Celebrating the Golden Jubilee of Yarmouk University

Under the patronage of

Her Royal Highness
Princess Basma bint Talal

المرأة والإعلام:
شراكة لتحقيق التنمية المستدامة

WOMEN AND MEDIA:
A Partnership for Achieving Sustainable Development
WDMC 2026

DETAILED CONFERENCE PROGRAMME

Wednesday, 18 / 11 / 2026

Conference and Seminar Building
Yarmouk University, Irbid, Jordan

Organised by the Princess Basma Center for Jordanian Women's Studies

Wednesday, 18 / 11 / 2026

Programme at a Glance

All times are Jordan local time, using the 24-hour clock

Time	Programme item	Location
10:00 – 11:30	Registration, reception and conference materials	Building foyer
11:30 – 12:00	Official opening ceremony	Main Hall
12:00 – 12:30	Opening dialogue session	Main Hall
12:30 – 13:00	Coffee break and opening of exhibitions and accompanying activities	Building foyer
13:00 – 13:45	Keynote Session I: Effective Partnerships	Main Hall
13:45 – 15:00	Scientific Sessions 1, 2 and 3	Halls A, B and C
15:00 – 15:30	Lunch and networking	Dining area
15:30 – 16:15	Keynote Session II: Institutional and Practical Perspectives	Main Hall
16:15 – 17:30	Scientific Sessions 4, 5 and 6	Halls A, B and C
17:30 – 18:00	Recommendations, recognition and closing ceremony	Main Hall

Scientific sessions run in parallel. Please choose one hall in each block.

Main Hall

Official Opening Ceremony

11:30 – 12:00

01 **Arrival of Her Royal Highness, reception by the University President and senior welcoming officials, and a tour of the accompanying conference exhibitions**

02 **Royal Anthem and Opening**

Royal Anthem and recitation of verses from the Holy Qur'an.

03 **Address by the Center Director**

Dr. Batoul M. Al-Muhaissen, Director of the Princess Basma Center for Jordanian Women's Studies.

04 **Address by the University President and Conference Chair**

Prof. Malek Alsharairi, President of Yarmouk University.

05 **Address by the Conference Patron**

Her Royal Highness Princess Basma bint Talal.

06 **Recognition of sponsors and keynote speakers by Her Royal Highness**

Presentation of commemorative plaques to conference sponsors and keynote session speakers.

07 **Recognition of Her Royal Highness by the University President**

Presentation of a commemorative plaque to Her Royal Highness.

Master of Ceremonies: Ghada Saba, journalist and filmmaker

Main Hall

Opening Dialogue Session

12:00 – 12:30

Dr. Sandy Al-Habashneh

Senior News Anchor, AlMamlaka TV

Ms. Fatima Abu Abtah

Former Member of the Jordanian House of Representatives

Prof. Abeer Dababneh

Director of the Center for Women's Studies, The University of Jordan

Dr. Ayat Al-Azzam

Assistant Director of the Digital Department, Al Rai newspaper

Moderator: Dr. Tariq Al-Nasser

Assistant Director, Princess Basma Center for Jordanian Women's Studies, Yarmouk University

Keynote Session I

Effective Partnerships

Main Hall

Time	Speaker and affiliation
13:00 – 13:10	**Dr. Hadeel Al-Maaitah** Director, Center for Innovation and Creative Projects, The Hashemite University
13:10 – 13:20	**Ms. Noha Bawazir** UNESCO Representative to Jordan and Head of the Amman Office
13:20 – 13:30	**Dr. Manal Benkirane** Deputy Country Representative, UN Women Jordan
13:30 – 13:40	**Dua'a Alabdallat** Senior Program Officer, WUSC Jordan
13:40 – 13:45	Discussion

10 minutes per keynote speaker, followed by 5 minutes of discussion

Moderator: Dr. Mohammad F. Tamimi

Head of Studies and Research, Princess Basma Center; Hijjawi Faculty for Engineering Technology, Yarmouk University

Keynote Session II

Institutional and Practical Perspectives

Main Hall

Time	Speaker and affiliation
15:30 – 15:40	**Ms. Amal Abu Jeries** Programme Manager for Civil Society, Gender and Youth, Delegation of the European Union to Jordan
15:40 – 15:50	**Eng. Mazen Abu Qamar** Director General, Iksab Center for Sustainable Development
15:50 – 16:00	**Ms. Rania Abu Zeitoun** Classic Fashion
16:00 – 16:10	**Prof. Mohammad Al-Bataineh** Director, Refugees, Displaced Persons and Forced Migration Studies Center, Yarmouk University
16:10 – 16:15	Discussion

