



Center for Defending
Freedom of Journalists

FMC

FUTURE OF MEDIA & COMMUNICATIONS

**Future of Media and Communications Forum
Challenges of Reality... and Bets of the Future**

Background:

Center for Defending Freedom of Journalists (CDFJ) is organizing the “Future of Media and Communication” Forum, in light of the changes that the media is witnessing. The media that people have known in the past decades is facing crises, its role is declining, and there are those who believe that it is on its way to decline.

Between the challenges of reality and the bets of the future; the Forum seeks to imagine and predict the forms and tools of media and communication after a decade or more, and whether social media platforms, such as: Facebook, X (formerly Twitter), Instagram, TikTok, and others, will still dominate the scene and control the audience, and advancing as a source for the flow of information, including fake and misleading information, or is there something coming after social media, and will it be a new revolution that will change the whole scene.

The forum will raise questions and seek answers, perhaps foremost among them: What is the fate of the professional media (newspapers, magazines, radio, television, websites) after sales, advertising, and even state support for them has declined? Is it breathing its last breath, or is it able to renew itself and withstand?

Social media platforms have become the main source for the flow of information, and have become the public’s preferred source for obtaining information, as well as the preferred platforms for social media influencers who are attracting the attention of millions of social media users.

Background:

Many facts have changed after the era of “social media,” including that the media is no longer monopolized, states are no longer able to control content, and anyone can now have a platform to address and outreach people.

The debate is wide, and has not been resolved. There are different perceptions and approaches in examining media and communication in the future. The Forum will be an incubator and laboratory for discussing concerns and many questions, including:

- Identifying the challenges facing professional media, its sustainability, and its ability to reach the public.
- Proposing economic models that contribute to the sustainability of professional media and its response to the requirements of technological changes and audience trends.
- Highlighting success stories and models that enhance media independence and maintain its professionalism and sustainability.
- Discussing ideas and proposals to reduce harmful content, hate speech, and the promotion of violence through the media and social media platforms.
- Discussing the role of the state and civil society organizations in supporting the continued development of media that serves the public, and sustainable development.
- The best mechanisms for integrating social media platforms into media work.
- Mechanisms to protect freedom of expression and media in its various forms, and to confront misleading and fake news.
- Research communication mechanisms and the role of governments and communication companies.
- Using social media in awareness and advocacy campaigns.
- Soft power strategies and the role of social media platforms in them.
- Change in media and communication methodology on social media.
- Presenting pioneering Arab and international experiences in employing media and communication on social media platforms.
- The role of content creation companies in changing the pattern of communication strategies for companies and governments.

Center for Defending Freedom of Journalists:

Center for Defending Freedom of Journalists (CDFJ) is a civil society organization founded in 1998 in Jordan, and has worked in the Arab world, and seeks to develop media and communication to play a role in sustainable development.

CDFJ was also licensed in Geneva/Switzerland in 2018, and registered as a branch of a foreign organization in Tunisia. It has regional and international partnerships, and its policies and directions are supervised by a Board of Directors that includes prominent public figures.

In August 2023, the United Nations granted CDFJ advisory membership in the Economic and Social Council (ECOSOC) in recognition of its status and role as a civil society organization that has been working for 25 years in supporting the development and protection of the media, defending human rights, and promoting sustainable development.

For 25 years, CDFJ has organized dozens of regional and international conferences and forums, including: Media and Satellite Channels in Arab Society, Media and Democracy, Media and Good Governance, Parliamentary Media Forum, Media Reform Forum, and Media Freedom Defenders Forum between the years 2012 and 2014, and succeeded in hosting the International Press Institute (IPI) conference in 2013 under the patronage of His Majesty King Abdullah II bin Al Hussein. CDFJ held also a conference on the challenges of Arab media in The Hague 2009 at the headquarters of the Dutch Parliament in partnership with the Dutch Free Voice Foundation.

First **17**
Day **September**
Sun **2023**



Future of Media and Communications Forum (17 - September 2023)

09:00
09:45



Registration and Coffee Break

09:45
10:00



Social media platforms: what have they done to us and what have they done to the world?



H.E. Dr. Maan Qatamin

Former Minister of Labor and Investment,
Activist on Social Media Platforms

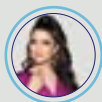
10:00
11:00



The making of stars on social media: Divers voices and visions



Ms. Dima Farraj
Social Media Activist



Ms. Zain Awad
Jordanian Artist



Mr. Imad Hajjaj
Cartoonist and Social
Media Activist

Session
Moderators

Mr. Osama Jetawi



Ms. Nisreen Abudayyeh



11:00
12:00



Social media platforms: The line between freedom of expression and incitement to hatred and violence



Mr. Khaled Mansour
Member of the
Supervisory Board
META



Dr. Stefanie Pukallus
Senior Lecturer in Public
Communication and Civil
Development/ University
of Sheffield/ UK



Ms. Hala Ahed
Lawyer and Human:
Rights Defender



Dr. Reem Saadeh
Jordanian Artist

Session
Moderator

Mr. Mohammad Ghalmoush



Future of Media and Communications Forum (17 - September 2023)

12:00
12:15



Coffee Break

12:15
01:15



Do governments interfere in social media to protect societies or to control the public sphere?



