

Shadi Abu-Ayyash

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Researcher, media education specialist, journalist and communications expert, with more than 20 years of experiences in academia, media industry, non-governmental organizations and consultancy in Palestine and abroad.

Research Interests

Communication theory, new media, public relations theory, mediatization, mediation, media management, intercultural communication, social movements, transnational social movements, and collective action on the web.

Work Experience

Teaching:

Assistant professor, Faculty of Graduate studies, Department of Media and Communication /Arab American University, Palestine. 2021- currently

- Taught modules of:
 1. Research methods
 2. English for public relations
 3. Media, society and culture

Lecturer-Part-Time /Arab American University, Palestine. 2018- 2020

- Supervised MA students of Contemporary Public Relations program.
- Taught modules of MA Program of Contemporary Public Relations:
 1. Public Relations: Theories and Modules.
 2. Writing for Public Relations.
 3. Social Media and Public Relations.

Assistant professor, Faculty of Media / Al-Quds Open University 2017 – 2021

- 1) Taught and coordinated modules of:
 - Introduction to communication science - BA program.
 - E-publishing - BA program.
 - Principles of news writing - BA program.
 - Writing for new media - BA program.
 - English for journalists - BA program.
 - Introduction to Public Relations - BA program.
 - Introduction to Media Management - MA program.
- 2) Supervised undergraduate research projects.
- 3) Supervised undergraduate students training program in media sector.

Education Management:

- 1) **Dean of the Faculty of Media** /Al-Quds Open University, Palestine. 2017 - 2021
 - Led the college administrative and academic affairs.
 - Led the strategic development of the media faculty.

- Developed study plans of BA programs: New Media and PR& Advertisement, and MA program in Media Management.
 - Led curriculum development, including reviewing and assessment of educational resources.
 - Designed specialized media training programs.
- 2) **Head of the Master Program in Media Management**/Al-Quds Open University. 2020- 2021
- 3) **Founder and Manager of the Communication Research Center**/ Al-Quds Open University 2020

Project Management:

- Wrote research funding proposals 2018- Currently
- Research team leader: UNESCO – funded project “Assessing Media Institutions Strategic Management and Extending Media Literacy in the Palestinian Higher Education”. / Al-Quds Open University. 2021
- Coordinated a UNESCO –funded project for training Palestinian journalists on tackling fake news and disinformation. / Al-Quds Open University. 2021
- Coordinated ISESCO and UNESCO-funded project of “Development of media research in the Palestinian Universities” / Al-Quds Open University. 2020

Academic Service:

Reviewed for Journal:

- 1- International Journal of Intercultural Relations - Elsevier
- 2- Social Media and Society - SAGE Journals
- 3- Media and Communication - Cogitatio Press
- 4- Turkish Journal of Middle Eastern Studies

External Examining:

- 1- External MA Examiner: Al-Quds University, Palestine, 2018-2021
- 2- External MA Examiner: Arab-American University, Palestine. 2019-2021
- 3- External MA Examiner: An-Najah National University, Palestine. 2019-2021

Media Consultancy:

Communication and Media Education Consultant 2011- Currently

- 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
- Created manuals and training materials for communication training workshops; implemented communication strategies, and supervised implementation of media based campaigns. Clients include UNDP-Tunisia, and Transtec. 2016- Currently.

Journalism, PR and Strategic Communications:

Freelance Translator. Global. 2010 – 2016

- Worked as a freelance writer and translator for Irish, British and American translation companies. Tasks included translation, writing, editing, proofreading, websites localizing, and audio/video transcribing. Domains of translating and writing varies from media, PR, legal, business to education.

Communications Officer. AMIDEAST, Palestine. 2009 -2010

- Designed a long-term communication and public relations’ strategies for the organization program, Model Schools Network (MSN).
- Raised the profile of the organization in the community through a continuous campaign that used marketing, branding and press tools; and wrote, edited and designed online and press content,

including news and reports.

- Managed all tasks related to communication, including website content management, issuing newsletter, news supplement, yearbook, radio and TV programs.

Media Coordinator. MIFTAH NGO, Palestine. 2008 –2009

- Wrote online content, including daily news and reports, for MIFTAH's website; in addition to composing its news, opinion articles and press releases; and analyzed local, regional and national print and online media coverage for trends.
- Developed and fostered positive relations with local and regional media; and reported activities of the institution and represented it in conferences and at official meetings.

