power dynamics, and question language usage, it aims to deliberate on how we can amplify the voices of historically underrepresented communities in our academic discourse? How can we address and challenge power imbalances and incorporate knowledge systems from the Global South? In doing so, it questions the meanings, challenges and limits of academic writing in today's world.

- ***Julius Dihstelhoff: Decolonizing Open Science: A Path Towards Equity and Collaboration***

Open Science signifies a paradigm shift in research practices, emphasizing transparency, accessibility, and collaboration. Academics worldwide face challenges and opportunities related to data sharing, intellectual property management, interdisciplinary collaboration, and the development of scholarly communication platforms. This contribution provides a decolonial perspective on the implications of Open Science for the future of academia. It explores the importance of recognizing and overcoming historical inequalities in science by challenging traditional hierarchies and promoting knowledge that is more equitable and respectful. The article also addresses the issue of asymmetries in global knowledge production and examines how open access initiatives can either mitigate or exacerbate these disparities.

- ***Fadma Aït Mous: Les enjeux de l'indexation des publications en Sciences de l'Homme et de la Société***

Cette communication sert à mettre en exergue les injonctions actuelles imposées aux Sciences de l'Homme et de la Société (SHS) pour l'indexation des productions académiques. L'évaluation et le financement de la recherche et la publication de ses outputs se fait de plus en plus en exigeant une publication dans des revues indexées à l'instar des standards dans les sciences de la nature. La non reconnaissance des autres supports de publication (chapitres d'ouvrages, ouvrages, etc.) dans les évaluations ; l'exigence de renseigner des fiches d'évaluation aux items non adaptés, de préciser l'impact factor d'une publication ; etc. – tous ces éléments seront discutés à l'aune de l'institutionnalisation de la recherche dans un monde globalisé et anglicisé qui ne prend guère compte des langues locales du lieu de production de ces recherches.

- ***Sophie Wagenhofer: Making Use of Open Access and AI in the Process of Decolonizing Academic Writing***

In my short presentation I will explore the opportunities of Open Access and AI, especially translation software, as tools to overcome barriers and to achieve more inclusiveness in the context of academic writing. I also want to discuss how the academic system itself has to change in order to give space to researchers from outside the still dominant Anglo-Saxon academic tradition.

Session X. Understanding the Whole Life Cycle of Academic Publishing – From Journal Targeting to Decision Letters and Response Memos (*Practical Exercise*)

Julia Grauvogel (*ONLINE*)

This joint exercise (2 hours incl. a short break) covers key aspects of publishing scholarly work. First, it offers an overview of different formats, including articles, book chapters, policy papers, working papers and book reviews. Second, it zooms into the publication of peer-reviewed articles by inter alia addressing the following issues: journal targeting, crafting a convincing title and abstract, understanding decisions letters, and writing response memos. For each of these steps, I will discuss best practices and share insights into editorial work based on my experience as former the editor-in-chief of an SSCI-ranked journal and guest editor of special issues.

Session XI. Publication Experiences and Challenges of Interdisciplinary and Transregional Research (*Roundtable*)

Inter- and transdisciplinary research, as well as inter- and transregional research, which is encouraged in principle, but already faces inadequate institutional conditions, suffers in particular from the lack of appropriate publication outlets, as most series and journals have a clear disciplinary or regional orientation. At MECAM, the fellow groups and cohorts are made up of different disciplines, and the Maghreb in particular has an ambivalent regional affiliation between Mediterranean, Arab or Middle Eastern, and African Area Studies. This module therefore allows for the discussion of experiences and opportunities of where and how to publish the results of such research. For this roundtable, established researchers, fellows with their experiences, representatives of the different publication formats are invited to give short introductory statements (max. 10 minutes), followed by a general plenary discussion.

Speakers:

- **Katharina Lange: *Collaborating Across National and Disciplinary Boundaries – Challenges and Opportunities***

In recent years, calls by research funders to engage in interdisciplinary collaboration have increased – notably (but not only) when researching responses to environmental crisis. Similarly, German research organisations and universities have long advocated the “internationalisation” of research in these institutions, usually by engaging a rhetoric of “attracting the best minds” globally. Yet in practice, publishing across disciplines with colleagues who may have been trained to adhere to different epistemological or methodological conventions raises numerous issues and problems, which often reflect global power differences and hierarchies. These need to be acknowledged and addressed when aiming at more interdisciplinary and international research.

- **Ameur Younes: *Recherche et multidisciplinarité en Tunisie: Réalités et ambitions***

La recherche scientifique en Tunisie remonte à des dates lointaines. Toutefois, elle était quasiment monodisciplinaire. Les thèmes traités par les auteurs pour écrire des ouvrages et/ou des articles ne concernent qu’une seule discipline appartenant soit aux sciences « dites pures » soit aux sciences humaines et sociales. A partir du XXème siècle, des auteurs, tout particulièrement en sciences humaines et sociales, ont cherché à décloisonner leurs recherches en croisant les données de leurs disciplines (histoire, archéologie, géographie, géologie, ...) avec les disciplines des sciences « dites dures » comme les mathématiques, la physique, la chimie, etc. Ainsi, des équipes de chercheurs pluridisciplinaires se sont formées et ont fusionné les données de leurs sciences. Résultat, les écrits qui ont été publiés dans des revues ou des journaux scientifiques indexés et impactés ont donné une valeur ajoutée non seulement à la recherche scientifique en Tunisie, mais plus de visibilité à l’échelle internationale. Actuellement, l’insuffisance de moyens et d’outils scientifiques réduisent le développement de la recherche de ces équipes pluridisciplinaires.

- **Maxine Rubin: What counts as “Africa”?**

Africa Spectrum is an area studies journal focused on African Studies. This means that it is generally accepting of papers drawing on various disciplinary traditions. However, different perspectives about the regional reach of the journal affects the extent to which publications in Africa Spectrum attract submissions from all sub-regions in Africa. There are competing ideas of the boundaries of this area: is the “Africa” in African Studies limited to sub-Saharan Africa? What are the challenges of adopting an inclusive understanding of this term – one that includes all African states within the continent? Issues about epistemology, writing traditions, and language are unpacked in this presentation.

