

Shadi Abu-Ayyash, PhD

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Profile

I am an accomplished researcher, educator, and media expert with over 20 years of experience in academia, journalism, public relations and communication consultancy. Demonstrates excellence in educational leadership, innovative research, journalism, and strategic communication, with significant contributions to public relations and digital media studies. Research focuses on the impacts of AI on public relations, strategic communication, online news consumption, and cultural representations in the digital public sphere.

Professional Experience

Academic Teaching

- Assistant Professor, Visiting Faculty at the Media and Public Relations Department, Liwa College, Abu Dhabi, UAE (2024 - Present)
Currently teaches BA courses in Public Relations Campaigns, Advertising Campaigns, Introduction to Advertising, Media Theory, Social Marketing, International Communication, Digital Journalism and Media Writing.
- Assistant Professor, Faculty of Graduate Studies, Media and Communication Department, Arab American University, Ramallah, Palestine (2021 – Present, on leave)
(Currently under evaluation for promotion to Associate Professor).
Taught courses in the Masters programs of Contemporary Public Relations and Integrated Digital Media. Courses include Communication Theory, Media, Society and Culture, Semiotics, UX Research Methods, Media Law, Public Relations Ethics, Writing for Public Relations, and English for Public Relations.
- Assistant Professor, Al-Quds Open University, Ramallah, Palestine (2017-2021)
Taught MA courses in Media Management and BA courses including Introduction to Communication Science, Introduction to Public Relations, E-publishing, and Writing for New Media.

Academic Supervisor (2018 - Present)

- Supervises MA dissertations in Contemporary Public Relations, Integrated Digital Media, and Media Management.

Educational Leadership

- Head, Department of Media & Communication, Faculty of Graduate Studies, Arab American University, Ramallah, Palestine (2022-2023).
Led the department in academic initiatives and program development.
- Dean, Faculty of Media, Al-Quds Open University, Ramallah, Palestine (2017-2021)
Managed the faculty's academic and administrative functions.

Project Management

- Led a UNESCO-funded project on strategic media management and extending media literacy in Palestinian higher education (2021).
- Coordinated projects aimed at enhancing journalists' skills in tackling fake news and developing media research in Palestinian universities (2020-2021).

Research Interests

- **Media and Cultural Representations:** Focus on the portrayal of identities, and cultural symbols within social media platforms, particularly in Palestinian and Arab cultural contexts.
- **Digital Transformation:** Investigates the impact of digital technology on media practices, organizational communication, and societal interactions.
- **Media Management:** Explores strategic management practices in media organizations, including leadership, innovation, and digital adaptation.
- **Public Relations Theory:** Examines contemporary PR strategies in digital media, focusing on startups and corporate sectors in Palestine and the Middle East.

Academic Qualifications

- Ph.D. in Digital Arts and Humanities (Digital Media), University of Galway, Ireland (2016)
- MSc in Media and Communication Research, University of Strathclyde, Scotland, UK (2011)
- BA in Journalism and Political Science, Birzeit University, Palestine (2001)
- Secondary School Examination (Tawjihi), Ramallah Friends School, Palestine (1996)

Fellowships, Scholarships, and Awards

- Fellow, Institute for Advanced Study, Princeton, USA, and WiSER, Johannesburg, South Africa (2021-2023)
- Digital Arts and Humanities Ph.D. Scholarship, NUI Galway, funded by the Ireland Higher Education Authority (2011-2016)
- Palestinian Student Scholarship Scheme, University of Strathclyde (2010-2011)

Academic Service

- Reviewing Experience
Contributes as a reviewer for various academic journals, including the International Journal of Communication, Visual Communication Quarterly, Social Media and Society, Contemporary Review of the Middle East, International Journal of Intercultural Relations, Journalism Studies, Media and Communication, British Journal of Middle Eastern Studies, Turkish Journal of Middle

Eastern Studies, Journal of Knowledge Management Application and Practice, The Journal of Al-Quds Open University for Humanities and Social Studies, and Al Istiqlal University Research Journal.

- Serves as an External Examiner for MA programs at Al-Quds University and An-Najah National University, Palestine.
- Scientific committee member for various media and communication conferences (2019-2025).

Media Education Consultancy

- Authored practicum manuals for media studies programs in local universities, Palestine (2019).
- Conducted a needs assessment for media studies programs in local universities, Palestine (2018).
- Evaluated media studies programs for the Ministry of Higher Education and local universities, Palestine (2018, 2020).

