

# FMC

FUTURE OF MEDIA  
& COMMUNICATIONS

Future of Media and  
Communications Forum 2

The Rise of Transformations and the  
Fall of Concepts  
September 29<sup>th</sup> & 30<sup>th</sup>, 2024

20  
24





## Background:

The Future of Media and Communication Forum returns for its second edition amid rapid technological shifts and an unavoidable conversation about artificial intelligence's growing influence in journalism and communication platforms.

While the world is preoccupied with predicting the future shape of media over the coming years, assessing the reality of professional journalism, its ability to endure and remain sustainable, and acknowledging that social media platforms have hijacked public opinion and largely taken control of information, including propaganda, disinformation, and hate speech — what has been overlooked or hasn't received enough attention is the collapse of concepts such as independence, neutrality, and media credibility. The Gaza war served as a prime example of these fractures, with many of the grounding principles of journalism evaporating, leaving no foundations.

At this moment and in the future, these transformations need to be examined and studied so that slogans do not overshadow concrete actions. Among the topics that need revisiting is the extent to which media can distance itself from political polarization and remain immune to manipulation for political agendas, resisting the pressures of owners, funders, and advertisers.

Two main paths dominate the media and communication scene, shaping the discussion around it. The first path involves questions about the future of media, some aspects of which remain unclear or unresolved. However, the key point is that technology dominates the landscape, and social media platforms represent a realm where those who do not engage are excluded from all considerations, visibility, and presence.

Amid these rapid changes are specific questions related to artificial intelligence, the realms it opens and the race to shape the future around it. Here, the question of the sustainability of media and its conditions arises.

How well can the media adapt to technological changes? It also leads to discussions about the economic models for media sustainability, and the role and responsibilities of the state. Debates arise about whether public media serves as a tool for controlling the media under the guise of funding or as a fundamental right of the public to access knowledge, diversity, and pluralism.

The second path is no less important. It is tied to the ethical question regarding the role and function of the media. Is truth still the primary goal of journalism? Has the mission of the media been tainted and coopted to advance specific interests and political struggles, blurring the line between journalism and propaganda?

In light of these transformations, where do Arab media stand? How will they secure their footing in the future? What tools do they have to survive the challenges that are arising?

As Arab media navigate technological developments, what have they achieved, and what ethical choices lie ahead after all this downfall? With the limited freedoms they possess, what paths will they choose, and where will they stand?

Western media has long been a model for many Arab outlets. Does this perspective still hold, or is it now necessary to build national media models, to the point of establishing social media platforms that adopt Arab narratives and stories while avoiding the risks of censorship and marginalization of Arab voices?

These are just some of the many questions that will be discussed at the «Future of Media and Communication Forum 2», aiming to develop insights and visions that can be built upon.



**FUTURE OF MEDIA  
& COMMUNICATIONS**

**Future of Media and  
Communications Forum 2**

**The Rise of Transformations and the Fall of Concepts**

**First Day  
September 29<sup>th</sup>, 2024**



**Center for Defending  
Freedom of Journalists**



**Opening Session**  **Ishtar Hall**  **10:00 - 10:30**



**Master of Ceremonies (MC):  
Reem Bashir**



**Suzan Afaneh**

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



**Moaid Allami**

President of the Federation of Arab Journalists and the Federation Journalists of Iraq



**Melissa Fleming**

Under-Secretary-General for Global Communications / United Nations (Recorded Message)



**Scott Griffen**

Interim Executive Director of International Press Institute (IPI)



**Nasser Abu-Baker**

President of the Palestinian Journalists Syndicate (PJS) and Vice-President of International Federation of Journalists (IFJ)



**H.E. Pierre-Christophe Chatzisavas**

Ambassador - Head of Delegation of the European Union to Jordan



**Dr. Mohammad AlMomani**

Minister of Government Communications and Government Spokesperson

**Main Session**  **Ishtar Hall**  **10:30 - 11:30**



**Session Moderator:  
Mohammed Al-Khalidi**

**The Arab World After the War on Gaza: New Realities and Transformations  
A Look at the Political, Human Rights, and Media Landscape**



**Hamdeen Sabahy**

Politician and Journalist



**H.E Husam Zomlot**

Palestinian Ambassador to the United Kingdom



**Dr. Dima Tahboub**

Spokesperson of the Jordanian Islamic Action Front



**Dr. Mustafa Barghoti**

Member of the Palestinian Legislative Council



**Oraib Al Rantawi**

Director of the Jerusalem Center for Political Studies



**Tamer Almisshal**

Senior Broadcaster at Al Jazeera

Parallel Session | Hammurabi Hall | Traditional Media | 11:45 - 12:30



**Session Moderator:**  
Raba Zidane

## Media... The Victim in Wars and Crises



**Anas Al-Sharif**  
Journalist for Al Jazeera Channel News



**Nasser Abu-Baker**  
President of the Palestinian Journalists Syndicate (PJS) and Vice-President of International Federation of Journalists (IFJ)