- **Nessim Znaien: Which Strategies to Publish on the Maghreb?**

Researchers specialising in the Maghreb must take account of two realities in their scientific publication strategy. Firstly, the Maghreb is most often classified as a 'cultural area', at least in European and North American research. Specialist journals are therefore interdisciplinary. This is a good thing for setting up research projects. But a European historian specialising in the Maghreb runs the risk of not having a high profile among other historians, and his or her skills run the risk of being reduced to a mere knowledge of a research area. Secondly, French, Arabic and English are three major languages of publication in the region, and they are more or less equally represented. A researcher should therefore ideally be able to publish in two or three different languages, which is a complex task.

Session XII. Potential and Challenges of Digital Publishing and Open Access Publications

“Open access” is playing an increasingly important role in academic publishing. It has the advantage that publications of all kinds, from books, journal articles, and working papers to blog posts, can be accessed by readers all over the world without the need to visit specialised libraries, which in turn have to be able to purchase the often expensive publications. In contrast, there are enormous publication costs, especially for book publications and sometimes also for open access to articles, which researchers outside established institutions and in the Global South can hardly afford. The session therefore aims to explore the forms, opportunities, and possibilities as well as the fundamental problems and challenges of open access publishing. Each presentation will have approximately 15 minutes speaking time and 15 minutes for discussion.

Speakers:

- **Josef Jeschke: MENALIB – The Middle East Virtual Library and the Possibilities and Potentials of Diamond and Green Open Access (ONLINE)**

MENAlib is the web portal of the Specialized Information Service for Middle Eastern, North African and Islamic Studies (FID). MENAlib offers, among many other services, the possibility to publish material related to Middle Eastern, North African, and Islamic studies either in Diamond or Green Open Access. The communication briefly introduces the FID, discusses the opportunities and requirements of Open Access, explains the different levels of Open Access (Diamond, Gold, Green) and describes the FID’s services.

- **Katharina Lange: Challenges and Approaches to Publishing “Open Access” – Experiences from Leibniz-Zentrum Moderner Orient**

Research funders in Germany as well as internationally (notably, the European Research Council) are placing more and more emphasis on researchers publishing their findings “open access”. While it is highly necessary to make research publications widely accessible, the structures in place so far are often contradictory. Moreover, many of the actual open access publication schemes currently available raise new barriers for researchers outside of wealthy, powerful organisations and structures, as many demand high fees for publishing open access. Yet there are also mid-level opportunities for publishing open access without such fees, some of them available at Leibniz-Zentrum Moderner Orient (ZMO).

- **Wahid Gdoura: *Le libre accès dans les universités arabes***

Le blocage du mouvement de libre accès dans les pays du Sud et notamment dans les pays arabes, réside dans le fait que la globalisation de la science s'est substituée à l'internationalisation de la recherche, sans se soucier de développer ou mettre à niveau les environnements de recherche du Sud et promouvoir les productions scientifiques locales, et du coup le flux de l'information scientifique et technique a pris une direction unilatérale du Nord vers le Sud. Il nous semble important de repenser l'universalisme de la science dans le sens de la pluralité des cultures, des langues et des contextes de recherche dans différentes régions du monde.

Rencontre Ibn Khaldoun. Branding the Middle East and North Africa (Public Book Launch; *HYBRID*
– streamed on <https://www.facebook.com/bib.nat.tn>)

Closely linked to the publication workshop, will be a *Rencontre Ibn Khaldoun*, one of the other established MECAM activity formats, with the presentation of the newly published edited volume “Branding the Middle East: Communication Strategies and Image Building from Qom to Casablanca” (de Gruyter, 2023; open access: <https://www.degruyter.com/document/doi/10.1515/9783110741100/html>). This book launch will include presentations by each panellist (ca. 15 min.), followed by comments and a general discussion. Other authors from the volume will participate **ONLINE** in the discussion.

Presenters:

- **Steffen Wippel: *Branding the Middle East: Communication Strategies and Image Building from Qom to Casablanca***

This edited volume investigates place, product, and personal branding in the Middle East and North Africa, including some studies from adjacent regions and the wider Islamic world. Going beyond simply presenting logos and slogans, it critically analyses processes of strategic communication and image building under general conditions of globalisation, neoliberalisation, and postmodernisation and, in a regional perspective, of lasting authoritarian rule and increased endeavours for “worlding.” In particular, it looks at the multiple actors involved in branding activities, their interests and motives, and investigates tools, channels, and forms of branding beyond the ubiquitous logos and slogans. A major interest exists in the entanglements of different spatial scales and in the (in)consistencies of communication measures. Attention is paid to reconfigurations of certain images over time and to the positioning of objects of branding in time and space. Historical case studies supplement the focus on contemporary branding efforts. While branding in the Western world and many emerging economies has been meticulously analysed, this edited volume fills an important gap in the research on MENA countries.

- **Nina Salouâ Studer: *Selling Alcohol to the Muslims? Making Byrrh a Brand in the Colonial Maghreb***

In the colonial age, North Africa served as an exotic background for branding a popular French alcoholic drink. Alcohol in general, and wine and absinthe in particular, were seen as representing both France's imperial power and the colonial Maghreb. Local Francophone newspapers were filled with adverts for different kinds of alcohol, and the coastal cities were decorated with the slogans of the most famous brands of the time. These adverts aimed at the minority settler society and European travellers in a predominantly abstinent Muslim context and often incorporated orientalist imagery related to nature, urban sceneries, and local people. Some showed idyllic depictions of the “benefits” of the French presence in the region, while others portrayed a life in the colonies that was indistinguishable from life in the *Métropole*. In her chapter, the author analyses the advertising campaigns of a particular southern French aperitif in the 20th-century Maghreb. *Byrrh* was a popular drink among Europeans – and some of the colonised Muslims – and presented itself as staunchly supportive of France's colonial mission. This chapter asks how Islam and the Maghreb were portrayed in these adverts and which views of colonialism were chosen to be depicted.

