

Translation Exercise 2

BRIT TZEDEK V'SHALOM LAUDS BAKER-HAMILTON RECOMMENDATIONS

Chicago - Marcia Freedman, president of Brit Tzedek v'Shalom, the Jewish Alliance for Justice and Peace, praised the recommendations of the Baker-Hamilton report regarding the Israeli-Palestinian conflict as "a victory" for the American Jewish peace movement. The report's findings validate Brit Tzedek's longstanding position that direct negotiations based on the principle of "land for peace" and the establishment of a just and viable Palestinian state are the only means for meeting Israel's security needs in the region.

In response to the report's release this morning, Freedman stated:

"The Baker-Hamilton report's incisive and timely call for 'sustained' US political leadership in facilitating a comprehensive resolution to both the Israeli-Palestinian conflict and the larger Israeli-Arab conflict is a victory for the American Jewish peace movement. We call on President Bush to immediately reverse his longstanding and dangerous policy of inaction and to enact the Commission's recommendations by promoting bilateral and multi-lateral regional negotiations, for which the willingness to participate is the sole precondition."

The Baker-Hamilton Commission is to be lauded for recognizing that there is no military solution to the Israeli-Arab conflict. Most importantly, the report restores the starting point of negotiations as U.N. resolutions 242 and 338, setting forth the basis of negotiations as 'and for peace and the end point as the establishment of a just Palestinian state alongside Israel.' Finally, the Baker-Hamilton report creates a framework for the start of direct negotiations with Syria, Lebanon and the Palestinians that are goal-driven and not unencumbered by unrealistic prerequisites for diplomatic engagement.

The conflagration last summer between Israel and Hezbollah provides important evidence not only of the report's findings that 'when the political process breaks down there will be violence on the ground,' but also of the capacity of the Israeli-Palestinian conflict to spark further violence that could engulf the entire region.

We stand behind the Commission members' commitment to the idea that no Administration will ever abandon Israel and its understanding that 'The United States does its ally Israel no favors in avoiding direct involvement to solve the Arab-Israeli conflict.' We believe that the Baker-Hamilton report offers a concrete proposal for critically rethinking what is necessary to do in order to truly stand behind Israel in her quest for peace and security and to achieve stability in the broader Middle East."



On advertising: MTV's campaign in Turkey reflects a nation's unease

LONDON: Turkey's relationship with the European Union, and with the wider Western world, may be fraught with uncertainties. But at least Turkey now has its MTV.

In October, MTV Turkey became the latest of more than 50 MTV channels worldwide, beaming music videos and other entertainment to cable and satellite viewers across the country. While Turks had long been able to tune in to MTV Europe, an English-language channel, MTV Turkey adds local musical acts and Turkish-language television hosts into the international mix.

Pop stars move in different circles from, say, politicians or popes, so it is surely only a coincidence that the six weeks or so since the channel began have been marked by a rising volume of news, of a different sort, about Turkey. With opposition to Ankara's bid to join the European Union said to be hardening in some European capitals, EU foreign ministers were expected to gather in Brussels on Monday to discuss that matter.

But pop culture, particularly through advertising, has a way of reflecting broader developments in politics and society. The agency Leo Burnett Turkey in Istanbul created a campaign for MTV Turkey that highlights the sometimes bittersweet, unrequited relationship between Turkey and the West.

One of the spots, now appearing on television and in movie theaters in Turkey, riffs on the story of Aladdin, featuring a young waiter in a Turkish resort hotel and the object of his desire, a female tourist from Britain.

The waiter spots the Bridget Jones look-alike across the hotel terrace, laughing with her friends, and starts to fantasize that she is falling for him. Returning to his cramped room, he rubs his lamp, à la Aladdin; instead of a genie, the British tourist appears in his hazy imaginings, whispering that she loves him.

Things heat up further when the waiter hands her a love note alongside breakfast, asking her to go dancing with him that night. The imagined evening culminates in her bedroom, with the tourist suggestively lowering her top to reveal an MTV tattoo. To her astonishment and delight — at least in his fantasy — the waiter rips open his shirt, revealing a similar tattoo on his chest.

The ad cuts to a picture of a newspaper rack with a London-style tabloid, whose banner headline reads, "MTV is in Turkey, Turkey is in MTV."

"The idea was to show how cultures can mix in Turkey," said Yasar Akbas, creative director for Leo Burnett Turkey. "It's a place where there are many surprises inside."

MTV hopes the message will resonate with young people in Turkey, an audience that Akbas said was disproportionately inclined to seek cultural as well as political affinity with Europeans.

"When they look at what's to the east, they don't want to go east," Akbas said, adding, "Some people in Europe may not think Turkey can adapt to the European Union, but this is a country where the East kisses the West."