Journalism, PR, and Strategic Communications

- Worked as a translator for global translation companies, specializing in media, PR, legal, business, and education (2010-2016).
- Conducted training workshops for various organizations, including UNDP-Tunisia and The International Federation of Journalists (IFJ) (2016-2023).
- Served as Communications Officer at AMIDEAST, Palestine (2009-2010).
- Worked as Media Coordinator at MIFTAH NGO, Palestine (2008-2009).
- Was the News Editing Manager at Palestine News and Information Agency-Wafa (2001-2008).

Publications

1. Book Chapters

- Abu-Ayyash, Shadi. (2025, Forthcoming). Digital Transformation's Effect on PR and Strategic Communication in Palestinian Startups. (ed) In Strategic Public Relations in Emerging Economies Public and Private Sector Perspectives. Springer.
- Abu-Ayyash, S. (2023). Palestinian online news framing of China's positions on the Question of Palestine (2020–2021). In S. I. Zhang & A. Y. Peng (Eds.), China, Media, and International Conflicts (1st ed., pp. 166-191). Taylor & Francis. <https://doi.org/10.4324/9781003261278-11>
- Abu-Ayyash, S., & AlAhmad, H. (2023). Social media, activism, and mass protest: Framed narratives of the May 2021 Sheikh Jarrah events. In N. Miladi (Ed.), Global Media Coverage of the Palestinian-Israeli Conflict: Reporting the Sheikh Jarrah Evictions (pp. 171–186). I.B. Tauris. <https://doi.org/10.5040/9780755649921.ch-010> /Indexed in Scopus
- Abu-Ayyash, S. (2020). Introduction to PR, Advertising and Propaganda. Birzeit University. [Online]. <http://mdc.birzeit.edu/page-1076-ar.html>

2. Peer-Reviewed Articles

- Abu-Ayyash, S. (2025). Bridging the academia-industry gap: Insights from digital journalism education in Palestine. *Journalism*, 0(0). <https://doi.org/10.1177/14648849251320040> /Indexed in Scopus- Q1

- Abu-Ayyash, S., AlAhmad, H., & Kukali, E. (2024). The domestication of data journalism in Palestine: Consumption of data-based news stories via social media. *Journalism*, 25(7), 1519-1537. <https://doi.org/10.1177/14648849241237651> /Indexed in Scopus -Q1
- Abu-Ayyash, S. (2024). Mediatized politics in Palestine: Online platforms' influence on framing of politicians' messages. *Communication and the Public*, 0(0), 1-14. <https://doi.org/10.1177/20570473231224820> /Indexed in Scopus- Q1
- Abu-Ayyash, S. (2024). Representations of Palestinian culture in the digital public sphere: A semiotic analysis of the thobe and the keffiyeh. *Social Media + Society*, 10(1), 1–14. <https://doi.org/10.1177/20563051231224274> /Indexed in Scopus -Q1
- Abu-Ayyash, S. (2018). The solidarity movement: Mediation and collaboration for Palestine online in the UK and Ireland. *Observatoire de la Société Britannique*, 23, 59-81. <https://doi.org/10.4000/osb.2979>
- Abu-Ayyash, S. (2016). Book review: Joyce Dalsheim, Producing spoilers: Peacemaking and the production of enmity in a secular age. *International Sociology*, 31(2), 224-226. <https://doi.org/10.1177/0268580915627102a> /Indexed in Scopus
- Abu-Ayyash, S. (2015). The Palestine solidarity movement, human rights and Twitter. Networking Knowledge: *Journal of the MeCCSA Postgraduate Network*, 8(2). <https://doi.org/10.31165/nk.2015.82.370>

3. Other Publications

- Abu-Ayyash, S. (2021). Opportunities for Strengthening Mutual Understanding and Tackling Key Challenges through Media. The Anna Lindh Intercultural Trends Report 2021.

Professional Training

- Social Network Analysis, University Higher School of Economics, St. Petersburg, Russia (2013).
- Fellowships and media and journalism training programs with Associated Press, Northwestern and Columbia Universities, and the United Nations HQ, (2005-2010).

Skills

- Advanced proficiency in research methodologies, NVivo, and WordPress.
- Expertise in strategic communication, writing, and organizational multitasking.
- Languages: Arabic (Native), English (Fluent), French (Basic).

Professional Memberships

- Co-founder, Palestinian Media Academics Forum, Palestine (2021).
- Board Member, Al-Kasaba Theatre and Cinematheque, Palestine (2020-2023).