



Future of Media and **Communications Forum 2**

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

September 29th & 30th, 2024

2024







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 and Communications Forum 2

The Rise of Transformations and the Fall of Concepts

First Day
September 29th,2024













Ishtar Hall





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



Session







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 Brodcaster at Al Jazeera









Hall

Hammurabi Traditional Media





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



Parallel

Session









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



Abdurrahman Al-Husami Founder of Makana 360









Culture



11:30 01:00



Discovering New Forms of Storytelling

Pamela Kesrouani - Teaching Fellow at Google News Initiative In Collaboration with











Hammurabi Traditional Hall

Media





Session Moderator: Ikhlas Al-Otoom

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

In Partnership with



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



EMBASSY OF BELGIUM





Gracia Hall

New Media





Session Moderator: Raneem Al-Shamali

Are Social Issues a Loss for Influencers and Content Creators?



Omar Rammal Film Director



Majd Mansour Director of New Media Hub









Finding New Ways to Combat Fake Information Pamela Kesrouani - Teaching Fellow at Google News Initiative

In Collaboration with

Google News Initiative













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 Benshemsi 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

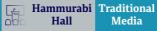


Widad Jarboua Researcher at Samir Kassir Foundation



Mr. Azad Sheikh Younis Head of the Journalists Syndicate/ Kurdistan





Media





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





Gracia Hall

New Media 03:15



Session Moderator: Lana Zidane

Visit to Gaza: Influencers and Content Creators Share Their Experiences



Tamer Bseiso Video Creator



Dr. Hosam Odeh Blogger







In Collaboration with









Hammurabi Traditional Media





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





Gracia Hall

New Media 04:15 04:45

Digital Platforms AJ+ as an Example



Dima Khatib Executive Director / AJ+ Channels













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





09:30 11:00



Master of Ceremonies: Nisreen Abudayyeh

Honoring Ceremony

Award Announcement

Folkloristic Music Concert



Future of Media and Communications Forum 2

The Rise of Transformations and the Fall of Concepts

Second Day September 30th,2024

















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





Media





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

Netherlands Institute for Multiparty Democracy

Youth Program Management Specialist

Parallel Session



Gracia Hall

New Media



Session Moderator: Laith Al-Jabour

The Role of Content Creators in Advocating for Humanitarian Issues



Ala Hamdan Film Director



Mohammad Ajarmeh Influencer













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

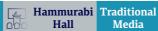


Ahmad Baalousha Misbar Platform

In Partnership with







Media





Session Moderator: Laila Al-Sayed

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



Nidal Bitar CEO at int@i



Waieeha Al-Husseini **Brand & Corporate** Communications Director





New Media



How News are Developed: Blinxnow as an Example



Nasma Elhag **Journalist**













Session Moderator: Rafah Jawad

Disinformation in Traditional and Social Media.



Caroline Faraj
CNN VP and CNN Arabic Editorin-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







Hammurabi Traditional Hall Media



02:45 03:30



Session Moderator: Mohammad Omar

Challenges of Media Coverage in Wars and Crises



Tamer Almisshal Senior Brodcaster at Al Jazeera



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



Ayman MahnaExecutive Director of the Samir
Kassir Foundation









New Media





Session Moderator: Mohammed Omar

After the War, the Image of Human Rights among Influencers and Content Creators



Hasan AlHashimInfluencer and Video Creator









Session Moderator: Fouad Al-Kersha

Have Social Media Platforms Supported Creativity in the Arab World Factors and Taboos



Azza Balbaa Singer



Makadi Nahas Singer



Yazan Nobani Influencer



AZUR Hall





Creativity in Digital
Storytelling 1
Mohammad AlQaq / Artist
and Content Creator

In Collaboration with















Session Moderator: Amer Al-Rjoub

Papers of Power... Soft Diplomacy



Dr. Mohammad AlMomaniMinister of Government
Communications and
Government Spokesperson









Nidal MansourFounder / Center for Defending
Freedom of Journalists





شریك Partner

Netherlands Institute for Multiparty Democracy











شريك إعلامي Media Partner



الأردن مبتدأ ونحن الخبر





الناقل الرسمي Official Carrier



شريك تكنولوجي Technology Partner



شریك ضیافة Hospitality Partner







شریك Partner

شريك إستراتيجي Strategic Partner









الوطني لتمويل المشاريع الصغيرة NATIONAL MICROFINANCE BANK



شريك معرفي Knowledge Partner







شريك لوجستي Logistics Partner

