



## Class of 2024 Shines at AUE Commencement Ceremony

### In this issue



02

**Artificial Intelligence in Public Relations: Navigating Opportunities and Challenges in a Transformative Era**



11

**Global Media Congress**



08

**Memorable National Day Celebration at the American University in the Emirates**



14

**Unscripted Podcast Club – Inspiring Excellence**

# Artificial Intelligence in Public Relations: Navigating Opportunities and Challenges in a Transformative Era

By: Mohammad Akram Aljarouf

Artificial intelligence has revolutionized public relations, introducing PR professionals to an unprecedented era of innovation and transformation in how they approach their work. As these lines between human and machine content continue to blur, PR professionals will have to reach a very critical juncture when it comes to balancing new practices with technological advancement. The PR industry, built on relationships, storytelling, and creativity, is going through major changes thanks to artificial intelligence. From AI-enabled chatbots to analytics enabled campaigns, a whole new dimension of truly transformative tools is now available to PR professionals to engage with and reach out to their target audience like never before. Yet, with greater potential comes great responsibility. But how can PR professionals find the right balance between using modern tools and staying true to the core values of trust, transparency, and ethical responsibility?

The Sixth Media Forum at the American University in the Emirates focused on how artificial intelligence will shape the future of public relations and brought together top academics, industry experts, and experienced professionals to share their ideas. With the heading “Applications of Artificial Intelligence in Public Relations: Opportunities and Challenges,” a forum was organized in which eminent experts in the relevant field came together to discuss what place artificial intelligence would hold within the field of public relations and how it would shape its future. The forum’s sessions explored how artificial intelligence can improve public relations while also addressing the ethical concerns that come with using such advanced technologies.

## A New Domain for Public Relations

The opening speaker began the proceedings by emphasizing the central role of education in shaping the future of the profession: “AI is changing the way we interact with the public, create stories, and build trust,”



she said. “An academic institution has the responsibility to prepare students for these changes while helping them understand the role of ethics, human creativity, and responsibility in deploying these technologies. Her remark set the beat for the rest of the discussion. es, the rise of artificial intelligence is bound to change how Public Relations is practiced over the coming years, from automating the most tedious parts of media monitoring to creating large volumes of content; AI is transforming the way PR is conducted. This technology, while making tasks easier and more efficient, should never replace the human component, which is a crucial factor in PR practice that many of the panelists seemed hesitant to confront.

In his speech, Professor Mohammed Kirat, Dean of the College of Media and Mass Communication at AUE, stated, “Artificial Intelligence is revolutionary, yet it mustn’t become so dominant that it forgets its most fundamental need for people through story. Public Relations is irrevocably about relationship-building and telling stories that connect, whereas AI, although able to support on many levels, will never replace the subtlety of human contact or the emotional intelligence necessary to earn the trust of an audience,” said Professor Kirat. While AI is effective at processing information quickly,

producing reports, and even assisting with drafting personal communications, it is the human touch that ensures those outputs align with key values and achieve positive outcomes. The question that Professor Kirat seems to be asking is how AI can support and enhance the work of PR practitioners, not diminish it.

## PR and AI: A Matter of Speed and Personalization

Perhaps the most talked-about uses of AI in PR relate to the streamlining of processes. Public relations has traditionally been one of the fastest-moving professions, with great demand to satisfy clients’ needs for media exposure, together with the need for rapid and timely responses to situations. Much of this could, therefore, be automated through AI-equipped tools, freeing up PR professionals for strategic thinking, creativity, and complex decision-making.

For instance, AI-powered media monitoring tools can currently scan through thousands of news articles, social media posts, and online discussions to identify trends, public sentiment, and meaningful conversations. Continuing the discussion, Professor AbdulMalek AIDanani from Liwa College, a panelist in the forum, added that AI would completely change how PR professionals monitor media coverage. He explained, “Artificial Intelligence is able to collect information from hundreds of sites in a previously unimaginable time; it signals key references and tracks the latest news. This will enable PR teams to react instantly to breaking news or shifts in public opinion, keeping them ahead of the curve.” Artificial



intelligence is an increasingly powerful tool in designing even more finely targeted public relations campaigns. Gone are the days when a generalized press release might be distributed en masse, hoping some readers would use the provided information. With AI, PR teams can segment their audiences into finer slices and create messages that speak directly to their varied interests, behaviors, and preferences.

