HUSSEIN I. ALAHMAD

ASSISTANT PROFESSOR IN STRATEGIC POLITICAL COMMUNICATION
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EDUCATION

PhD in the Mediatisation of Middle East Politics: Institute of Arab and Islamic Studies, University of Exeter (UoE), UK.   *May 2019*

– **A Work-based Masters in Teaching and Learning (T&L) in Higher Education**, UoE, *Feb. 2019*
Thesis published in a paper: The Role of Educational Communication in Promoting a Student-Centered Learning Style in Multicultural Classrooms" https://doi.org/10.46328/ijres.2374,

– **MPhil in Political communication:** UoE,   *Feb, 2017*
Thesis published in a paper: "The Mediatisation of Palestinian Split in Pan-Arab Transnational Satellite TV Journalism', published Dec., 2021: https://doi.org/10.26513/tocd.873752.

– **Chartered Expert in Promoting Excellence in Higher Education***;*   *Jul. 2018*
A professional recognition scheme awarded by the *British Higher Education Academy* (HEA) for teachers who demonstrate their capacity to meet UK Professional Standards Framework (UKPSF).

– **Charter of 'Accrediting Staff Professionalism in Research-led Education,** (ASPIRE), *Feb. 2018,*
– **Master of Communication Design**: Royal Melbourne Institute of Technology, *Jul. 2007*
– **Bachelor in Teaching Methodologies:** Al-Quds University,   *Sep. 2002*
– **Diploma in Communication Design:** ORT College, Jerusalem,   *Dec. 1988*

ONGOING RESEARCH:

– **Mediatization of Middle East Conflicts:** Employing political communication to engender political stability in ME. The harsh experience of '*organized chaos'* has always fueled my endeavor to explore the influential role that media can play in political incidents, to impact the region and its future.

– **Mediatization of Education:** Advancing levels of diversity, inclusion and equity in Higher Education (HE) in the MENA region, focusing on 'bridging gaps in the Teaching and Learning (T&L) process'.

PROFESSIONAL EXPERIENCE

– **Digital Media Reviewer: United States Agency For Global Media,**   *Since Mar. 2021,*
Conducting 'Heuristic Evaluation' of the journalistic, production, content, and technical quality of the Middle East Broadcasting Networks against media conduct, also standards outlined in the U.S. International Broadcasting Act.
Deputy Dean, Faculty of graduate Studies, Arab American University, Palestine: *Since Aug. 2021*

– **Head of Media & Communication Dep:** Arab American University,   *Apr. 2021-Apr.2022*
– **Head of Media & Communication Dep:** Al-Quds University, Jerusalem,   *Apr. 2020–Sep. 2020*
– **Assistant Professor:** Media and Communication Dep: Al-Quds University,   *Aug. 2019–Sep.2020*

– **Postgraduate Teaching Assistant:** Institute of Arab and Islamic Studies, UoE. Teaching courses like: Politics and Economy of the Contemporary Middle East; Conflict and Peacemaking Palestine/Israel; The Historiography of the Arab-Israeli Conflict,   *Jan. 2017–May 2019*

– **Auditor for Master level courses, at IAIS – UoE:** Auditing course of Middle East politics with Prof. Ilan Pappe, Prof. Jonathan G. Mazer, and prof. Billie Jeanne Brownlee,   *Jan. 2018–May 2019*
– Teacher at Modern Media Institute: Al-Quds University,   *Sep. 2002 –Jun. 2003*

- Teacher at the Media Department: MAJ College, Ramallah, Palestine, *Sep. 2001 –Jun. 2003*
- **A multidisciplinary Research & Development Consultant in the Middle East Marketplace:**
  This included the planning and executing of series of professional training programs and consultation tasks in political, strategic, as well as business communication affairs:

  o **Trainer and Sectoral Development Consultant:**
    - **Consultant for AAUP University Council**, *since March 2022*
    - **Strategic Planner and Researcher:** The AAUP University strategic planning committee, *since 2021*
    - **Author and consultant: UNISCO NET-MED Youth Project**; 'Fostering the Media and Information Literacy in the Palestinian Society', *Since Oct. 2021,*
    - **Strategic planner:** International Trade Centre with the USAID, the communication strategy for Palestinian Industrial Sector, *Mar. – Nov. 2013*
    - **Trainer: United Nations Office for Project Services (UNOPS) via International Management Group (IMG)**, TOT - change-management - Palestinian police officers, *Apr. – Aug. 2011*
    - **Strategic communication planner:** USAID, the reform and governance policy of the Palestinian Capital Market Authority, *Jan. – Aug. 2010*
    - **Strategic planner:** Trust International Inc., MENA Communication Strategy, *Jun. Dec. 2010*
    - **Market researcher:** Palestine Development and Investment, Ltd. (PADICO), *Mar.–Jul. 2009*
    - **Trainer and consultant:** UNIDO, Palestinian Packaging House, Palestinian Industrial Association in cooperation with the Lebanese Union of Industries, *Sep. – Nov. 2012*
    - **Project manager:** Qatar General, *May - Nov. 2006*
    - **Trainer in graphic designer:** Swedish International Development Cooperation Agency (SIDA), an X-detainees rehabilitation program in communication design, *Jan. 2004 – Jun. 2005*
- **Sumer Printing**, Art Director & Trainer, *Jun. 98 – Dec. 03*
- **Al-Ayyam Daily,** news editor - International Affairs, *Apr. 96 – May 98*

