



At an event to launch an English subtitle service for Arabic TV news by Al Arabiya

Princess Rym Ali Calls to Change Arabs' "Negative Stereotypes" in Western Media



Speaking at an event to launch an English subtitle service by Al Arabiya, HRH Princess Rym Ali, founder of the Jordan Media Institute (JMI), called on Arabs to fight discrimination, saying it is not the West's role to correct "negative stereotypes" about the Middle East region. "I am aware of the negative stereotypes portrayed in Hollywood. It remains our duty to fight every word that is anti-Arab or discriminating against us," Princess Rym said.

She added that Arabs need to start at the roots, stressing that primary education would be a good starting point to bring back a better knowledge of our own history, as well as teaching philosophy. She also suggested investing in local movies and improving the quality of what is being produced, in addition to enhancing journalism education which can play a crucial role in re-balancing existing misperceptions and bridging the cultural gap. "Placing humanism at the core of journalism education is not a luxury but a necessity, because it is by truly celebrating humanity in all its ethnic, religious and cultural diversity that we realize how powerful humanism is as a force that brings us together", she explained.

Al Arabiya News Global Discussion was held to mark the re-launching of the Al Arabiya News website and the 10-year anniversary of the Al Arabiya News Channel, and was attended by a distinguished group of intellectual, political and media international figures.



Mandela Day at JMI



In tribute of the late Nelson Mandela, the Jordan Media Institute (JMI) organized a special day (Mandela Day), hosting the Ambassador of South Africa to Jordan, Dr. Molefe Tsele, who presented a lecture on Mandela's life and his long struggle against racism.

On this occasion, JMI's Masters students documented the Arab media coverage and cartoons, designed posters, and prepared reports and articles about Mandela, who is known as one of the greatest global figures of the last century.

During the lecture, Dr. Tsele said that monarchs, presidents and global leaders paid tribute to Mandela who is recognized to many in the world as a symbol of oppression, a global figure, a statesman and a model of national reconciliation, through his forgiveness and acceptance of others. This is the lesson that Arab societies, who passed through the Arab Spring, should learn, that unless they transcend their sectarian interests, they are bound to relive the same tyranny

from which they freed themselves.

He added that Mandela's logic challenges the current style of conducting politics. It is a call for politicians to seek a new form of engagement with those whom they govern, "they should seek an inclusive system that has a place for all – ruling party and opposition, majority and minorities" he said.

He explained that it is too soon to define Mandela's legacy, but there is no doubt that part of it will be in his redefinition of the logic of politics. Mandela demonstrated that it is possible to be principled, ethical and moral and still engage effectively in politics.

Dr. Tsele pointed that Mandela dedicated himself to the ideal of a free and democratic society, where no group will dominate the other. For him, the long walk has ended; it remains our responsibility to continue his legacy, and build a just peaceful and free world.





Dr. As'ad Abdul Rahman Lectures at JMI



Dr. Abdul Rahman, Head of the Palestine International Institute and member of the Palestinian National Council, said that the resilience of the Palestinian people represents the highest level of resistance and has deeply affected the Zionist plan. He explained that this plan was primarily established on two principles; increasing the area of land controlled by Israel and having as few Palestinians as possible.

During the lecture delivered to JMI's master's students, Dr. Abdul Rahman added that the Palestinian cause is one of the oldest liberation causes in the world, and has become the cause of free people on the Arab, Muslim and international levels. He noted that the alliance between the US as an International superpower and Israel as a regional superpower is one of the factors that hinder and govern the

negotiations and the peace process.

He explained that after months of resuming the Palestinian-Israeli negotiations under the auspices of the United States, two scenarios emerged. The first scenario offers a dark, bleak picture as it is obvious that Israel is taking clear actions impeding the negotiation process, and, therefore, narrowing its horizon. The second is an optimistic scenario that depends on analysis and political thinking as a reference and a framework for the negotiations.

Dr. Abdul Rahman pointed out at the end of the lecture that the ongoing Iranian deal will have a direct and strategic impact on the Palestinian-Israeli conflict.

