

**HUSSEIN I. M. ALAHMAD****Asst. Professor, Expert in Strategic Communication and Middle East Politics**

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**PERSONAL STATEMENT**

A passionate advocate for sustainable peace and justice in the Middle East, with more than 18 years of proven track record in strategic and political communication, mediatization of conflict, international relations, and fostering collaborative partnerships to address pressing Palestinian, regional, and global challenges. My leadership in academic, media, and policy-making spaces has consistently advanced the Palestinian cause and regional stability through innovative communication strategies and dynamic international collaboration.

**KEY COMPETENCIES AND SKILLS**

- **Strategic Communication:** Designing and implementing impactful communication strategies.
- **Media Literacy:** Experience in advancing media literacy and countering disinformation.
- **Political Analysis:** Expertise in analyzing and addressing Middle Eastern conflicts.
- **International Relations:** Proven ability to build and sustain global partnerships.
- **Crisis Management:** Skilled in conflict resolution and stakeholder engagement.
- **Multilingual Proficiency:** Fluent in Arabic and English, with very good Hebrew proficiency.

**PROFESSIONAL EXPERIENCE****Asst Professor, Arab American University, Palestine***(Oct. 2020 – Present)***Deputy Dean, Faculty of Graduate Studies***(Apr. 2022 – Jun. 2024)***Head of Media & Communication Department,***(Apr. 2021 – Apr. 2022)*

- **A distinguished member of the University's:** A) Policy Committee, B) the University Council, and C) The Strategic Planning Committee, with high-level input to institutional governance, strategic decision-making, and policy formulation.
- **Spearheading strategic academic initiatives,** aligning excellence with Palestinian and regional priorities,
- **Representing the university internationally** as a member of influential institutions like; Mediterranean Universities Union (UNIMED), UNESCO, EU Consortium for Political Research.
- **Leading impactful research collaborations addressing national issues,** including the Palestinian cause, and advanced curriculum reforms to promote equity, inclusion, and innovation in higher education.

**Digital Media Reviewer: United States Agency for Global Media (USAGM),** *(Mar. 2021 – Present)*

- Evaluated journalistic and production quality of Middle East Broadcasting Networks (MBN),
- Findings submitted to the Board of Media Governance in the USA Congress to ensure compliance with the U.S. International Broadcasting Act, and international media standards.

**Representative of AAUP at the UNESCO NET-MED Youth Project** *(Oct. 2021 – Present)*

This is a spearheading initiative to integrate media literacy and civic engagement into the Palestinian school curriculum. Focused on fostering critical media skills among youth to counter disinformation and encourage informed participation.

**Peer Reviewer for prestigious journals and associations,***(Jan. 2021 – to Present)*

**Key journals;** International Communication Association (ICA), International Journal of Communication (IJOC, ISSN: 1932-8036), AAUP University Journal (ISSN: 2308-2623), and the Springer Nature's 'Humanities & Social Sciences Communications' (ISSN: 2662-9992); SAGE's 'International Journal of Business Communication' (ISSN: 23294884).

**Auditor,** for 'Palestinian National Authority for Accreditation & Quality Assurance in Higher Education, providing expert evaluation of new curricula and academic program development, *(Since March 2020)*

**Head of Digital Media Department, Al-Quds University,***(Apr. 2019 – Aug. 2020)***Postgraduate Teacher, Institute of Arab & Islamic Studies, University of Exeter,** *(Sep. 2017 – Apr. 2019)*

## STRATEGIC COMMUNICATION PLANNER

Designed and implemented communication strategies for governance reform and institutional development in Palestine. Blending theoretical and practical frameworks to promote competent communication policies.

