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## Table of Contents

### Articles\*

Jeanne Berrenberg 'Orientalism Reloaded' and How Reality Intervenes: Some Remarks on the Present .....	01
Wiegand Jahn Talking About Love in Indus Kohistan /Northern Pakistan.....	43
Julia Katzan & M. Azam Chaudhary Combating HIV/AIDS—An Anthropological Perspective.....	69

### Book Review

Tariq Rahman <i>Tyranny of Language in Education: The Problem and its Solution</i> .....	91
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### Miscellaneous

Introduction .....	95
Subscription Form .....	96
Guidelines for Contributors.....	97

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\* Articles are in alphabetical order of the authors' surnames.

## **Orientalism Reloaded' and How Reality Intervenes: Some Remarks on the Present**

**Jeanne Berrenberg**

Institute of Social and Cultural Anthropology,  
Free University, Berlin, Germany.

### **Abstract**

The following article describes the current German public discourse concerning Germany's Muslim population and Islam and the shifts in representation occasioned by the recent political events in Muslim North Africa and beyond. The theoretical point of departure is Edward Bruner's observation on the power of "history" to transform ideological certainties and Edward Said's analysis of Western discourses about "the Orient" as presented in his influential publication from 1978, "Orientalism". The discourses dominant in the recent past in Germany's public sphere are analyzed as standing in an unbroken tradition with the colonial configurations of "Othering" as described by Said and at the same time as being one symbolic expression of current growing socio-cultural anxieties. While the author was giving a university seminar on the very topic of current "Othering" and "Islamophobic" representations, "reality intervened" in the shape of the political events mentioned above and brought about a shift in media representation, verbal as well as visual: "Othering" in an "Orientalist" vein swiftly gave way to a representation of Muslims as contemporaries with aspirations (individual and collective), depicted in a non-"Orientalist" way comprehensible for German readers/audiences. The text suggests this representational shift to be an instant in which a discursive (and ideological) convention is proving to be incapable to grasp reality thus introducing a transformed narrative with which it can be comprehended.

## **Talking About Love in Indus Kohistan/Northern Pakistan**

**Wiegand Jahn**

Institute of Social and Cultural Anthropology,  
University of Tuebingen, Germany.

### **Abstract**

This short article is based on the male narratives of love in Indus-Kohistan – a district of Khyber-Pukhtoonkhwah, Pakistan. The stories and experiences of romantic love in Kohistan have been discussed and put into a comparative perspective. From an explicitly personal perspective of a European ethnographer, it tells about gender segregation and falling in love, about the difference between marriage and affection, between sex and love, about *izzat* (honour) and the deadly danger of feuds. The article allows a unique insight into cultural context which is difficult to enter.



## **Combating HIV/AIDS—An Anthropological Perspective**

**Julia Katzan**

Cultural Anthropologist/Public Health Consultant, Bonn/Germany

**M. Azam Chaudhary**

Associate Profesor,

National Institute of Pakistan Studies

Islamabad

### **Abstract**

This article discusses the importance of 'local knowledge' in combating a very dangerous disease, HIV/AIDS. The disease has already killed millions of people in the world and the infection is still on the rise. The great concern is why in spite of combined international efforts the success is not in sight. This article focuses on one of the most important reasons of this debacle i.e. not considering 'local knowledge' in the combat against HIV/AIDS. It is argued here that the cultural context of the target groups essential in fighting HIV/AIDS has so far not been sufficiently taken into account. It is further argued that the real problem with 'local knowledge' is its grasping and later implementation. The multicultural contexts of the stakeholders involved in this combat further complicate the situation.

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