Lecture on Covering Disability in the News

On the occasion of the International Day of Persons with Disabilities, the Jordan Media Institute organized a lecture presented by the Jordanian journalist Nisreen Abu Salha on the role of the media in covering news related to persons with disabilities.

Abu Salha provided a detailed definition of the term "persons with disabilities", stressing that disability lies within the environmental factors which inhibit the ability to meet the requirements of a normal life. She noted that the role of the community and society institutions is to provide the necessary equipment that suits environmental conditions, ensuring that persons with disabilities exercise their rights on an equal basis with others.

With regard to covering the news of persons with disabilities, Abu Salha affirmed that it is the responsibility of media to raise the society's awareness, adding that this can be implemented through organizing intensive awareness campaigns, as well as raising serious issues and cases in a professional way, away from humor and sentiments of pity. She added that the media needs to work intensively on establishing the concept of integration for persons with disabilities in order to achieve their full participation in all aspects of life and without any form of discrimination.





Meeting on Demographic Situation and Demographic Opportunity

Dr. Sawzan Al-Majali, Higher Population Council (HPC) Secretary General, emphasized the important role of the media in raising awareness and gaining support on population and development policies through implementing scientific initiatives in the field of media and communication.

During her meeting with the Jordan Media Institute's (JMI) Masters students to discuss the demographic situation and demographic opportunity policies, Dr. Al-Majali explained that HPC seeks to increase the contribution of the media in raising awareness and gaining support on demographic opportunity in the fields of health, education, labor, investment and social security. She added that raising awareness and gaining support on demographic and development issues are considered the most important goals of HPC.



Dr. Al-Majali pointed to JMI's role in the field of demographic communication through training, building capacities, developing population scientific research as well as implementing opinion polls pertaining to demographic opportunity. She also mentioned taking the demographic dimension into consideration when working on graduation projects, research, reports and programmes prepared by JMI students.

This meeting came in fulfillment of the Memorandum of Understanding (MoU) which was signed between JMI and HPC last month. The MoU came as a result of cooperation and coordination between the two sides to serve demographic and development issues, as well as implementing initiatives to increase awareness on the demographic opportunity, and on the impact of demographic issues on the different development sectors.

UN Launches New Response Plan at JMI

In a press conference held at the Jordan Media Institute (JMI) premises, the United Nations launched a new plan to scale up response to all those affected by the Syrian crisis. The urgent need to maintain a protection space for Syrian refugees in Jordan, whilst relieving the pressure on Jordan's services and resources was highlighted in a massive new appeal by the United Nations.

The Regional Response Plan 6 (RRP6) and the Syrian Humanitarian Assistance Response Plan (SHARP) were launched in Geneva, Switzerland, with a budget of USD 4.3 billion covering six affected countries, including Jordan. The Jordan component of the RRP6, which totals over USD 1.2 billion, was developed under the leadership of the Government of Jordan and coordinated by UNHCR.



Dr. Mohammad Al-Momani, Minister of State for Media Affairs and Official Government Spokesman, said that the assistance received by the Jordanian government to cope with hosting Syrian refugees is not sufficient. "If more assistance is not provided, the cost difference and additional burden will fall on the State's budget" he added, affirming that Jordan is committed to international law and will continue to receive refugees from Syria.

Andrew Harper, UNHCR Representative said, "This is a collaborative effort comprising many months of hard work in support of the Jordanian government. It is only because the government keeps the Jordanian border open that it allows us to assist and protect refugees.



Open Lecture by Emirati Poet Maitha Al Hameli

The Jordan Media Institute hosted the Emirati poet Dr. Maitha Al Hameli in an open lecture during which she talked about her talent as well as the educational and cultural relationship between Jordan and the United Arab Emirates.