**H.E. Dr. Muhammad
Abu Rumman**

Former Minister of Culture
and Youth/ Academic
Advisor/ Politics & Society
Institute



Mr. Ahmed Al-Taibi

President of the Arab
Movement for Change



**Mr. Al-Hashemi
Nawira**

Founding President of
the Tunisian Journalists
Syndicate



Mr. Raed Sammour

Expert in Information
Security

**Session
Moderator**

Hanaa Al-Araj



01:15
02:15



Social media algorithms: Constant accusations



Mr. Ashraf Zaytoun

Former Head of Middle
East Policy Management
META/ Netflix



Mr. Khaled Al-Ahmad

Founder of Entrepreneurship
and Artificial Intelligence



Mr. Majdi Qabalin

Expert in Cyber
Security/ The Jordanian
Engineers Association

**Session
Moderator**

Ms. Asmaa Abu Jabbara



02:15
03:15



Lunch

Future of Media and Communications Forum (17 - September 2023)

03:30
04:15

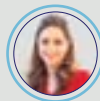


When the impossible becomes possible: “Questions on the future of media”



Mr. Khaled Al Bermawi/Egypt

Journalist and Social Media Expert



Ms. Rana Al-Suwais

Jordanian Journalist at New
York Times Newspaper

Session
Moderator

Mr. Ibrahim Jikat



04:15
05:00



Coffee Break

05:00
05:45



Opening Session



H.E. Ms. Suzan Afaneh

Vice Chairman of the Board of
Directors / Center for Defending
Freedom of Journalists



Mr. Moayed Al-Lami

Head of the Iraqi Journalists
Syndicate/ President of the Arab
Journalists Union



Mr. Scott Girffen

Executive Vice President/ Inter-
national Press Institute



Mr. Nasser Abu Bakr

Vice President/International Federation for Jour-
nalists/ Head of Palestinian Journalists Syndicate



H.E. Mr. Pierre-Christophe Chatzisavas

Ambassador of the Delegation of the European
Union to the Hashemite Kingdom of Jordan

Session
Moderator

Ms. Lana Zeidan

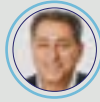


Future of Media and Communications Forum (17 - September 2023)

**05:45
06:00**



Center for Defending Freedom of Journalists: 25 years of defending freedom of expression and media



Mr. Nidal Mansour

Founder and Board Member/Center for Defending Freedom of Journalists

**06:00
06:30**



Media and Communication: Conflict creation or building reconciliations?



H.E. Dr. Marwan Muasher

Vice President of the Carnegie Institution/ Former Minister of the Royal Court

**Session
Moderator**

Ms. Mirasha Ghazi



Second **18**
Day **September**
Mon **2023**



Future of Media and Communications Forum (18 - September 2023)

09:00
09:45



Registration and Coffee Break

09:45
10:45



Main session: Media professionals and influencers on social media: has the profession changed? Exchanging roles or competing for audience?



Mr. Saad Hattar

News Director
Roya TV



Mr. Hathan Saeed

Director of TV K 24
Kurdistan/ Iraq



Ms. Zeina Hamarneh

Activist on
Social Media Platforms



Mr. Ahmed Al-Sorour

Jordanian Director
and Presenter

Session
Moderator

Ms. Areej Al-Qasim



10:45
11:00

Participants take part in parallel sessions

Parallel sessions (30 minutes)

11:00
11:30



First session: Is printed media dying out or is it a prelude to new beginnings in innovative forms?



Mr. Makram Tarawneh

Editor-in-Chief of Al-Ghad Newspaper

Session
Moderator

Ms. Hiba Jawhar



Future of Media and Communications Forum (18 - September 2023)

Parallel sessions (30 minutes)

11:00
11:30



Second session Communication in the digital age... political intervention... and creating public opinion trends



Mr. Abdul Rahman Al-Hussami

CEO and Founder/ Makana 360 Company

Session
Moderator

Ms. Hadeel Namas



11:30
11:45



Coffee break and participants take part in parallel sessions

Parallel sessions (30 minutes)

11:45
12:15



First session: Public media: Fleeing from financial crisis, a method of state control, or a right for the community?