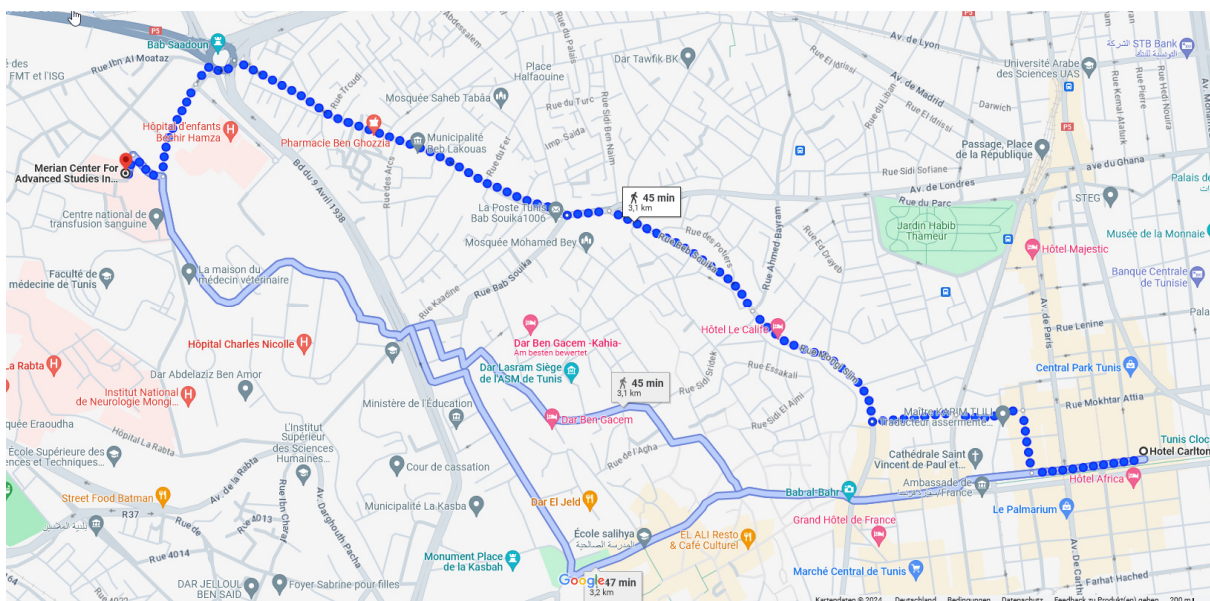
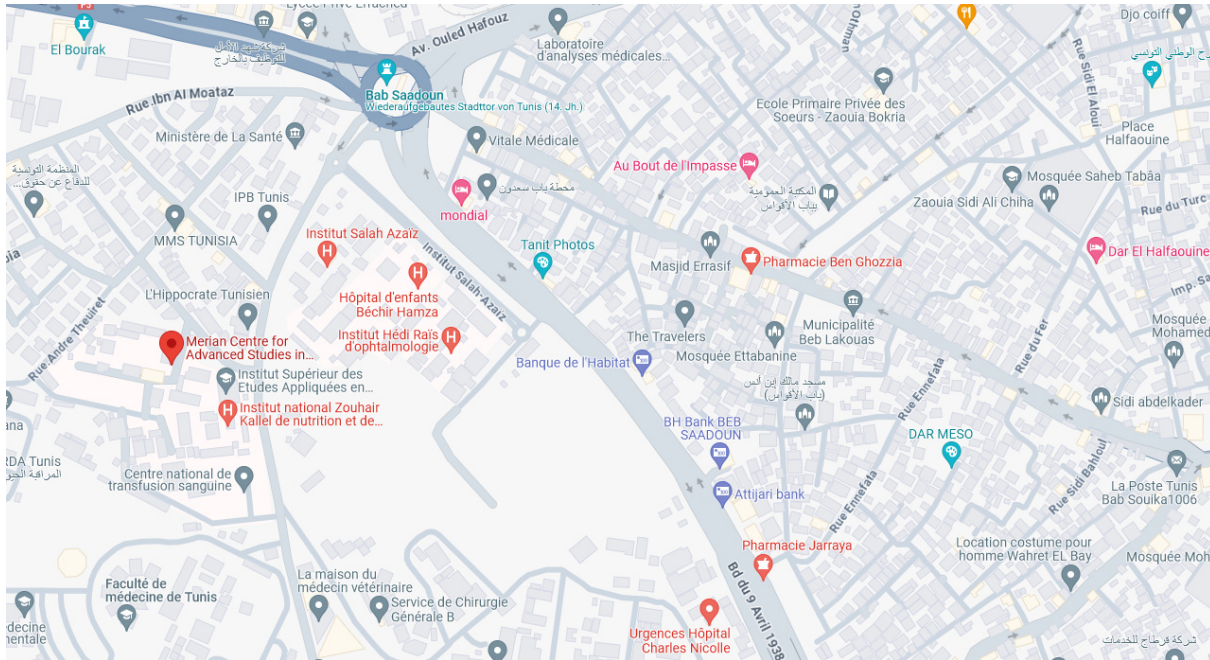
- ***Roman Stadnicki: Branding Backlash: The Erring of Urban Advertising in Gulf Cities (in French)***

Planned to respond to the demands of post-oil economic diversification, Gulf cities are also the result of an image policy aimed at creating an urban spectacle of modernity. Current images of urban projects setting their sights on being avantgarde and out of proportion are heirs to a relatively old policy of creating showcase cities. Urban communication is conceded to single-niche private sector stakeholders, blurring the boundaries of governmental approaches and strategy. Worse still, systematic recourse to visual communication and the proliferation of urban advertisements has produced a series of counter-effects. This chapter first reveals the tensions generated by the advertisers' domination of the urban scene. Then it shows how urban images tend to become independent of the projects they support, thereby accentuating the process of virtualisation. Lastly, the chapter addresses the excesses of urban neoliberalism, including the symptomatic obsolete and misused billboards, particularly in Kuwait City, where the author has carried out systematic surveys. This photo-rich essay is based on fieldwork and qualitative research conducted in the UAE, Qatar, and Kuwait from 2011 to 2019, during which urban imagery was understood as both a method and an object of research to address the political, economic, and social dynamics at work in the urban field.