Dr. Al Hameli said that Jordan and the United Arab Emirates have deep-rooted educational and cultural ties, adding that her Jordanian elementary teachers were part of her learning journey and memories. During the lecture, which was attended by distinguished Jordanian writers, journalists and critics, Dr. Al Hameli highlighted her relationship with cultural heritage and literature, as well as the role of women and their contribution to different aspects of life, despite the difficulties they face in their career. She also recited some of her poems which varied from national to sentimental, and had an open and profound dialogue with the audience revolving around literature, poetry and heritage.



The Emirati writer and poet holds a doctorate degree in Political Awareness, and a UNESCO certificate in “Strengthening National Capacities for Safeguarding Cultural Heritage”. She also won the L’Officiel’s Arab Woman Award for best writer and poet.

Al- Khatib Meets with JMI Students

H.E. Abdelilah Al-Khatib, member of the Jordanian Senate and former Minister of Foreign Affairs in several Jordanian governments, visited the Jordan Media Institute (JMI) and discussed with JMI’s Masters students the latest updates and developments related to topical issues on the local and the international levels.

The discussion tackled a number of political topics revolving around the Arab spring and the significant changes witnessed by the Arab world during the last 3 years. It also discussed the factors that prevented Arab countries in forming a national state, a state that enables them to deal effectively with internal and external challenges. Al-Khatib also addressed the recent developments in the political settlement process of the Arab-Israeli conflict, the positions of the parties involved, as well as the major challenges of the negotiations.



During the lecture, Al-Khatib shared his personal experience as the first Chairman of the Independent Election Commission (IEC), saying that IEC worked hard to adopt and implement new procedures according to international standards, as well as attracting local and international expertise in this area.



Alumni Testimonials

Osama interned at CCN Arabic in Dubai upon his graduation, and then joined MBC Group.



Osama Abu Dhair

Sari interned at Al Arabia news channel in Dubai upon his graduation, then worked as a Project Coordinator for “Media in the Face of Corruption”, a project that was meant to produce investigative reports in the West Bank and Gaza.



Sari Abdul Haq

“The Jordan Media Institute gave me great experience, especially in the field of television production. I also benefited a lot from JMI’s academic staff and its distinguished guests who have unique practical experiences. The training opportunities that were made available to me granted me the chance of familiarizing myself with media organizations and journalists”

“The Jordan Media Institute gave me a lot of experience in journalism and media. Since 60% of JMI’s curriculum is practical, students graduate with a practical experience that is typical of their field of work”

January Calendar:

January 8th 2014

- The Jordan Media Institute organizes a lecture on “the Relationship Between Islam and the West in the Australian and Western Media”, presented by Mr. Waleed Aly, Australian broadcaster, academic, political commentator and author.

January 19th 2014

- Beginning of the 2nd semester of the academic year 2013/2014.

January 28th- 30th 2014

- JMI organizes a training workshop entitled “Reporting Human Rights Violations” as part of “Uncovering Human Rights Violations Through Media” project, sponsored by the Australian Agency for International Development AusAID and in cooperation with the Australian Embassy in Amman. This workshop is the first in a series of workshops to be held in 2014.

Mandela ..

A Legacy of Forgiveness and Struggle

Student: Saleh Al Daja

He chose facing detention with patience, and racism with reconciliation, and, therefore, he became a symbol of peace, struggle and the rejection of injustice.

Mandela earned the respect of his people and the entire world for fighting against oppression and committing to the principles of love and peace.

Instead of revenge, Mandela chose tolerance and support, and the result was granting freedom to his people, and building a modern and advanced state.

Despite spending 23 years in prison, Mandela did not lose determination to fight discrimination, and was able to keep love and peace alive in his heart. He emerged from his prison without bitterness or designs for vengeance, but rather reached out to his former jailers and extended a hand of friendship.

Although coexistence between enemies and overcoming hatred is not easy for Mandela, yet he did exactly that because the future of his country was the most important thing to him. He knew that taking revenge would never be a solution, as it would have created a dictatorship, headed by a tyrannical leader and an oppressive party, causing economic decline, severe poverty and corruption in all aspects of life.

