

# Review of Hi Magazine

September 15, 2003

Michael Macy  
Cultural Attaché  
U.S. Embassy, Riyadh

Dear Mr Macy,

I am sorry I could not write to you earlier as I was out of the country. I browsed through the '*Hi*' magazine and showed it to some students. Both my students and I think that it is inappropriate for the Saudi readership for the following reasons:

- It does not offer anything new in terms of content and design to the Arabic readership. We have at least 40 similar Arabic magazines in Saudi Arabia that cover similar non-political topics in each issue. Those magazines include topics about artists, movies, designers, food, athletes, internet, medicine...etc from the USA and other countries around the world. The "HI" article content is familiar. To Americanize it, the authors just added English names. The articles do not tell much about American policies or American culture.
- The magazine format is too big. Size A4 or US letters may be used instead. The magazine is heavy. Lighter paper may be used.
- The photos, in general, are too big.
- The text font is the standard font used in Arabic magazines. However, the font size and font type of some major headings, such as the cover font, is inappropriate and unattractive.
- The cover is not attractive due to photo size, font color and font type.
- All of the topics mentioned in the questionnaire should be included, in addition to topics from medicine, science and technology, history, literature, business, psychology (self-help), and topics about travel, and social issues.

- The article style is good. Occasional inaccurate translations and an unfamiliar word was used in a main heading.

If you like to further discuss the magazine, I do not mind setting an appointment and bringing some Arabic magazines for comparison.

As for your evaluation of coverage of U.S. policies in Arabic media, the same is true of coverage of Arabic, Islamic and Palestinian issues in American media. We cannot and should not expect other people to echo our thoughts and opinions.

Looking forward to hearing from you.

Best Regards,

Prof. Reima Al-Jarf