News Editing Manager. Palestine News and Information Agency-Wafa. 2001– 2008

- Authorized news stories, in Arabic and English.
- Composed and created daily news; proofread and edited news stories and media reports of a social, political and economic nature.
- Managed and oversaw posting tasks of the daily news, including publishing news contents online; and monitored performance of reporters and editors.

Academic Qualifications

- **PhD in Digital Arts and Humanities.** 2011-2016
Huston School of Film & Digital Media, the National University of Ireland Galway. Republic of Ireland. Thesis: 'The Palestine Solidarity Movement in Ireland and the UK: Mediating and Framing Palestine online'.
- **MSc in Media and Communication Research.** 2010-2011
University of Strathclyde, Scotland, UK
- **BA in Journalism and Political Science.** 1997- 2001
Birzeit University, Palestine.

Scholarships and Awards

- The Palestinian Student Scholarship Scheme, funded by The University of Strathclyde, UK.
- The Digital Arts and Humanities PhD Program Scholarship, NUI Galway, funded by the Ireland Higher Education Authority.

Publications

1- Book Section

- Abu-Ayyash, S. (2020). Module Book Section: Introduction to PR, Advertising and Propaganda. "Economic News Writing". Birzeit University. (Arabic) <http://mdc.birzeit.edu/page-1076-ar.html>

2- Peer-reviewed Articles

- 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. <http://journals.openedition.org/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, 224-226.
- Abu-Ayyash, S. 2015. The Palestine Solidarity Movement, Human Rights and Twitter. *Networking Knowledge*, 8. <http://www.ojs.meccsa.org.uk/index.php/netknow/article/view/370>

Conference Presentations

- Abu-Ayyash, S. 2014, 'The Use of Social Media in the Palestinian Solidarity Movement'. Paper presented at the Karama Human Rights Film Festival, Amman, Jordan. 6–10 December.
- Abu-Ayyash, S. 2014, 'Palestine Solidarity Movement and Political Advocacy Online'. Paper presented at Trinity College Dublin, Sociology Department Research Seminar. Dublin, Ireland.

26 March.

- Abu-Ayyash, S. 2013, 'Political Advocacy on Social Media Sites: Palestine Solidarity Campaigns'. Paper presented at the Social Media – Fourth Annual Transforming Audiences Conference, University of Westminster, London, UK. 2–3 September.
- Abu-Ayyash, S. 2013, 'Social Media Sites: Another Platform for Transmitting the Solidarity Message'. Paper presented at the Arab Social Media Forum, Ramallah, Palestine. 8 July.
- Abu-Ayyash, S. 2013, 'Online Activism: Palestine Solidarity Movement'. Paper presented at the Media, Communication and Cultural Studies Association 'MeCCSA' conference, Derry, Northern Ireland. 9–11 January.

Professional Trainings

- Social Network Analysis- University Higher School of Economics, St. Petersburg, Russia (2013).
- Fellowship at the Associated Press News Agency, New York, USA (2007).
- Media Managers Executive Course, Northwestern University, Illinois, USA (2007).
- Media Training Program, United Nations HQ, New York, USA (2006).
- Media Training Seminar, University of Columbia, New York, USA (2006).
- Practical Journalism Course, CFPJ institute, Paris, France (2006).
- Diploma in Advanced Journalism, University of Colorado, USA (2005)

Skills

- Research and Technical skills:
Rigorous communication research skills. Expert user of content management and analysis software including Nvivo, backend, WordPress, blog management, and Microsoft Office; working knowledge of Photoshop; basic knowledge of python, html language.
- Communications and Writing:
Strong verbal and written skills in both academic and business domains.
- Organization, Multitasking and Prioritizing:
Proven ability of multitasking simultaneously, including administrative tasks, supervising team members, organizing priorities, implementing tasks, and monitoring progress of strategy.
- Initiative, Teamwork and Networking:
I enjoy strategic thinking abilities that focus on the end-goal of the strategy, in which team members are encouraged to contribute in all phases. Networking internally with all departments, and externally with media, public, and stakeholders.
- Languages:
Arabic (mother tongue), English and basic knowledge of French.
- Internships: The Palestinian American Research Centre (PARC) 2014

Memberships and Societies

- Co-founder and Member of the Palestinian Media Academics Forum. 2020- Currently
- Editorial board member- Journal of Al-Quds Open University for Humanities and Social Research. 2020- 2021
- Board Member: Al-Kasaba Theatre and Cinematheque, Palestine. 2018- Currently
- Palestinian Animal League (PAL) - Co-founder & board member.