

## Shadi Abu-Ayyash, Ph.D.

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### Profile

Accomplished researcher, educator, and media expert with over 20 years of experience in academia, journalism, and communication consultancy. Demonstrated excellence in education leadership, innovative research, journalism, and strategic communication, with significant contributions to digital media studies, particularly in the context of mediatized politics, global solidarity movement, online news consumption and cultural representations in the digital public sphere.

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### Academic Qualifications

- **Ph.D. in Digital Arts and Humanities**, University of Galway, Ireland (2016)  
*Thesis:* "The Palestine Solidarity Movement in Ireland and the UK: Mediating and Framing Palestine Online."
  - **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)
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### Fellowships, Scholarships, and Awards

- Fellow, Institute for Advanced Study, Princeton, and WiSER, Johannesburg (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)
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### Research Interests

- **Media Representations:** Analyzing the portrayal of social issues, identities, and movements within social media platforms, with a particular emphasis on the dynamics of representation and online audience engagement in the Palestinian and Arab contexts.
- **Digital Transformation:** Exploring the impact of digital technology on media practices, organizational communication, and societal interactions, emphasizing the shift towards digital platforms in traditional media institutions.
- **Mediatization:** Studying the process through which society and culture become increasingly mediatized by communication media, focusing on the implications for politics and cultural scenes.
- **Media Management:** Exploring strategic management practices in media organizations, including leadership, innovation, and adaptation to digital challenges.

- **Public Relations Theory:** Examining contemporary PR strategies within the context of digital media, including strategic communication, focusing on the startup and corporate sectors in Palestine.
  - **Social Movements:** Specializing in the study of collective action and the role of media in mobilizing, organizing, and sustaining social movements, with a specific focus on the Palestine Solidarity Movement and its digital manifestations.
  - **Frame Analysis:** Investigating how media frames shape audience perceptions of news events, issues, and public figures, particularly within the context of political and social movements online.
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## Professional Experience

### Education Leadership

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

### Academic Teaching

- **Assistant Professor**, Arab American University (2021- Currently)
  - MA Courses: Communication Theory, Media, Society and Culture, Semiotics, UX Research Methods, Capstone Project, Media Law, Public Relations Ethics, and Social Media & PR, Writing for PR and English for PR.
- **Assistant Professor**, Al-Quds Open University (2017-2021)
  - MA Courses: Introduction to Media Management.
  - BA Courses: Introduction to Communication Science, Introduction to Public Relations, E-publishing, and Writing for New Media.
- **Academic Supervision:** (2018- Currently)
  - Supervised MA dissertations in Contemporary Public Relations, Integrated Digital Media and Media Management.

### Project Management

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

### Academic Service

#### 1. Journal Reviewing:

- Reviewed for the International Journal of Communication.
- Reviewed for Social Media and Society.
- Reviewed for the Contemporary Review of the Middle East (CME).
- Reviewed for the International Journal of Intercultural Relations.
- Reviewed for Media and Communication.
- Reviewed for the British Journal of Middle Eastern Studies.
- Reviewed for the Turkish Journal of Middle Eastern Studies.

- Reviewed for The Journal of Al-Quds Open University for Humanities and Social Studies.
- Reviewed for Al Istiqlal University Research Journal.
- 2. External Examining:
  - Served as an External Examiner for MA programs at Al-Quds University, Palestine.
  - Served as an External Examiner for MA programs at An-Najah National University, Palestine.
- 3. Conference Membership:
  - Participated as a member of the scientific committee for various media and communication conferences in Palestine, 2019-2023.

#### Media Education Consultancy

- Authored practicum manuals for media studies programs in local universities, Palestine. 2019
- Conducted needs assessment tasks 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

- 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).
- Communications Officer at AMIDEAST, Palestine, where I designed PR strategies and enhanced organizational profiling (2009-2010).
- Media Coordinator at MIFTAH NGO, Palestine, contributing to online content and media relations (2008-2009).
- News Editing Manager at Palestine News and Information Agency-Wafa, overseeing news content and editorial teams (2001-2008).

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#### Publications

##### 1) Book Chapters

- 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* (1 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. <http://dx.doi.org/10.5040/9780755649921.ch-010>
- Abu-Ayyash, S. (2020). Introduction to PR, Advertising and Propaganda. *Economic News Writing*. Birzeit University. [Online]. Available at: <http://mdc.birzeit.edu/page-1076-ar.html>

## 2) Peer-reviewed Articles

- 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*, 0(0), 1-19. <https://doi.org/10.1177/14648849241237651>
- 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>
- 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>
- 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>
- 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) Doctoral Thesis

- Abu-Ayyash, S. R. (2016). *The Palestine Solidarity Movement in Ireland and the UK: Mediating and Framing Palestine Online*. University of Galway, Ireland. [Online]. Available at: <https://aran.library.nuigalway.ie/handle/10379/6033>

## 4) Other Publications

- Abu-Ayyash, S. (2021). *Opportunities for Strengthening Mutual Understanding and Tackling Key Challenges through Media*. The Anna Lindh Intercultural Trends Report 2021. [Online]. Available at: <https://www.annalindhfoundation.org/anna-lindh-intercultural-trends-report-2021>

## 5) Conference Presentations

- Abu-Ayyash, S. (2014). *The Use of Social Media in the Palestinian Solidarity Movement*. Presented at the Karama Human Rights Film Festival, Amman, Jordan.
- Abu-Ayyash, S. (2014). *Palestine Solidarity Movement and Political Advocacy Online*. Presented at Trinity College Dublin, Sociology Department Research Seminar, Dublin, Ireland.
- Abu-Ayyash, S. (2013). *Political Advocacy on Social Media Sites: Palestine Solidarity Campaigns*. Presented at the Social Media – Fourth Annual Transforming Audiences Conference, University of Westminster, London.
- Abu-Ayyash, S. (2013). *Social Media Sites: Another Platform for Transmitting the Solidarity Message*. Presented at the Arab Social Media Forum, Ramallah, Palestine.
- Abu-Ayyash, S. (2013). *Online Activism: Palestine Solidarity Movement*. Presented at the Media, Communication and Cultural Studies Association (MeCCSA) Conference, Derry.

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### **Professional Trainings**

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

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### **Skills and Training**

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

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### **Professional Memberships**

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