Ms. Bayan Al-Tall

Media, Communication and Media Education Consultant

Session
Moderator

Ms. Rafah Jawad



Future of Media and Communications Forum (18 - September 2023)

Parallel sessions (30 minutes)

11:45
12:15



Second session: Disclosure of information in the face of fake news



Mr. Assaad Thebian

Executive Director of the Gharbal Initiative
Lebanon



Mr. Maan Al-Bayari

Head of the Opinion Department/ Al-Arabi Al-
Jadeed

**Session
Moderator**

Ms. Ikhlas Al-Khawaleh



12:15
01:15



**Human rights and the marginalized in the absent-present media:
Stories of suffering and violations**



Ms. Ghada Eid

Journalist and Media
Presenter



Mr. Fadi Al-Qadi

Media and Human Rights
Expert



**Ms. Guylaine
Germain**

Gender Programs
Coordinator/ Belgian
Journalists Syndicate



Ms. Linda Kalash

Executive Director of
Tamkeen for Legal Aid
and Human Rights

**Session
Moderator**

Ms. Ghada Ammar



Future of Media and Communications Forum (18 - September 2023)

01:15
02:00



My Story... Experiences narrated by media and social media stars



Mr. Zuhair Al-Nubani

Jordanian Artist

Session
Moderator

Ms. Lana Al-Qousous



02:00
03:00



Lunch

03:00
04:00



Main session: Artificial intelligence and future media



Mr. Nidal Al-Bitar

Director of Production
Association



Ms. Mirna Abu Zeid

Dean of the Jordan Media
Institute



Mr. Hussam Al-Hawarni

Head of Education Department
Orange Telecommunication
Corporation



Mr. Ghaith Mahadin

Assistant Professor/ Al-Ahliyya
Amman University

Session
Moderator

Ms. Kathy Farraj



Future of Media and Communications Forum (18 - September 2023)

04:00
05:00



Main session: Media and the public sphere... changes and similarities between East and West... To preserve priorities: between rights challenges and content creation



H.E. Mr. Sakher Dudin

Former Minister of State for
Media Affairs



Dr. Mohammed Al-Araimi

Head of the Journalists Syndi-
cate/ Sultanate of Oman



Mr. Azad Sheikh Younis

Head of the Journalists
Syndicate/ Kurdistan



Ms. Nibal Al-Thwabteh

Training and Quality Assurance
Officer/ Media Development
Center/ Birzeit University/ Palestine

**Session
Moderator**

Rana Khamayseh



Third **19**
Day **September**
Tue **2023**



Future of Media and Communications Forum (19 - September 2023)

09:30
10:00



Registration and Coffee Break

10:00
11:00



Main session: Could media be freed from the power of social media platforms? Could social media continue to function without the content of media? How does the world perceive the media and social media platforms? Are they essential for the state?



Mr. Tawfik Jelassi

Assistant Director
General/ UNESCO/ France

(Recorded Video)



Ms. Florence Hainaut

Belgian Journalist



Mr. Mehdi Al-Jalasi

Head of the Tunisian
Journalists Syndicate



Ms. Hadeel Abdulaziz

Executive Director of
Justice Center for Legal
Aid

**Session
Moderator**

Ms. Dina Esmat



11:00
12:00



Main session: Future media... Technology and sustainability models



**H.E. Mr. Marwan
Jumaa**

Former Minister of
Communications/ Former
Director of Umniah
Corporate



**Professor Yazzan
Hijazi**

Lecturer/ Al-Hussein
Technical University



Ms. Alaa Abu Lail

Innovation Unit
Head Abdul Hameed
Shoman Foundation



Mr. Zaid Nasser

Founder and CEO
Media Scope Company

**Session
Moderator**

Ms. Rawan Al-Jayousi Madraj
Media and Digital Runway for
Arab Journalists.



12:00
12:30



Coffee Break

Future of Media and Communications Forum (18 - September 2023)

12:30
01:30



Main session: When journalists become targets: journalists who lost their lives on the frontline



Prof. Jacqueline L. Harrison

UNESCO Chair on Media Freedom, Journalism Safety and the Issue of Impunity, and Head of the School of Journalism, Media and Communication at the University of Sheffield/ UK.



Mr. Abdul Basit bin Hassan

President of the Arab Institute for Human Rights/ Tunisia



Mr. Adam Coogle

Deputy Middle East and North, Africa Director and Jordan Representative
Human Rights Watch



Mr. Jad Shahrour

Samir Kassir Foundation

**Session
Moderator**

Ms. Sandy Al-Habashneh



01:30
02:00



Closure session: Letters on the future of media



H.E Dr. Mustafa Hamarneh

CEO/ Jordan Media Institute



Karine Badr

Policy Analyst at the OECD's Open Government Unit, Civic Space and Public Communication Unit

(Recorded Video)

**Session
Moderator**

Mr. Nidal Mansour



Strategic Partner

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ALARABY TV NETWORK



النشرق
Asharc News



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