ADRESSES

Merian Centre for Advanced Studies in the Maghreb (MECAM):

Campus of the Université de Tunis, Institut Supérieur des Études Appliquées en Humanités de Tunis/Higher Institute of Applied Studies in Humanities of Tunis (ISEAHT), 27, rue Florian, Borj Zouara, 1029 Tunis.



It is a:

- 10 minutes' walk from the nearest light railway station: Bab Saadoun
- 20 minutes' walk from the Medina
- 45 minutes' walk from Hotel Carlton
- 10 minutes' drive from Habib Bourguiba Avenue (except during rush hour!)

Email: mecam-office@staff.uni-marburg.de

Website, Facebook: <https://mecam.tn/>, <https://www.facebook.com/people/MECAM-Merian-Centre-for-Advanced-Studies-in-the-Maghreb/100075806000099/>

Venues:**Workshop****Salle Fatma Haddad à la Faculté des Sciences Humaines et Sociales de Tunis**

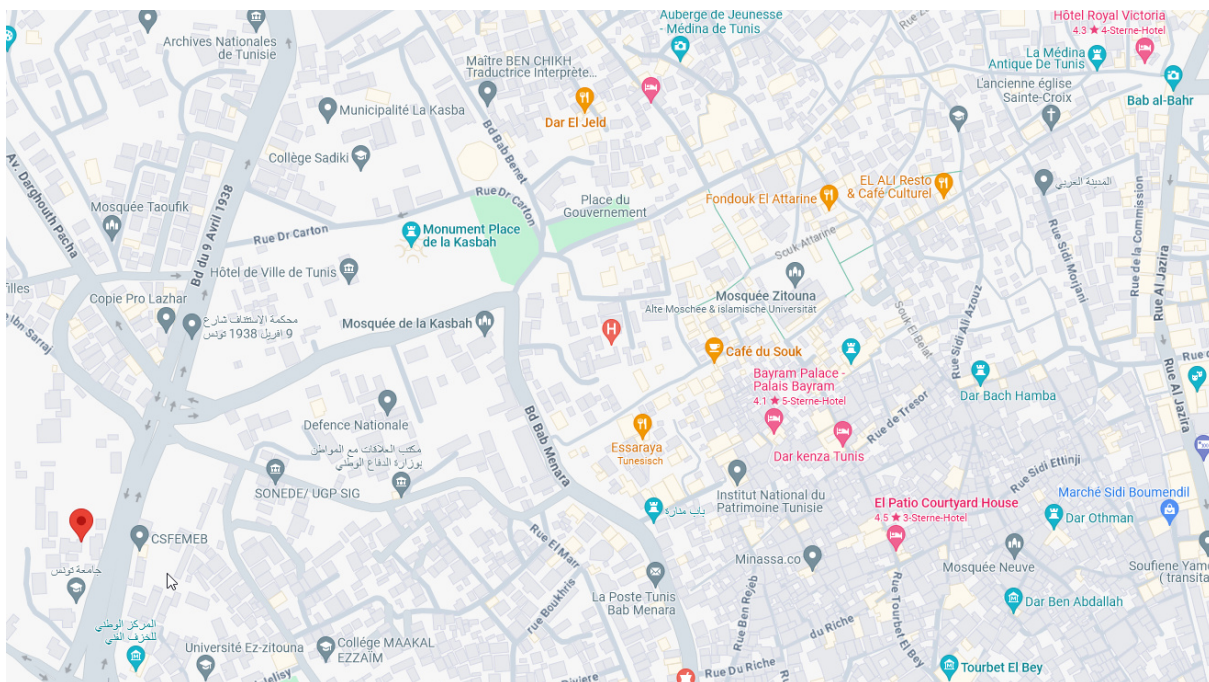
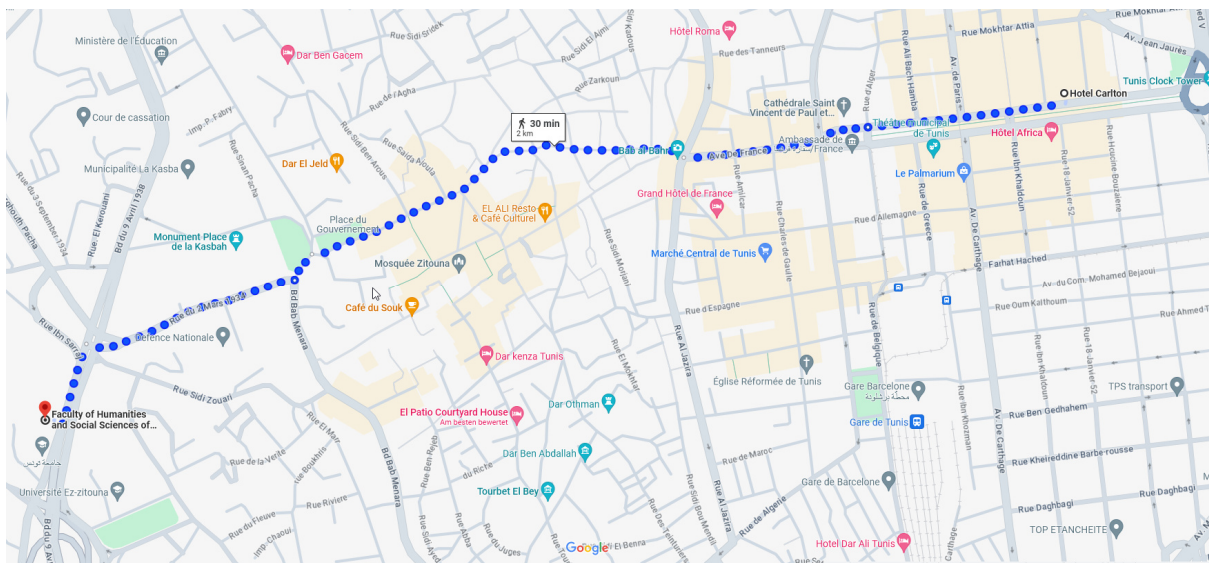
94 Boulevard du 9 Avril 1938, 1er étage, Tunis