10 minutes per keynote speaker, followed by 5 minutes of discussion

Moderator: Dr. Marcelle Al-Jwaniat

Faculty of Mass Communication, Yarmouk University

34 scientific contributions across six sessions

Sessions and Halls

Three parallel sessions in each block

Session	Hall	Theme and time	Pages
1	A	**Development and Environmental Media and Sustainable Development** 13:45 – 15:00	8–9
2	B	**Artificial Intelligence, Women and Media Ethics** 13:45 – 15:00	10–11
3	C	**Women's Representation, Social Justice and Inclusion** 13:45 – 15:00	12
4	A	**Media Leadership, Empowerment and Digital Transformations** 16:15 – 17:30	13
5	B	**Education, Professional and Economic Empowerment** 16:15 – 17:30	14–15
6	C	**Women in Cultural, Religious and Human Rights Frameworks** 16:15 – 17:30	16

Each scientific contribution has 10 minutes, including presentation and discussion

Scientific Session 1

Development and Environmental Media and Sustainable Development

Hall A | Part 1 of 2 | **13:45 – 15:00**

Time	ID	Contribution title and authors
13:45 – 13:55	009	**The Water and Hygiene Crisis in Gaza: Assessing Humanitarian and Development Media Coverage of Palestinian Women's Suffering from the Perspective of Experts and Stakeholders** Dr. Hanan Kamel Ismail; Hala Nabil Amro
13:55 – 14:05	017	**The Role of Development Media in Advancing Women's Empowerment for Environmental Sustainability** Dr. Raneem Ziad Ahmad Jawabreh; Dr. Abdulrahman Abu Nuqta
14:05 – 14:15	020	**The Role of University Media in Raising Jordanian Women's Awareness of the Dimensions of Sustainable Development: The Case of Yarmouk University** Dr. Ahmad Mohammad Al-Nadi; Hiba Hassan Nour Al-Din Al-Shboul
14:15 – 14:25	021	**Women's Self-Representation in Digital Media Discourse on Climate and Its Relationship to Target 13.1 of Sustainable Development Goal 13: A Multimodal Discourse Analysis** Dr. Mai Abd Al-Ghani Yousef Mahmoud

Session continues on the following page

Session chair: Prof. Hanan Malkawi

Scientific Session 1

Development and Environmental Media and Sustainable Development

Hall A | Part 2 of 2 | **13:45 – 15:00**

Time	ID	Contribution title and authors
14:25 – 14:35	026	**The Educational Role of Female Teachers in Developing Students' Environmental Awareness and Promoting Responsible Behaviour** Dr. Raiqa Ali Al-Omari
14:35 – 14:45	030	**From Narratives of Victimhood to Narratives of Agency: Psychological Mediation in Solutions Journalism to Build Women's Environmental Agency – A Proposed Theoretical Framework** Dr. Iman Ismail Al-Mufleh - Ministry of Environment
14:45 – 15:00		Session recommendations and closing dialogue

Session chair: Prof. Hanan Malkawi

Scientific Session 2

Artificial Intelligence, Women and Media Ethics

Hall B | Part 1 of 2 | **13:45 – 15:00**

Time	ID	Contribution title and authors
13:45 – 13:55	008	**Gender Bias in Generative Artificial Intelligence Models and Its Impact on the Representation of Women in Arab Media Content** Prof. Khaled Mohammad Nahar; Ikdam Yousef Al-Elhami
13:55 – 14:05	015	**Targeting Palestinian and Arab Women with AI-Powered Online Disinformation** Dr. Shireen Ibrahim Al-Qawasmeh
14:05 – 14:15	019	**The Impact of Artificial Intelligence Algorithms on Reshaping Media Discourse Directed at Women: An Analytical Study of Digital Narrative Dimensions and Governing Ethics** Dr. Dana Khalil Bashir Al-Shloul