**Mazen Shaqour**  
Regional Representative for the Middle East and North Africa for OHCHR

Parallel Session | Gracia Hall | New Media | 11:45 - 12:30



**Session Moderator:**  
Raya Yaqoub

## The Battle of Narratives on Social Media: Who Controls and Creates Them?



**Dr. Mohammad Abu Rumman**  
Former Minister of Youth and Culture

In Partnership with



**Abdurrahman Al-Husami**  
Founder of Makana 360

Lab | AZUR Hall | 11:30 - 01:00



**Discovering New Forms of Storytelling**  
Pamela Kesrouani – Teaching Fellow at Google News Initiative

In Collaboration with



Parallel Session	Hammurabi Hall	Traditional Media	12:45 01:15		Session Moderator: Ikhlas Al-Otoom
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## Where Have the Fact-Checking Standards Gone in Crises and Wars?



**H.E Serge Dickschen**  
Belgian Ambassador to Jordan



**Mohammad Al-Daraghmeh**  
Head of Al Sharq News Office in Palestine



**Ernest Sagaga**  
Secretary-General, the ACP  
Press Clubs Federation and  
Founder of African Council on  
Foreign Relations

**In Partnership with**



**EMBASSY  
OF BELGIUM**

Parallel Session	Gracia Hall	New Media	12:45 01:15		Session Moderator: Raneem Al-Shamali
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## Are Social Issues a Loss for Influencers and Content Creators?



**Omar Rammal**  
Film Director



**Majd Mansour**  
Director of New Media Hub

Lab	AZUR Hall	01:00 02:30
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**Finding New Ways to Combat  
Fake Information**  
Pamela Kesrouani – Teaching  
Fellow at Google News Initiative

**In Collaboration with**





Main  
Session



Ishtar  
Hall



01:30  
02:30



Session Moderator:  
Sandy Al-Habashneh

## Protecting Journalists... Where Are We Standing? The International Legal Context and the Reality of Practices



**Scott Griffen**

Interim Executive Director of  
International Press Institute (IPI)



**Ahmad Benshems**

Advocacy and Communications  
Director for MENA Division at  
Human Rights Watch



**Dana Ahmad**

Researcher at Amnesty  
International



**Mohammed Al Hammadi**

Journalist and Editor in Chief  
for Al Roya Emirates



**Widad Jarboua**

Researcher at Samir Kassir  
Foundation



**Mr. Azad Sheikh Younis**

Head of the Journalists  
Syndicate/ Kurdistan



Parallel  
Session



Hammurabi  
Hall

Traditional  
Media



03:15  
04:00



Session Moderator:  
Cathy Faraj

## Has the Era of Professional Journalism Ended? A Question of Media Sustainability



**Jafer Al Zoubi**

CEO of Al Mamlaka TV



**Maen al-Bayari**

Chief Opinion Editor of Al-  
Araby Al-Jadeed



Parallel  
Session



Gracia  
Hall

New  
Media



03:15  
04:00



Session Moderator:  
Lana Zidane

## Visit to Gaza: Influencers and Content Creators Share Their Experiences



**Tamer Bseiso**

Video Creator



**Dr. Hosam Odeh**

Blogger

 Lab	 AZUR Hall	 02:30 05:00
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In Collaboration with



**AI in news Room**  
Eman AlWaraqi – Investigative  
Journalist



 Parallel Session	 Hammurabi Hall	<b>Traditional Media</b>	 04:15 04:45
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**Session Moderator:**  
Abdullah Al-Yahya

## The Future of Television Broadcasting... What Will Change?



**Mustafa Wahbi AlTal**  
Director General of Broadcast  
Operations / ART



**Eil Alandari**  
Executive Editor-in-Chief /  
Blinxnow

 Parallel Session	 Gracia Hall	<b>New Media</b>	 04:15 04:45
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## Digital Platforms AJ+ as an Example



**Dima Khatib**  
Executive Director / AJ+ Channels

Main  
Session



Ishtar  
Hall



05:00  
06:00



Session Moderator:  
Dima Azzedine

## Journalist Syndicates in the Arab World... Between Protection and Professional Development - Where Are We Standing?



**Moaid Allami**

President of the Federation  
of Arab Journalists and the  
Federation Journalists of Iraq



**Mohamed Alaraimi**

President of the Gulf Journalist  
Union



**Abd El Kebir Khchichine**

President of the Moroccan  
Journalist Syndicate



**Amira Mohammed**

Member of the Tunisian  
Journalist Syndicate Council



**Mohammed Saeed**

**Abdalhafez**

Youth Program Management  
Specialist

Honoring  
Ceremony



Ishtar  
Hall



09:30  
11:00



Master of Ceremonies: Nisreen Abudayyeh

Honoring Ceremony

Award Announcement

Folkloristic Music Concert



**FUTURE OF MEDIA  
& COMMUNICATIONS**

**Future of Media and  
Communications Forum 2**

**The Rise of Transformations and the Fall of Concepts**

**Second Day  
September 30<sup>th</sup>, 2024**



**Center for Defending  
Freedom of Journalists**



Main  
Session



Ishtar  
Hall



10:00  
11:00



Session Moderator:  
Israa Tbaishat

## Artificial Intelligence: Gateway to the World of Media.. Transformations and Variables It Has Created



**Marwan Juma**

Former Minister  
of Information and  
Communications Technology



**Reema Diab**

AI Expert and CEO at Galaxy for  
Technology



**Richard Fitzgerald**

CEO & Founder of Augustus  
Media



**Ashraf Zaitoun**

Partner in the Planet Studio  
Egypt/Partner in Kawkab  
Entertainment Saudi Arabia