Google Maps: Q5V7+X5J, Tunis

30 minutes' walk (2 km) from Hotel Carlton

Hotel Carlton → Av. Habib Bourguiba/Av. de France → Bab El Bahr/Place de la Victoire → Medina : Rue de la Kasbah → Place du Gouvernement → Boulevard Bab Menara → Rue du 2 Mars 1934 → Boulevard du 9 Avril 1938 → FSHST

On all three mornings at 8 a.m. there will be a transfer for guests from abroad by university minibus from the Hotel Carlton to the Faculty of Humanities and Social Sciences.



Winter Talk and Rencontre Ibn Khaldoun**Bibliothèque nationale de Tunisie**

Boulevard du 9 Avril 1938, Bab Souika/Bab Mnara, Tunis

Phone: (+216) 71 571 303 / 71 572 706 / 71 569 477

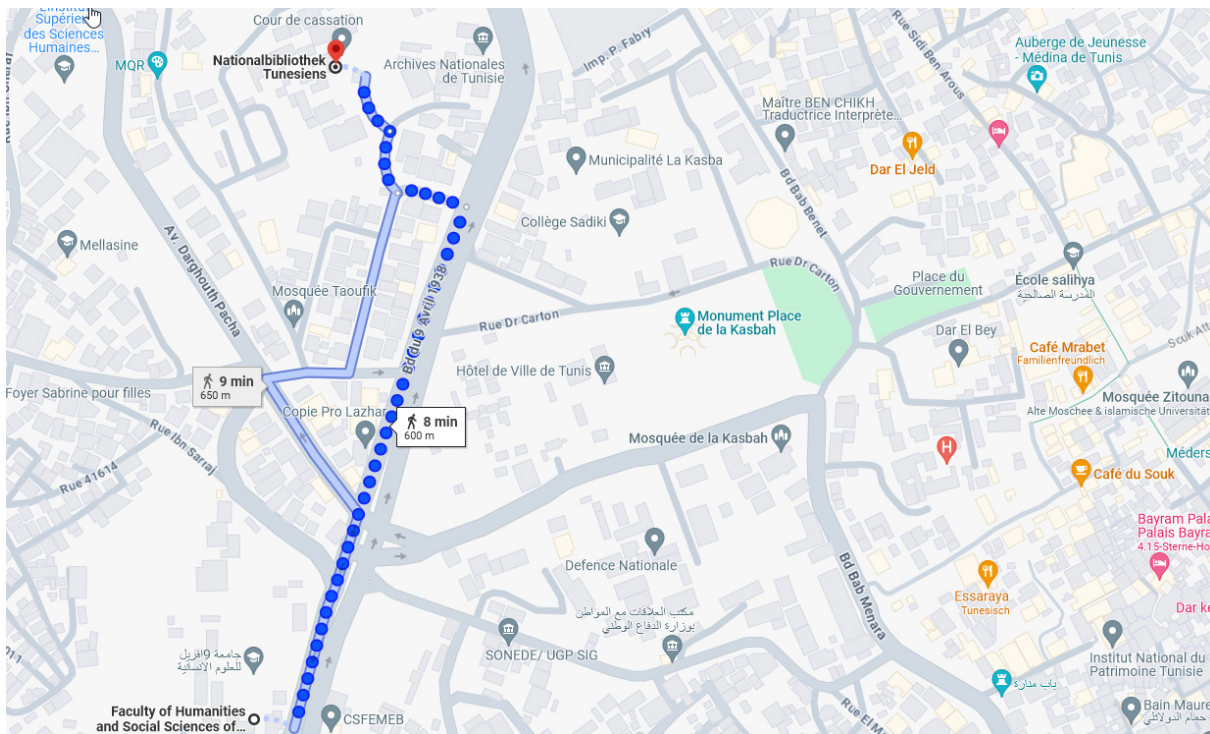
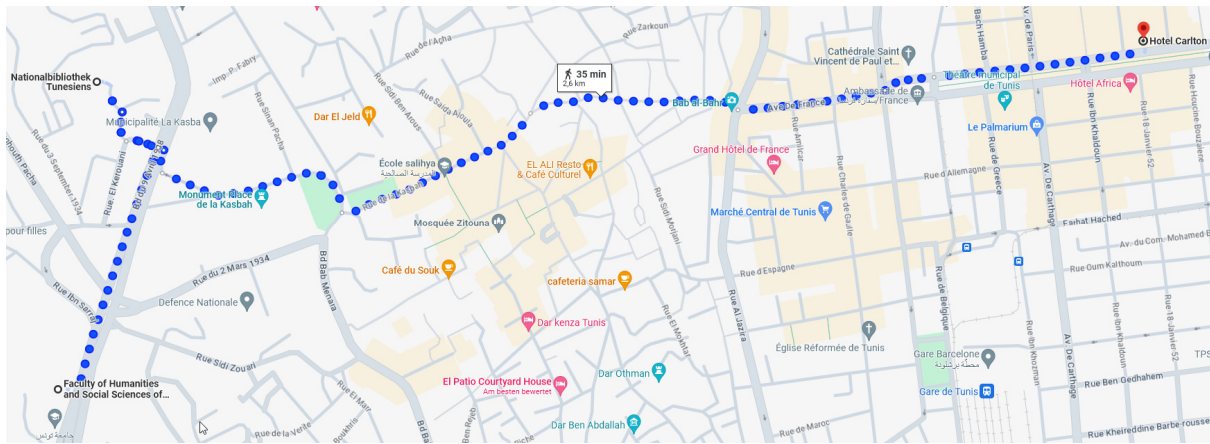
E-Mail: direction.generale@bnt.nat.tn, bibliotheque.nationale@bnt.nat.tn