PROFESSIONAL CERTIFICATION AND ASSOCIATION
- **Member & Peer reviewer**, International Communication Association (ICA), *March. 2023*
- **Peer reviewer**, International Journal of Communication, (IJOC), *Nov. 2021*
- **Peer reviewer**, Journal of the Arab American University, (ISSN: 2308-2623), *June. 2021*
- **Advisor and Reviewer** for the syllabus of new communication and media academic programs, at the National Authority for Accreditation & Quality Assurance in Higher Education, *Mar. 2020*
- **Fellow** of the British Higher Education Academy (HEA), *Jul. 2018*
- **Fellow** of (ASPIRE), UK, *Jul. 2018*
- **Member** of Media, Communication and Cultural Studies Association (MeCCSA), *Oct. 2010*
- **Certified Trainer of Trainers** (TOT) - International Business Communication Skills, the Society of British Business Practitioners (SBP), *Aug. 2014*
- **Associate member**: Arab Federation of Intellectual Property Rights. *Feb. 2011*

CONFERENCES PARTICIPATIONS
- *AlAhmad, H. (2023) 'Tracing the Mutation in the Palestinian Political Culture: The Oslo Syndrome from a Media-tized Perspective', in The Second Annual Palestine Forum - 2024. Doha, Qatar: Arab Center for Research and Policy Studies [paper accepted for participation in July 14, 2023].*

- *73rd Annual ICA Conference*. Toronto, Canada: International Communication Association (ICA); Paper: 'Online Activism, Trust, and Issue Salience Among Palestinian University Students', available at: https://www.icahdq.org/mpage/ICA23-prepostconferences *May 23 - 31, 2023*

- **The 'International Conference on Research in Education and Science (ICRES)';** Antalya Turkey: Paper: The Role of Educational Communication in Promoting a Student-Centred Learning Style in Multicultural Classrooms in Higher Education", *Apr. 1-4, 2021*

- **V Middle East Congress on Politics and Society:** Sakarya, Turkey: "A Mediatized Conflict: The Mediatisation of Palestinian Split in Pan-Arab Satellite TV Journalism", *Nov. 14-16, 2020*

- **III Communication Conference on Digital Communication Strategies and its Impact on Institutional Governance Policy,** "Digital Communication Strategies in Promoting Institutional Governance Policy", An-Najah University *Mar. 17-23, 2020*

- **Conference of Arab Graduate Students in Western Universities 2018:** Arab Centre for Research and Policy Studies, Doha: "The Role of Transnational Satellite TV Journalism in Shaping the Domestic Politics of the Palestinian Split", *Mar. 24-27, 2018*

- **I Arab Turkish Industrial Cooperation Conference:** Istanbul: "The Economic Growth and Governance Requirements in the Palestinian Private Sector", *Dec. 6-7, 2011*

- **The TRESMED 4 Conference:** "The Post-Oslo Predicament: Political Integrity and Economic Reforms as Key Requirements for a Viable Palestinian Authority", *Nov. 28-29, 2011*

KEY PUBLICATIONS

- *AlAhmad, Hussein (2023), 'A Middle Eastern style of mediatization of politics and conflicts: Were regional-domestic intersections considered?', Journal of Arab & Muslim Media Research, 16:2, pp. 181–200, https://doi.org/10.1386/ jammr_00062_1*

- *AlAhmad, H. and Kukali, E. (2023) 'The Mediatization of Education: Classroom Mediation as an Agent of Change in Middle Eastern Higher Education Systems', in Hassan Abouabdelkader and Tomalin, B. (eds) Diversity in the MENA region: Bridging the gaps in language learning. Glasgow, UK, pp. 210–236. [accepted for publishing June 19, 2023].*

- *AlAhmad, H. (2023b) Media and Power: Lesons in Startegic Politcal Communication. Doha, Qatar: Arab Center for Research and Policy Studies [accepted for publication April 4, 2023].*

- *Tahayne, L. and AlAhmad, H. (2023) 'Emotional Appeals, Framing, and Audience Orientation in the Governmental Health Crisis Communication: A Comparative Analysis in the MENA region', Springer Nature [In peer review].*

- *Ayyash, S.A. and AlAhmad, H. (2023) 'Social Media, Activism and the Framing of the May 2021 Sheikh Jarrah's Event', in Noureddine Miladi (ed.) Digital Technology and the Media War in Reporting the Palestinian-Israeli Conflict. 1st edn. London & New York: Bloomsbury Publishing.*

- AlAhmad, H. (2022) 'Manufacturing the "News Value": How Pan-Arab Satellite TV Journalism Participated in Shaping the Palestinian Split', *UJ DIRASAT*, [*accepted for publication 3.8.2022*].