Parallel  
Session



Hammurabi  
Hall

Traditional  
Media



11:15  
12:00



Session Moderator:  
Ghada Ammar

## Media and Youth - the Impact on Civic Space



**Dima Al Kharabsheh**

Senior Camp Assistant for UN  
Women

In Partnership with



**Mohammad Sbeih**

Al-Zawahrah

Youth Program Management Specialist

Netherlands Institute for  
**Multiparty Democracy**



Parallel  
Session



Gracia  
Hall

New  
Media



11:15  
12:00



Session Moderator:  
Laith Al-Jabour

## The Role of Content Creators in Advocating for Humanitarian Issues



**Ala Hamdan**

Film Director



**Mohammad Ajarmeh**

Influencer

Special Panel  
Discussion



AZUR  
Hall



11:00  
01:00



Session Moderator:  
Journalist Abdulkarim Alwahsh

## Right to Access Information: Challenges and Solutions Insights and Applications Following the Legal Amendments



**Mohammad Qutaishat**

Lawyer and expert in media issues



**Nahla Almomani:**

Commissioner for Protection /  
National Center for Human Rights



**Hilda Ajeilat**

CEO / Jordan Transparency  
Center



**Ahmad Baalousha**

Misbar Platform

In Partnership with



Parallel  
Session



Hammurabi  
Hall

Traditional  
Media



12:15  
12:45



Session Moderator:  
Laila Al-Sayed

## How Have Telecommunication and Technology Companies Reshaped the Image of Media and Communication



**Nidal Bitar**

CEO at int@j



**Wajeaha Al-Husseini**

Brand & Corporate  
Communications Director

Parallel  
Session



Gracia  
Hall

New  
Media



12:15  
12:45

## How News are Developed: Blinxnow as an Example



**Nasma Elhag**

Journalist

Main  
Session



Ishtar  
Hall



01:00  
02:00



Session Moderator:  
Rafah Jawad

## Disinformation in Traditional and Social Media.



**Caroline Faraj**

CNN VP and CNN Arabic Editor-in-Chief



**Jawaher Abdelhamid**

Head of Public Policy at Snap Inc.



**Bayan Al Tal**

Media and Information Literacy (MIL) Consultant at the National Center for Curriculum Development



**Ahmad Baalousha**

Editor-in-Chief / Misbar Website

### In Partnership with



**Sa'ad Hatar**

Director of News at Roy'a TV



Parallel  
Session



Hammurabi  
Hall

Traditional  
Media



02:45  
03:30



Session Moderator:  
Mohammad Omar

## Challenges of Media Coverage in Wars and Crises



**Tamer Almisshal**

Senior Broadcaster at Al Jazeera



**Muamar Orabi**

General Director and Editor-in-Chief of Wattan Media Network



**Ayman Mahna**

Executive Director of the Samir Kassir Foundation

Parallel Session	Gracia Hall	New Media	02:45 03:30		Session Moderator: Mohammed Omar
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## After the War, the Image of Human Rights among Influencers and Content Creators

	<b>Hasan AlHashim</b> Influencer and Video Creator
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Main Session	Ishtar Hall	03:45 04:30		Session Moderator: Fouad Al-Kersha
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## Have Social Media Platforms Supported Creativity in the Arab World Factors and Taboos

	<b>Azza Balbaa</b> Singer
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	<b>Makadi Nahas</b> Singer
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	<b>Yazan Nobani</b> Influencer
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Lab	AZUR Hall	04:00 06:00
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In Collaboration with

	<b>Creativity in Digital Storytelling 1</b> Mohammad AlQaq / Artist and Content Creator
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Main  
Session



Ishtar  
Hall



04:30  
05:15



Session Moderator:  
Amer Al-Rjoub

## Papers of Power... Soft Diplomacy



**Dr. Mohammad AlMomani**  
Minister of Government  
Communications and  
Government Spokesperson

Conclusion



Ishtar  
Hall



05:15  
05:45



**Nidal Mansour**  
Founder / Center for Defending  
Freedom of Journalists

شريك  
Partner

Netherlands Institute for  
Multiparty Democracy

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 العربي الجديد

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Media Partner

المملكة

الأردن مبتدأ ونحن الخبر

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جمعية الصحفيين العمانيّة  
Oman Journalist Association



EMBASSY  
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الوطني لتحويل المشاريع الصغيرة  
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