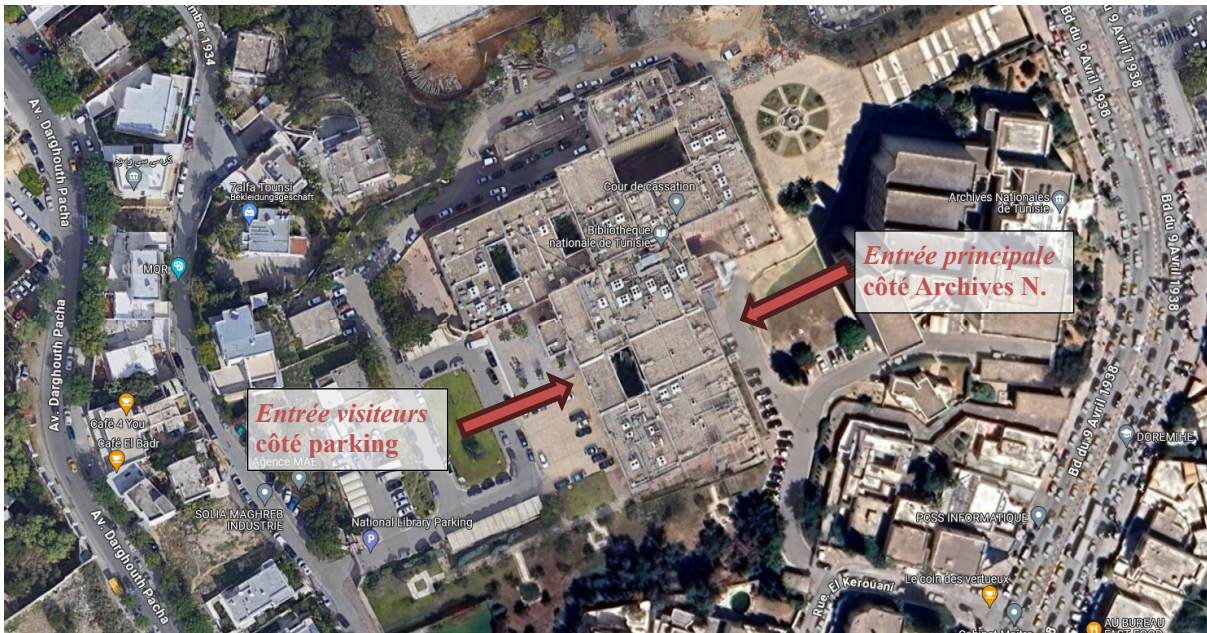
Web: <https://www.bibliotheque.nat.tn/>, <https://www.bnt.nat.tn>

10 minutes' walk from Salle Fatma Haddad, 35 minutes from Hotel Carlton

Beware: there are two entrances, the guests' entrance at the top, by the car park, and the direct entrance at the bottom, from Avenue 9 Avril 1938 and Rue El Kerouani.

There will be a joint walk from the Faculty of Humanities and Social Sciences to the National Library.





Hotel:

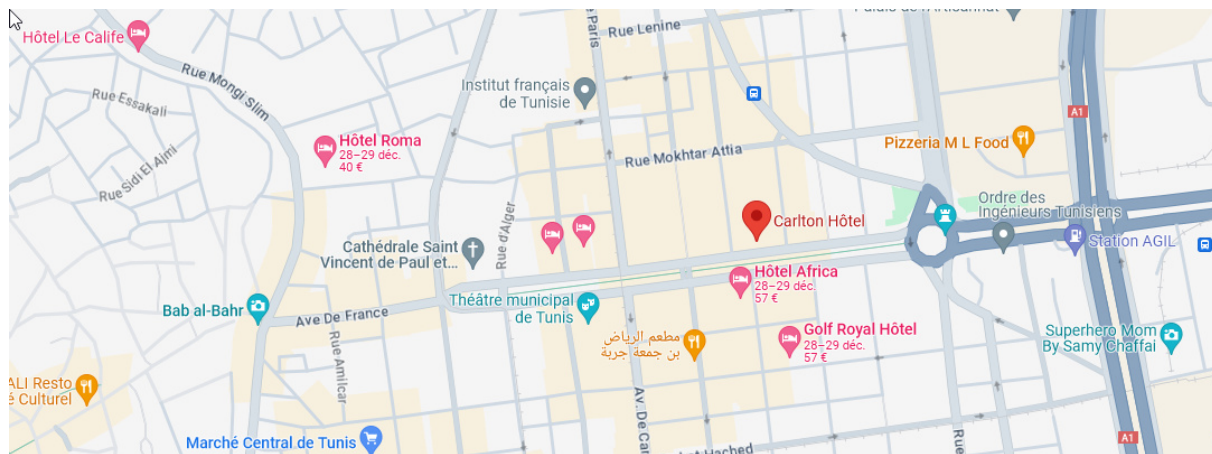
Hotel CARLTON

31 Av. Habib Bourguiba, 1000 Tunis

Phone: (+216) 71 25 61 52, (+216) 52 74 74 90, (+216) 71 335 351

Email: welcome@hotelcarlton.tunis.com

Web : <https://www.hotelcarlton.tunis.com/>



Restaurants:

Dinner on Monday, 26 February 2024, 19:00 h (7 pm) for external guests who have already arrived at the hotel

