

## Dr. Shadi Abu-Ayyash, PhD

Assistant Professor | Digital Media & Strategic Communication

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### Contact Information

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### Professional Summary

Accomplished researcher, educator, and media expert with over 20 years of experience in academia, journalism, and communication consultancy. Demonstrates excellence in educational leadership, innovative research, journalism, and strategic communication, with significant contributions to 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.

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### Education

- **Ph.D. Digital Arts & Humanities** – University of Galway, Ireland (2011–2016)
  - **M.Sc. Media & Communication Research** – University of Strathclyde, UK (2010–2011)
  - **B.A. Journalism & Political Science** – Birzeit University, Palestine (1997–2001)
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### Academic Appointments

#### Current

- **Assistant Professor** (2025–Present)  
Department of Media & Creative Industries, College of Humanities & Social Sciences, UAE University

- **Assistant Professor** (2021–Present, on leave)  
Faculty of Graduate Studies, Media & Communication Department, Arab American University, Palestine

### **Previous**

- **Visiting Faculty** – Media & PR Department, Liwa University, Abu Dhabi, UAE (2024–2025)
  - **Assistant Professor** – Al-Quds Open University, Palestine (2017–2021)
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### **Administrative Leadership**

- **Head of Department** – Media & Communication, Faculty of Graduate Studies, Arab American University, Palestine (2022–2023)
  - **Dean** – Faculty of Media, Al-Quds Open University, Palestine (2017–2021)
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### **Teaching Experience**

#### **Graduate Courses**

- Communication Theory | Media, Society & Culture | Semiotics | UX Research Methods | Media Law | PR Ethics | Writing for PR | English for PR

#### **Undergraduate Courses**

- Introduction to Communication Science | Introduction to Public Relations | E-Publishing | Writing for New Media | Writing for PR | Principles of Oral Communication | Media Economics | PR Campaigns | Advertising Campaigns | Introduction to Advertising | Media Writing

#### **Supervision**

- MA Dissertations in Contemporary PR, Integrated Digital Media, and Media Management (2018–Present)

#### **External Examination**

- External Examiner for MA Programs at Al-Quds University & An-Najah University, Palestine
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### **Research Interests**

- **Media & Cultural Representations** – identities and cultural symbols in Palestinian/Arab contexts
  - **Digital Transformation** – media practices, organizational communication, and societal change
  - **Mediatization** – media’s impact on politics, society, and culture
  - **Media Management** – leadership, innovation, and digital adaptation
  - **Public Relations Theory** – strategies in digital PR for startups and corporations
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## Publications

### Book Chapters

- Abu-Ayyash, S. (2025). *Digital Transformation’s Effect on PR and Strategic Communication in Palestinian Startups*. In Bosah, G., Hinson, R., & Aday, E.K. (Eds.), *Strategic Public Relations in Emerging Economies*. Palgrave Macmillan.
- Abu-Ayyash, S. (2023). *Palestinian online news framing of China’s positions on Palestine (2020–2021)*. In Zhang, S.I. & Peng, A.Y. (Eds.), *China, Media, and International Conflicts*. Taylor & Francis.
- Abu-Ayyash, S., & AlAhmad, H. (2023). *Social media, activism, and protest: Sheikh Jarrah events (2021)*. In Miladi, N. (Ed.), *Global Media Coverage of the Palestinian-Israeli Conflict*. I.B. Tauris.
- Abu-Ayyash, S. (2020). *مفاهيم العلاقات العامة والاعلان والتسويق والدعاية* [Intro to PR, Advertising & Propaganda]. Birzeit University.

### Peer-Reviewed Journal Articles

- Abu-Ayyash, S. (2025). *Bridging the academia-industry gap: Digital journalism education in Palestine*. Journalism.
- Abu-Ayyash, S., AlAhmad, H., & Kukali, E. (2024). *The domestication of data journalism in Palestine*. Journalism.
- Abu-Ayyash, S. (2024). *Mediatized politics in Palestine*. Communication and the Public.
- Abu-Ayyash, S. (2024). *Representations of Palestinian culture in the digital public sphere*. Social Media + Society.
- Abu-Ayyash, S. (2018). *The solidarity movement: Online mediation in the UK & Ireland*. Observatoire de la Société Britannique.

- Abu-Ayyash, S. (2015). *The Palestine solidarity movement, human rights and Twitter*. Networking Knowledge.

### **Book Review**

- Abu-Ayyash, S. (2016). *Review of Joyce Dalsheim, Producing Spoilers*. International Sociology.

### **Reports & Other Publications**

- Abu-Ayyash, S. (2021). *Opportunities for strengthening mutual understanding*. Anna Lindh Intercultural Trends Report.

### **Dissertation**

- Abu-Ayyash, S. (2016). *The Palestine Solidarity Movement in Ireland and the UK*. University of Galway.

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### **Fellowships & Awards**

- Fellow, Institute for Advanced Study (Princeton) & WiSER, South Africa (2021–2023)
- Ph.D. Scholarship, National University of Ireland Galway (2011–2016)
- Palestinian Student Scholarship Scheme (2010–2011)

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### **Project Management**

- **Principal Investigator** – UNESCO Project: Strategic Media Management & Media Literacy in Higher Education (2021)
- **Coordinator** – Journalists' Skills Enhancement Initiative, Palestine (2020–2021)

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### **Media Education Consultancy**

- **Practicum Manual Development** – Local universities, Palestine (2019)
- **Needs Assessment** – Palestinian universities (2018)
- **Program Evaluation** – Ministry of Higher Education & universities (2018, 2020)

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### **Professional Experience**

- **Freelance Translator** (2010–2016) – Media, PR, Legal, Business, Education

- **Training Facilitator** (2016–2023) – UNDP Tunisia, IFJ
  - **Communications Officer** – AMIDEAST, Palestine (2009–2010)
  - **Media Coordinator** – MIFTAH NGO, Palestine (2008–2009)
  - **News Editing Manager** – WAFA News Agency (2001–2008)
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### **Academic Service**

- **Peer Reviewer** (2015–Present) for *Social Media + Society*, *Journalism Studies*, *Media & Communication*, and other top journals
  - **Scientific Committee Member** – Academic media conferences in Palestine & UAE
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### **Professional Development & Training**

- Social Network Analysis – Higher School of Economics, Russia (2013)
  - Media & Journalism Training – AP, Columbia, Northwestern, UN HQ (2005–2010)
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### **Skills & Competencies**

#### **Research & Technical**

- Research methodologies | NVivo | WordPress | Content & frame analysis | Social media analytics

#### **Communication**

- Strategic PR | Project management | Cross-cultural collaboration | Academic publishing

#### **Languages**

- Arabic (native) | English (fluent) | French (basic)
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### **Memberships & Affiliations**

- Co-founder – Palestinian Media Academics Forum (2021–Present)
- Board Member – Al-Kasaba Theatre and Cinematheque (2020–2023)