Session continues on the following page

Session chair: Dr. Abdullah Al-Khader

Scientific Session 2

Artificial Intelligence, Women and Media Ethics

Hall B | Part 2 of 2 | **13:45 – 15:00**

Time	ID	Contribution title and authors
14:15 – 14:25	022	**AI-Generated Deepfakes, Women and Media Credibility: Mental Health Implications and a Protection Framework for Jordan: A Perspective** Dr. Zainab Fathi Al-Bikawi; Dr. Mohammad Abuadas
14:25 – 14:35	023	**AI-Generated Female Personas in Arab Media: Psychological Considerations and a Proposed Framework for Meaningful Representation: A Perspective** Dr. Zainab Fathi Al-Bikawi; Dr. Mohammad Abuadas
14:35 – 14:45	Invited	**Shifting the Burden: Why Media and Information Literacy Is the First Line of Defense for Women in the AI Era** Dr. Ikhlas Aal Khawaldh
14:45 – 15:00		Session recommendations and closing dialogue

Session chair: Dr. Abdullah Al-Khader

Scientific Session 3

Women's Representation, Social Justice and Inclusion

Hall C **13:45 – 15:00**

Time	ID	Contribution title and authors
13:45 – 13:55	003	**The Role of Digital Media in Empowering Women and Girls with Disabilities: A Cross-Cultural Study in the Arab World** Dr. Suhail Mahmoud Al-Zoubi; Dr. Badriya Khalfan Al-Hadabiyah; Dunya Al-Zoubi
13:55 – 14:05	004	**The Role of the Media in Combating Violence against Women: A Field Study** Dr. Maryam Ahmad Za'al Abu Zaid; Zeina Mousa Abd Al-Karam Al-Nuaimat
14:05 – 14:15	016	**Transformations in the Representation of Women in the Media and on Digital Platforms: Psychological and Educational Dimensions of Representing Social Diversity and Advancing Justice and Participation** Dr. Wahiba Nashwan; Dr. Basant Al-Sayed Najm
14:15 – 14:25	018	**The Representation of Women and Institutional Effectiveness in Official Digital Media Discourse: An Analytical Study of the Palestine Technical University–Kadoorie Website** Dr. Rawhiya Awad; Dr. Ahmad Mohammad Al-Nadi
14:25 – 14:35	028	**The Role of Digital Media Discourse in Shaping Perceptions of Women in Faculties of Sharia: The Case of Yarmouk University** Majd Ihsan Mohammad Al-Hamouri
14:35 – 14:45	025	**A Proposed Framework for Strengthening the Role of Women Leaders in Educational Institutions in Light of Sustainable Leadership** Dr. Hiba Tawfiq Abu Ayadeh
14:45 – 14:55	Added	**The Monopoly of Possibility: Who Holds the Power to Shape the Future? Women, New Media and Knowledge Justice in Shaping Sustainable Development Alternatives** Dr. Reem Jamal Obeidat
14:55 – 15:00		Session recommendations and closing dialogue

Session chair: Dr. Reem Jamal Obeidat

Scientific Session 4

Media Leadership, Empowerment and Digital Transformations

Hall A **16:15 – 17:30**

Time	ID	Contribution title and authors
16:15 – 16:25	001	**Using Digital Trends to Enhance Women's Participation in Promoting Social Peace** Dr. Marcelle Issa Boulos Al-Jwaniat; Dr. Mohammad Ibrahim Habis
16:25 – 16:35	005	**Empowering Jordanian Women to Contribute to Leadership and Its Impact on Contemporary Digital Discourse** Prof. Haifa Fayyad Fawares; Dr. Fayza Al-Sukkar
16:35 – 16:45	007	**Empowering Women in Media Organisations** Manar Ali Hamed Bani Saleh (Student)
16:45 – 16:55	029	**The Role of Digital Transformations and Their Impact on Women's Opportunities in Media Leadership: Perspectives of Students at Jordanian Public Universities** Dr. Atheer Husni Al-Kouri; Prof. Khalifa Mustafa Abu Ashour; Dr. Ali Kazim Al-Sindi
16:55 – 17:05	031	**Media Coverage of the Gap between Academic Preparation and Labour Market Requirements for Jordanian Women** Prof. Awni Mueen Shaheen; Dr. Khalida Suleiman Al-Assaf
17:05 – 17:30		Session recommendations and closing dialogue