- **EU-Funded Water Rehabilitation Program (NIRAS Consulting)**; Developed the Strategic Communication Strategy for the newly established Palestinian ‘National Water Company’, also trained the PR & Communication team on best practices for effective communication. (Oct. 2024 – Jan. 2025),
- **Palestinian Air Improvement Project (PAIP)**; Crafted an innovative communication strategy for ‘Vehicle Emissions Pollution Testing and Control (VEPTAC), under PAIP, aligned with UN SDGs, to advance environmental responsibility, public health, and sustainability in Palestine. (May. 2023 – Jan. 2024),
- **USAID**, several development projects, key are: EDEP, DFID, Palestinian Capital Market Authority (PCMA),
- **International Trade Center (ITC)** – Contributed to the development of Palestinian National Export Strategy in cooperation with UNIDO, supervised by Palestinian Ministry of Economy, (Mar. – Nov. 2013),
- **Qatar General** – Market research for Trust international Insurance Co. (subsidiary co. in Palestine: Jan. - Jun. 2006). 2<sup>nd</sup> project (regional) developing a communication strategy, (Jun. – Dec. 2010),
- **Palestine Development and Investment Ltd. (PADICO)**, Conducted market analyses to support investment initiatives and economic development in Palestine. (Mar. – Jul. 2009)
- **Swedish International Development Cooperation Agency (SIDA)**, led rehabilitation programs in communication (graphic) design, fostering skill development for ex-detainees. (Jan. 2004 – Jun. 2005)

## ONGOING RESEARCH

- **‘The Post-October 7th Palestine’ Research Project**: In collaboration with Manchester University Press, this is a ‘post-October 7th initiative’, culminated in my forthcoming book *‘The End of Cosmopolitical Deception: Strategic Pathways to Palestinian Statehood* (under peer review, MUP). The project critically analyzes Western democratic ideals versus realpolitik in the Middle East, offering a strategic roadmap for Palestinian sovereignty and regional stability.
- **Mediatization of Middle East Post-Conflict Communities**: Developing comprehensive models to analyze how media, communication, and politics interact to foster “Order from Chaos”; stability and resilience, in Middle East’s post-conflict societies, with a focus on Palestine.
- **Pedagogical Advancement in Education**: Transforming teaching and learning processes across MENA through mediatization frameworks, fostering equity, inclusion, and diversity while addressing systemic gaps in higher education.

## OTHER RELEVANT ROLES

**Member & Auditor**: National Civil Society Team to Enhance the Public Budget, (Feb. 2012- Dec. 2015),

**Communicator**, for the Presidential Supreme Committee to Relief Palestinians in Syria, following the Yarmouk Refugee Camp evacuation during the Syrian Civil War, (Aug. 2012 – Aug. 2013),

**Member of the UN Delegation to Lebanon**, as part of the UNIDO team, leading a joint venture with LebanPack to establish the Palestinian National Packaging Institute (20-28 Aug. 2012),

**Representative of Palestinian Union of Industries**, Arab-Turkish Industrial Cooperation Conference, Istanbul: Paper "Economic Growth & Governance Requirements in Palestinian Private Sector" (Dec. 6–7, 2011),

**Acting General Manager**, Mandated by the Board of Directors - Arab Insurance Co., (Aug. 2008 – Oct. 2009)

**International News Editor, Al-Ayyam Daily** (Apr. 1996 – May 1998)

## ACADEMIC QUALIFICATIONS

**Academic Foundations**: Comprehensive education in communication and teaching methodologies, forming the basis for advanced interdisciplinary expertise in political communication and media studies.

**PhD in Middle East Politics (Distinction), University of Exeter, UK** (May 2019)

- **Thesis**: *The Mediatization of Middle East Politics and Ongoing Conflicts*,

- This included the developing of a groundbreaking [fifth theoretical model](#) in mediatization, integrating comprehensive contextual perspectives to explore media-politics interactions. It is published in the ISI-ranked, UK *Journal of Arab & Muslim Media Research* (16:2).

**MPhil in Political Communication, University of Exeter, UK** (Feb. 2017)

Thesis: “The Mediatization of Palestinian Split in Pan-Arab Transnational Satellite TV Journalism”, it is published in the ‘*Turkish Journal of Middle Eastern Studies*’: <https://doi.org/10.26513/tocd.873752>

**A Work-based Master’s in Promoting Pedagogy in Higher Education, UoE, (Feb. 2019)**

Thesis is published in the ‘*International Journal of Research in Education and Science*’, <https://doi.org/10.46328/ijres.2374>

**A Master’s in Communication Design, Royal Melbourne Institute of Technology, Australia (Jul. 2007).**

## PROFESSIONAL CHARTERS, CERTIFICATIONS, AND MEMBERSHIPS

- **Fellow**, British Higher Education Academy (HEA) (Jul. 2018),
- **Certified Trainer of Trainers (TOT)**, International Business Communication Skills, SBP (Aug. 2014)
- **Member**, International Communication Association (ICA), (Aug. 2021),
- **Member**, European Consortium for Political Research (ECPR), (Feb. 2021),
- **Fellowships** of [ASPIRE](#)-UK (Jul. 2018).