Restaurant LIBERTY, Hotel CARLTON

31 Av. Habib Bourguiba, 1000 Tunis

Phone: (+216) 71 25 61 52, (+216) 52 74 74 90, (+216) 71 335 351

Email: welcome@hotelcarlton.tunis.com

Web : <https://www.hotelcarlton.tunis.com/>

Dinner on Tuesday, 27 February 2024, 19:00 h (7:00 pm) at

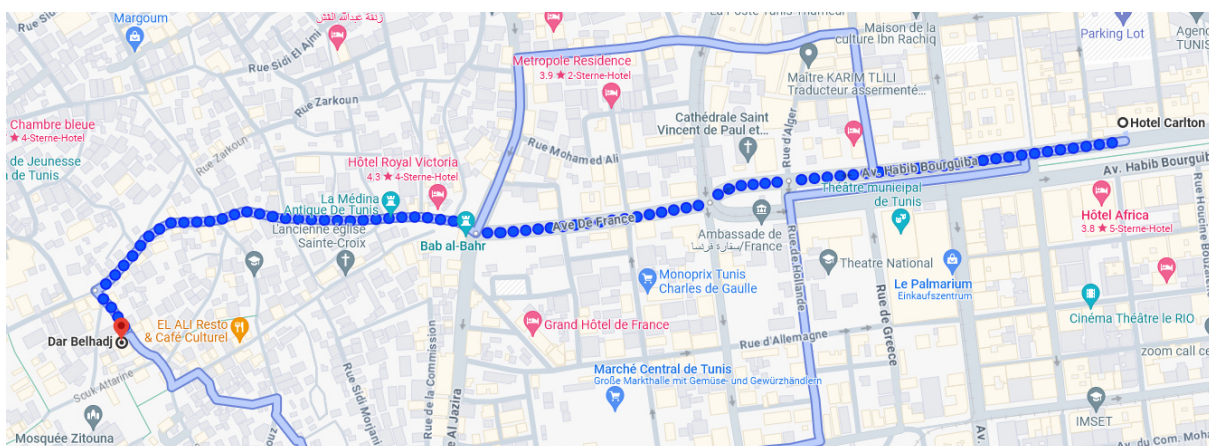
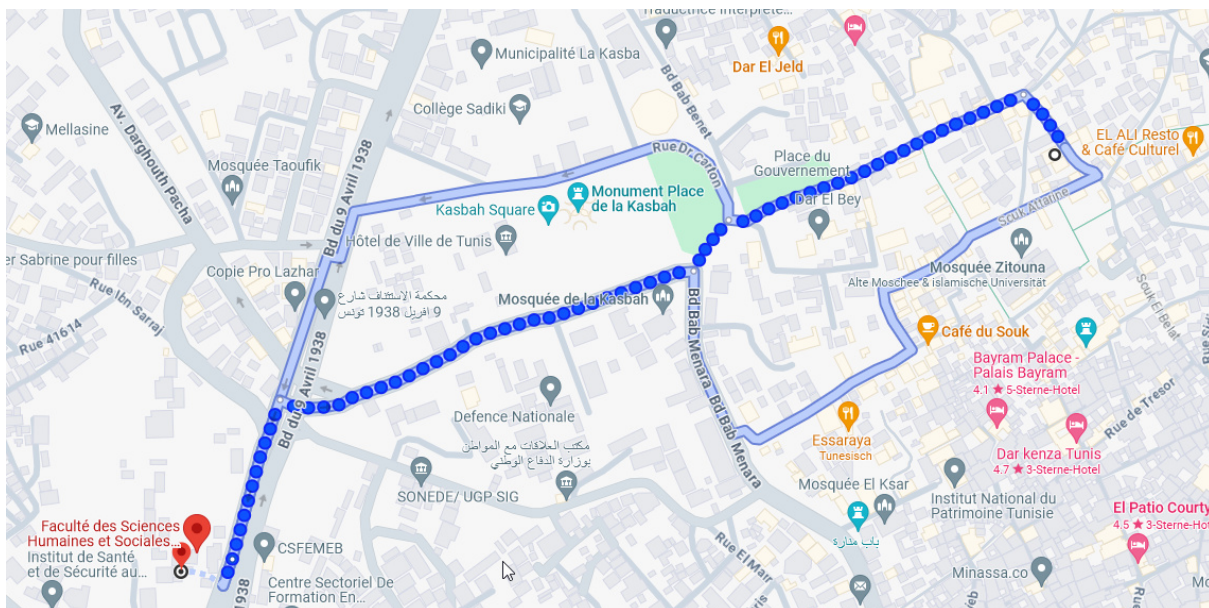
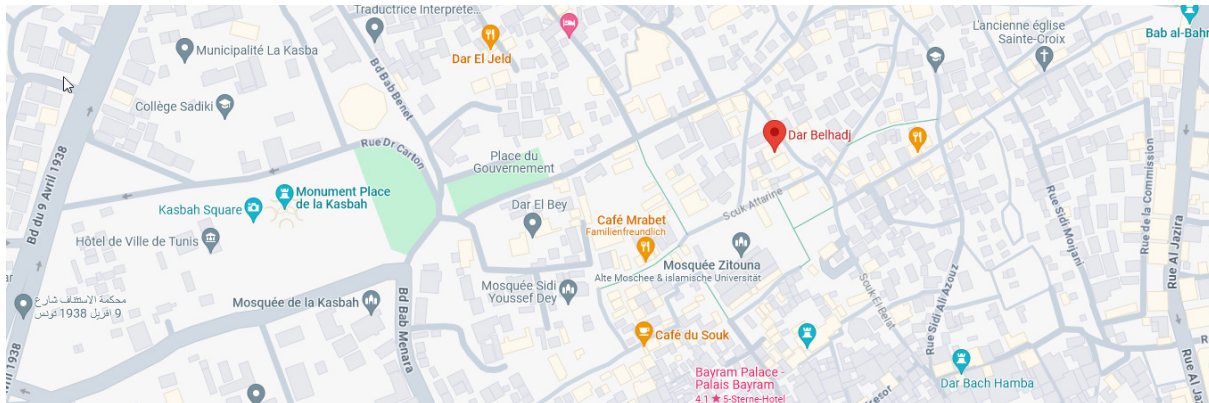
Restaurant DAR BELHADJ

17 rue des Tamis la Kasba, Tunis

Tel.: +216 98 362 320, +216 712 008 94

Web: <https://www.facebook.com/Darbelhadj1>

There will be a joint walk from the Faculty of Humanities and Social Sciences to the restaurant in the Medina.