Session chair: Dr. Lina Al-Hamoud

Scientific Session 5

Education, Professional and Economic Empowerment

Hall B | Part 1 of 2 | **16:15 – 17:30**

Time	ID	Contribution title and authors
16:15 – 16:25	010	**The Multitrack Female Mind: From Diverse Interests to Creating Ideas and Development Solutions** Batoul Adnan Omar Al-Malkawi
16:25 – 16:35	012	**Her Voice, Our City: Empowering Women Educators and Future Female Media Leaders Through Smart Citizenship, Sustainability, and Responsible AI Education** Sawsan Jouda Rabie
16:35 – 16:45	014	**Perceptions of Educational Leaders in Jerash Governorate Regarding the Role of Digital Education and Training in Enhancing Jordanian Women's Professional Empowerment and Readiness for Future Careers** Dr. Najat Salim Mahmoud Mahasis

Session continues on the following page

Session chair: Prof. Mona Al-Mola

Scientific Session 5

Education, Professional and Economic Empowerment

Hall B | Part 2 of 2 | **16:15 – 17:30**

Time	ID	Contribution title and authors
16:45 – 16:55	027	**Arab Women's Economic Empowerment amid Digital Transformation: Opportunities and Challenges** Dr. Sondos Ali Mousa Momani; Prof. Maysa Munir Melhem
16:55 – 17:05	033	**Empowering Women in Media Organisations: Education, Leadership and Future Careers** Shorouq Mazen Bani Irshaid
17:05 – 17:30		Session recommendations and closing dialogue

Session chair: Prof. Mona Al-Mola

Scientific Session 6

Women in Cultural, Religious and Human Rights Frameworks

Hall C **16:15 – 17:30**

Time	ID	Contribution title and authors
16:15 – 16:25	006	**Educational Themes in Omani Women's Jurisprudential Heritage and Their Role in Strengthening Social Responsibility: The Case of Sheikha Aisha Al-Riyamiyya** Dr. Afaf Jaawani; Researcher Jawaher Al-Buraidi
16:25 – 16:35	011	**Palestinian Women: A Case Study of the Murabitat Movement at Al-Aqsa Mosque; Towards a Decolonial Gender Approach** Dr. Maysoun Taha Mohammad Al-Raj'i
16:35 – 16:45	013	**Women's Empowerment in Contemporary Media Discourse: Guidelines and Standards from an Islamic Perspective** Najah M. Azzam
16:45 – 16:55	024	**Women's Economic Empowerment in Light of the Right of al-Kadd wa-al-Si'ayah and Its Impact on Achieving Sustainable Development** Dr. Basma Ali Ahmad Rababah; Dr. Hind Mohammad Mansour Al-Hadid
16:55 – 17:05	032	**Misconceptions about Women in Arab Heritage and Folk Proverbs** Prof. Khaled Ahmad Abd Al-Sater
17:05 – 17:30		Session recommendations and closing dialogue

Session chair: Prof. Anjad Mahasneh

Conference and Seminar Building foyer

Accompanying Exhibitions and Activities

Opening of exhibitions and activities 12:30 – 13:00

01 Souq JOHUD Al-Rifi

02 Jordanian Heritage Exhibition

03 Jadila Heritage Society

04 Art exhibition on Jordanian women, their roles and contributions

Coffee, networking and the opening of the accompanying exhibition stands

Princess Basma Center for Jordanian Women's Studies

Accompanying Workshops

Contact the organising committee for workshop times and registration

Digital Rights Awareness

Wa'i Center for Human Rights Training and Al-Hayat Center–RASED

Lawyer Razan Suleiman Hassan Gharaibeh
Lawyer Talal Odeh Shehadeh Eleamat

Digital violence, online safety, reporting and protection mechanisms, and youth priorities in the National Human Rights Plan.

Duration: 90 minutes Language: Arabic Audience: university students

Leadership and Community Initiative Development

Tahfeez Society for Leadership and Development

Training in leadership skills and the development of community initiatives.

Workshop in Cooperation with JOHUD

Jordanian Hashemite Fund for Human Development

Workshop and registration details will be announced by the organising committee.

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European Union Delegation to Jordan

Tahfeez Society for Leadership and Development

Wa'i Center for Human Rights Training

Al-Hayat Center–RASED

Al-Mamar Global Library

All Jordan Youth Commission

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Dr. Ikhlas Aal Khawaldh: invited intervention, Session 2, Hall B
Dr. Reem Jamal Obeidat: added contribution, Session 3, Hall C

Organisation and Enquiries

Conference Chair

Prof. Malek Alsharairi

President of Yarmouk University

Center Director

Dr. Batoul M. Al-Muhaissen

Princess Basma Center for Jordanian Women's Studies

General Coordinator

Dr. Mohammad F. Tamimi

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Media Coordination

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