## KEY PUBLICATIONS

- AlAhmad, H. (2025). **Media and Power: Mediatizing Conflicts and Shaping Power Dynamics** (الإعلام والسلطة: ألعمة النزاعات وصناعة موازين القوى): Forthcoming publication (Al-Nasher, Amman-Dubia).
- AlAhmad, H. (2024). *Stabilizing Authoritarianism: The Political Echo in Pan-Arab Satellite TV News Media*. Palgrave Macmillan -Springer Nature Singapore. <https://doi.org/10.1007/978-981-97-3798-7>.
- 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. BT- Diversity Education in the MENA Region: Bridging the Gaps in Language Learning*’, in Abouabdelkader, H. and Tomalin, B. (eds). Cham: Springer Nature Switzerland, pp. 231–255. doi: [10.1007/978-3-031-42693-3\\_11](https://doi.org/10.1007/978-3-031-42693-3_11).
- 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*, 14648849241237652. <https://doi.org/10.1177/14648849241237651>
- Ayyash, S.A. and AlAhmad, H. (2023) ‘*Social Media, Activism and the Framing of the May 2021 Sheikh Jarrah’s Event*’, in Nouredine Miladi (ed.) *Digital Technology and the Media War in Reporting the Palestinian-Israeli Conflict*. 1st edn. London & New York: Bloomsbury Publishing. DOI: 10.5040/9780755649921.ch-010
- AlAhmad, H. (2023) ‘**Manufacturing the “News Value”**: How Pan-Arab Satellite TV Journalism Participated in Shaping the Palestinian Split’, *Dirasat: Human and Social Sciences*, 50(5), pp. 78–90. doi: <https://doi.org/10.35516/hum.v50i5.5833>.
- AlAhmad, H. (2021) ‘**A Mediatized Conflict**: The Mediatization 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>
- AlAhmad, H. (2017). **The Balfour Declaration Centenary, 2017: A Constructive Retrieval or an Odd Masquerade.** *Aljazeera Centre for Studies-ResearchGate.org*

## KEY CONFERENCES

### *Forthcoming:*

- **European Consortium for Political Research General Conference (2025):** Paper: *Mediatized Sovereignty: Reframing the Legitimacy of International Institutions in a Fragmented Global Order*. Aristotle University of Thessaloniki, Greece, Aug. 26 – 29, 2025.

### *Held:*

- **Aurora International Peace Conference (2025):** Paper: *The Mediatization of Education as a Catalyst for Peacebuilding in the Middle East: The Case of Palestinian Split*. University of Innsbruck, Feb. 17–21, 2025.
- **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.icaheadq.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 Mediatization 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

## AWARDS AND ACHIEVEMENTS

- **Recognized by the International Academic Campaign Against Israeli Occupation and Apartheid (IACA)** for my book *‘Stabilizing Authoritarianism’* and its role in advancing strategic communication frameworks supporting the Palestinian cause, (Nov. 2023).
- **St. Luke's Award for Scholastic Achievement** (*University of Exeter, 2019*): *Granted to pursue a work-based Master's equivalent certificate in teaching in higher education.*
- **Al-Qasimi Studentship** (*University of Exeter, 2015*): *Awarded to conduct an MPhil in Political Communication.*
- **Al-Qasimi Studentship Upgrade** (*University of Exeter, 2017*): *Granted to advance from MPhil to a Doctorate program in Middle East Politics.*
- **Full Scholarship, Royal Melbourne Institute of Technology, Australia** (2003): *Won through competitive selection to complete a Master's dissertation in Communication Design.*