

# Shadi Abu-Ayyash

Ramallah, Palestine

+970599733343

[shadi.abuayyash@gmail.com](mailto:shadi.abuayyash@gmail.com)

[www.linkedin.com/in/shadiaa](http://www.linkedin.com/in/shadiaa)

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Researcher, media education specialist, journalist and communications expert, with more than 18 years of experiences in working in academia, media industry, non-governmental organizations and consultancy in Palestine and abroad.

## Research Interests

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

## Work Experience

### 1- Education Management:

August 2017 -Currently

**Dean of the Faculty of Media /Al-Quds Open University, Palestine.**

- Leading the college administrative and academic affairs.
- Duties include: enhancing the New Media and Public Relations & Advertisement BA programs study plan; developing study resources; and leading the strategic development of the faculty.
- Developed study plans for two BA programs: New Media and PR & Advertisement
- Lead curriculum development, including constant reviewing and assessment of educational resources
- Designed additional specialized media training programs
- Assigning faculty members
- Writing technical research funding proposals:
  - 1- Secured funding for establishing a research center at QOU from UNESCO with budget of 20 thousand USD- 2020

**Head of the Master Program in Media Management/Al-Quds Open University**

**Founder and Manager of the Communication Research Center/ Al-Quds Open University**

### 2- Teaching:

May 2017 – Currently

**Assistant Professor, Faculty of Media / Al-Quds Open University**

- Taught and coordinated modules of:
  - 1- Introduction to communication science;
  - 2- E-publishing;
  - 3- Principles of news writing;
  - 4- Writing for new media;
  - 5- English for journalists;
  - 6- Introduction to Public Relations.
- Supervises undergraduate research projects.
- Supervises undergraduate students training program in cooperation with media private sector

September 2018- Currently **Lecturer-Part-Time/Arab American University, Palestine.**

- Supervises MA students theses in Public Relations
- 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

2011–2016 **Doctoral Researcher/ Huston School of Film & Digital Media, The National University of Ireland Galway, Republic of Ireland.**

- Completed a doctoral research on contemporary mediatization and online mediation of activism of a transnational social movement: Palestine solidarity movement in Ireland and Britain.
- Coordinated and assisted in organizing conferences, symposia, and workshops in Huston School of Film and Digital Media, NUI Galway.

### 3- Media Consultancy:

2011- Currently **Communication and Media Education Consultant**

- 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
- Conducted evaluation of media studies programs for the Ministry of Higher Education and local universities, Palestine. 2018 & 2020
- Created contents and training materials for communication training workshops; implemented communication strategies, and supervised implementation of media based campaigns. Clients include UNDP-Tunisia, and Transtec.

### 4- Journalism, PR and Strategic Communications:

2010 – 2016 **Freelance Translator**

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

2009 -2010 **Communications Officer /AMIDEAST**

- 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.

- 2008 –2009                      **Media Coordinator/MIFTAH NGO**
- 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.
- 2001– 2008                      **News Editing Manager/Palestine News and Information Agency-Wafa**
- 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.
  - Supervised the translation department.

### Academic Qualifications

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

### Scholarships and Awards

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

### Publications and Conferences

- 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:
- Shadi Abu-Ayyash, « The Solidarity Movement : Mediation and Collaboration for Palestine Online in the UK and Ireland », Observatoire de la société britannique [Online], 23 | 2018, Online since 01 August 2019, connection on 09 March 2019.  
URL: <http://journals.openedition.org/osb/2979>; DOI : 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, 224-226.
  - Abu-Ayyash, S. 2015. The Palestine Solidarity Movement, Human Rights and Twitter. Networking Knowledge, 8. Available at:  
<http://www.ojs.meccsa.org.uk/index.php/netknow/article/view/370>

### 3- Conference Papers

- 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 in the academic and professional areas of research. 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. Spent six years of conducting academic research in field of media studies, and another nine years of writing for traditional and new media-including editing, proofreading and translating.
- Organization, Multitasking and Prioritizing: proven ability of multitasking simultaneously, including administrative tasks, supervising team members, organizing priorities, implementing tasks, and monitoring progress of strategy. These skills have been implemented when worked as the key person and leader of implementing media, PR and communication strategies at MITFAH and AMIDEAST organizations.
- Initiative, Teamwork and Networking: 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 knowledge of French.

## Memberships and Societies

- Editorial board member- Journal of Al-Quds Open University for Humanities and Social Research
- Board Member: Al-Kasaba Theatre and Cinematheque 2018
- Internship: The Palestinian American Research Centre (PARC) 2014
- Bridges of Democracy- Palestine- Co-founder
- Palestinian Animal League (PAL)- Co-founder