FURTHER LINKS AND SOURCES

MECAM Publications

- MECAM Publications Websites: <https://mecam.tn/publications/> with links to MECAM Papers, book, and blog series
- MECAM Papers at MENAdoc, Menalib – The Middle East Virtual Library: <https://www.menalib.de/en/vifa/menadoc/mecam-papers/>
- MECAM Book Series “Perspectives on the Maghreb” at Amsterdam University Press: <https://www.aup.nl/en/series/perspectives-on-the-maghreb>
- MECAM Blog Series at on the TRAFO – Blog for Transregional Research, Forum Transregionale Studien, Berlin: <https://trafo.hypotheses.org/category/mecamseries>

CEU Center for Academic Writing, Central European University

Quellenstrasse 51 | C111, A-1100 Wien, Austria

Mail: writing@ceu.edu

Web: <http://caw.ceu.edu>

The mission of the Center for Academic Writing is to ensure high standards of written academic English throughout the university, by providing students with support and guidance so as to ensure that their work within and beyond the university meets the expectations of the international discourse community, and by supporting and working with faculty to help students achieve the standards expected of them. The CAW is one of the leading writing centers in Europe, awarded the “Writing Program of Excellence” certificate by the Conference on College Composition and Communication.

The Project on Middle East Political Science (POMEPS)

Elliott School of International Affairs

1957 E Street, NW Suite. 512, Washington, DC 20052

Web: <https://pomeps.org/>

- ***POMEPS Virtual Research Workshop Series***

The POMEPS Virtual Research Workshop convenes online discussions of groups of three thematically linked journal article-length papers, each with a senior scholar discussant. The Virtual Research Workshop is open to scholars in political science or cognate disciplines of all career ranks, with a preference for pre-tenure scholars. The goal of the workshop is to help scholars prepare their manuscripts for submission to a peer-reviewed journal in political science or related discipline. Accepted participants must commit to delivering a complete paper no later than one week before the scheduled workshop, and to read and comment upon the other papers presented in the session. Each workshop will include multiple senior scholar discussants.

Announcements: <https://pomeps.org/category/virtual-research-workshops>; cf. also

<https://politicalsciencenow.com/the-pomeps-virtual-research-workshop/>

- ***POMEPS Professional Development Seminar - Hidden Curriculum*** (e.g. How to Publish Your First Book; Publishing in Journals)

Announcements: <https://pomeps.org/category/virtual/professional-development-seminars>

Cf. also <https://pomeps.org/pomeps-professional-development-seminar-hidden-curriculum>,

<https://abuaardvark.substack.com/p/hidden-curriculum-publishing-your>

<https://pomeps.org/from-abu-aardvarks-mena-academy-hidden-curriculum-publishing-in-journals>,

<https://abuaardvark.substack.com/p/hidden-curriculum-publishing-in-journals>

The POMEPS website also features numerous videos and publishers of social science books on the Middle East, albeit with a somewhat American bias.

Arab Political Science Network (APSN)

1527 New Hampshire Ave., NW. Washington DC, 20036, USA

Web: <https://www.arabpsn.org/>

- ***Videos on Research Methods***

At APSN, we recognise that mastering research methods is vital for academic and professional success. Therefore, we're thrilled to introduce our curated research methods playlists, designed to simplify the complexities of research and enhance your skills. Our playlists feature valuable resources from and about the Arab World, including testimonials, codes of conduct, and consent processes, covering various research method aspects. Whether you're a student honing your research skills or a seasoned researcher staying updated with the latest methodologies, our playlists cater to all. These videos were translated into Arabic in collaboration with the American Political Science Association (APSA), the Institute of Qualitative and Multi-Method Research (IQMR), and the Project on Middle East Political Science (POMEPS).

Explore our research methods playlists:

- *Surveys*: The playlist addresses several aspects of a researcher's thinking before choosing phone or internet surveys as a research tool.
<https://www.youtube.com/playlist?list=PLhVqdCrq5k4e6ZPnnuFHAQKGKOGXhz1Xr>
- *Text Analysis*: In this playlist, you can find a number of tools and programs that help analyze text, especially text extracted from social media.
<https://www.youtube.com/playlist?list=PLhVqdCrq5k4e5ej5XXsvPH2dASIXvcuYx>
- *Archives*: The researchers Peter Krause and Jeffrey Karam share their experiences and advice for conducting archival research even during crises.
<https://www.youtube.com/playlist?list=PLhVqdCrq5k4cRnU2uZ-BiEE-CHmtrGdQh>
- *Interviews*: Researchers Rima Majid and Wendy Perlman share their experiences and advice for conducting online interviews in Arab countries.
<https://www.youtube.com/playlist?list=PLhVqdCrq5k4eTBROgDOTArffP4FPQmI1T>
- *Case Study Methods*: The "Case Study Research Methods" is a 19-video YouTube playlist where Dr. Andrew Bennett from Georgetown University explains approaches to carry out case study research in the social sciences.
https://www.youtube.com/playlist?list=PLHSdeF_XXoRanMCWKX_kOajpdolloAyy

- ***Research Development and Writing Workshops***

APSN's Research Development Workshops are thematic events, which bring together a select number of PhD students and junior faculty to discuss a limited number of article-length manuscripts. The workshop offers an opportunity to receive feedback on current research, discuss professional development topics and build scholarly networks with colleagues inside and outside the region. Paper submissions and applications are welcomed in both English and Arabic as long as the paper was not published before and fits with the themes of the workshop.

Announcements: <https://www.arabpsn.org/projects/research-development-workshops>

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