- AlAhmad, H. (2021) 'A Mediatised Conflict: The Mediatisation of Palestinian Split in Pan-Arab Transnational Satellite TV Journalism', The Turkish Journal of Middle East Studies, 8(2), pp. 151–181. doi: https://doi.org/10.26513/tocd.873752.

- *AlAhmad, H. (2021b). The Role of Educational Communication in supporting teaching and learning within Multi-cultural Heterogeneous Classroom. Journal on Social and Education Sciences (IJonSES), 7(3), 838–851. https://doi.org/https://doi.org/10.46328/ijres.2374*

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- AlAhmad, H. (2017). The Balfour Declaration Centenary, 2017: A Constructive Retrieval or an Odd Masquerade. *Aljazeera Centre for Studies*. http://studies.aljazeera.net/en/reports/2017/10/balfour-declaration-centenary-2017-constructive-retrieval-odd-masquerade-171030103039272.html

- AlAhmad, H. (2008). Globalization force and the third world Communities: Is it a negative cultural/economic force? *AL-SAFEER Economic*, 5–6. http://www.alsafeernews.com/english/articles/3270.html

- AlAhmad, H. (2007a). Google's Case of Innovation; what evidences are there? *Royal Melbourne Institute of Technology Research Repository*. https://www.academia.edu/4432432/Google_s_Case_of_Innovation_what_evidences_are_there

- AlAhmad, H. (2007b). What is Communication design? Design industry, where theory and practice meet for productive purposes. *Royal Melbourne Institute of Technology Research Repository*.

SAMPLE OF DISSERTATION SUPERVISION

Accomplished:

- **Digitizing the Palestinian-Israeli Conflict: Exploring the Israeli Digital Diplomacy on Netflix Platform.** Student: Abrar Shae'r, Master of Digital Media, AlQuds University, *Aug. 23, 2021*

- **De-Authorising the Palestinian Authority: How Israel Employed Digital Diplomacy to Restore its Role of Civil Administration in the West Bank.** Student: Heba H. Mustafa, Master of Public Relations, Al-Najah National University, *Jan. 8, 2021*

- **The role of Strategic Communication in Increasing the Effectiveness of Palestinian Start-up Businesses and Sustaining its Public Loyalty.** Student: Lina Tahayneh, Master of Public Relations, Faculty of Higher Education, AAUP University, *Jan. 22, 2021.*

- **Toward an Anti-Stereotyping Approach for Palestinian Security Forces: How Could a Citizen's Experiment of Coexistence Camps Help?** Student: Suad M. Naji, Master of Public relations, Faculty of Higher Education, AAUP University.

- **Redefining Israeli Democracy: Restructuring the Demographic Makeup of Jerusalem and its Sociopolitical Consequences on the Peace Process,** Student: Abeer Mokbel, Master of Conflict Resolution, Faculty of Higher Education, AAUP University.

Under supervision: 4 dissertations:

- **Jerusalem in the Public Diplomacy of International Missions: Is it Promoting or Demoting the City's 'Corpus Separatum' Proposed by the United Nations?** Student: Samar Disi, Master of Conflict Resolution, Faculty of Higher Education, AAUP University.

KEY VOLUNTARY ACCOUNTS

- Representing AAUP-Mediterranean Universities Union; Journalism SubNetwork, *Nov. 2022*
- **AAUP University Council Membership,** *Mar. 2022*
- **Media researcher:** Union of Palestinian universities, an ISESCO and UNESCO funded project for assessing and extending media literacy in Palestinian higher education. *Sep. 2021*
- **Establishing member**: Forum of Palestinian Media and Communication, *Aug. 2020*
- **Communicator**: Civil Society Team to Enhance the Public Budget, *Feb. 2012- Dec. 2015*
- **Communicator**: Palestinian Supreme Presidential Committee to Relief Refugees in Syria (in response to the civil war), *May 2011- Dec. 2012*

SOFTWARE SKILLS

- NVIVO Qualitative in-depth data analysis X9 software; Adobe Creative Suite (*InDesign, Photoshop, Illustrator*).