Acknowledgments

Many people have contributed to this book. Sandra Braman’s guidance was instrumental since the book’s early stages. John Downing’s thorough read of the entire manuscript rescued me from many traps, and Tom Nakayama’s encouragement to write a bolder conclusion was critical. Other reviewers for Temple University Press offered a healthy balance of support and skepticism. Patrick Murphy and Raúl Tovares have offered friendship and critical commentary.

For encouragement at crucial stages and for general scholarly counsel, I am grateful to Pat Aufderheide, Michael Beard, Douglas Boyd, Dennis Davis, Larry Grossberg, Drew McDaniel, Toby Miller, Christine Ogan, Lana Rakow, and Josep Rota. I am thankful to Joseph Straubhaar for many edifying chats on cultural hybridity, and to Joe Khalil, Nabil Dajani, and Dima Dabbous-Sensenig for instructive conversations on Arab media and cultures. I am also indebted to all those who generously entrusted me with their feelings and thoughts during my fieldwork in Lebanon.

For inviting me to share portions of the book early on, I thank Radha Hegde at New York University, Hemant Shah at the University of Wisconsin–Madison, Karla Malette at the American University of Beirut, Ramez Maluf at the Lebanese American University, Richard Harvey Brown at the University of Maryland, Henry Jenkins and David Thorburn at the Massachusetts Institute of Technology, and Georgette Wang at Hong Kong Baptist University. I also thank the Senate Scholarly Activities Committee at the University of North Dakota for inviting me to give a Faculty Lecture at the North Dakota Museum of Art, and Jim Mittleman for inviting me to present a summary of the book to the Council for Comparative Studies at American University. Students in my Communication, Culture, and Globalization graduate colloquium at the University of North Dakota and in my Globalization and Culture seminar and Cultural Dimensions of International Politics graduate course at American University have been generous with ideas and comments. Some material in Chapter Four first appeared in “Hybridity in Cultural Globalization” (Communication Theory 12[3], pp. 316–339, 2002),
and some of the data in Chapter Six were first discussed in “The Global, the Local, and the Hybrid: A Native Ethnography of Glocalization” (Critical Studies in Mass Communication 16[4], pp. 458–478, 1999).

I am grateful to Peter Wissoker, my editor and friend, for motivating me to write a stronger and clearer book.

My colleagues at American University provided the intellectual environment and material resources that made completion of this work less arduous. I am indebted to Louis Goodman, Nanette Levinson, Hamid Mowlana, and Shalini Venturelli for their support, to Ivy Broder for awarding me a research leave that accelerated the ultimate revision, and to the colleagues who took over my teaching responsibilities during that time. I am also thankful to a string of diligent research assistants: Tamara Goeddertz, Tim Seidel, Kiran Pervez, Lauhona Ganguly, Dominic De Sapio, and Mike Huston.

Michel, Aida, Ziad, and Ghassan helped in more ways than they can imagine. I am grateful to Ziad and Ghassan for their cheerful hospitality in Paris as I researched French and Francophone writings on hybridity. Aida and Michel warmly opened their home and selflessly provided mental and logistical support during various stays in Lebanon, in addition to numerous television recordings and newspaper clippings. Elke and Walter did the same during various visits to Mexico, offered me Spanish-language books on globalization and culture, and recorded several episodes of Tele Chobis for their nieto.

Ute, my sharpest and friendliest critic, read successive drafts of the manuscript, discerning the minutest details and prodding me to firm up the overall argument. She put an indelible mark on the book, and for that I am immensely grateful. I completed most of the book between the births of my son, Bruno, and my daughter, Maya, and their early coos and words provided the soundtrack for much of the writing. All three gently put up with my writing-induced mental and physical absences and helped me keep my life in perspective. To them I dedicate this book, with the hope that one day it may help them shorten the distance between our multiple homes.