The first to take the floor, media expert Dr. Mohammed Firas Al-Naeb, gave a clear and emphatic presentation, signaling that organized data from online user behavior, including preferences, sharing habits, and commentary which allows artificial intelligence to carve out highly targeted messages. He said, “AI can segment audiences into clusters and predict the kinds of messages they might like.” He further noted, “This opens up new opportunities





for PR campaigns, where messages can be crafted to make interactions highly personal and relevant.”

A good example is how, through artificial intelligence, emails, social media ads, and publications are personalized based on audience interactions with each touchpoint. This allows PR teams to continuously refine strategies based on real-time feedback, ensuring maximum audience engagement and activity.

Notably, the role of AI in sentiment analytics is equally transformative. Until recently, sentiment analysis was a burdensome task, requiring tedious manual processing of media coverage, questionnaires, and interviews. Now, AI can evaluate public opinion in real time across



different contexts, upgrading social media engagement analysis and sentiment tracking. In this way, PR teams are empowered to amend their communications plans quickly in response to both negative and positive feedback.

While some participants were eager to hear about the potential of AI, others expressed concerns. Amir Abdullah, a PR student at AUE, shared, “Hearing experts talk about how AI is applied in the real world showed me how powerful it can be. I can’t wait to explore more AI tools like chatbots and data analytics in my future projects.” However, not everyone shared this optimism. Another participant, Haatem Al-Kindy, insightfully remarked, “While AI simplifies our work, it may take away our creativity. At the very core of public relations is the art of storytelling, which I feel will be lost with all this humanity being taken out of the equation.”

### Artificial Intelligence in Government Communication

A key role of AI discussed at the forum was its application in government communication, particularly in areas experiencing rapid change or increased scrutiny. AI can make these activities more transparent, responsive, and participatory.

According to Amal Anbar Bashir Bilal, Director of Institutional Excellence and Strategy at the Sharjah Government Media Office, “Governments across the world are taking artificial intelligence up a notch in enhancing basic communications in the public sector through tremendous improvements. After all, governments are adopting AI not only to simplify their inner workings but

also to get closer to their citizens. The technology makes government services faster and more accessible, whether through chatbots handling queries or automated systems processing public requests.”

One notable example is the UAE government’s utilization of AI chatbots to manage systems regulating visa applications and addressing public complaints, ensuring prompt communication with citizens. AI also plays a significant role in measuring public sentiment and opinion on social issues, helping policymakers understand voter concerns. Bilal concluded, “Through artificial intelligence, governments can actively communicate and stay in tune with the needs of real people.”

However, Bilal emphasized that transparency must remain paramount in government communication. She explained, “AI is helping governments be faster while also being more transparent in their communications with the public.”

### Ethical Dilemmas: The Pros and Cons of Artificial Intelligence

Despite its benefits, the increasing involvement of AI in public relations raises significant ethical concerns. The effectiveness of AI systems is only as good as the quality of the data used to train them, leading to debates about potential biases in AI algorithms. These biases can manifest in PR, from skewed sentiment analysis tools targeting specific demographics to automated content unintentionally reinforcing stereotypes.

For example, the use of deepfakes in media and communication is a troubling development. These highly realistic but fabricated videos can influence public opinion, spread disinformation, and damage reputations. Professor AbdulMalek AIDanani noted, “Even as artificial intelligence provides PR professionals with enormous benefits, it also opens up risks in spreading disinformation. AI’s capacity to create deceptive stories or influence public opinion is a significant challenge. PR professionals must use AI techniques responsibly and ensure they do not cross ethical boundaries.”

Privacy concerns also loom large. With AI technologies’ enhanced ability to gather information about individuals across platforms, data security has become a growing

issue. Dr. Mohammed Firas Al-Naeb explained, “In public relations, practitioners often deal with sensitive information, such as consumer behavior, media usage, and public opinion, which requires responsible and credible management.”

### PR in the Future: Where Machine Meets Man

As the forum concluded, a growing realization emerged: two parallel perspectives exist: one of optimism and one of caution. Developments in AI have brought significant changes to PR, making it more effective, personalized, and data-driven. Yet, the discussions highlighted an essential truth: AI cannot replace the humanity that forms the backbone of public relations. At its core, PR is about relationships, storytelling, and trust which are elements that technology is designed to support, not replace.

As one participant, Hasan Al-Janabi, summarized, “AI is like any tool, it is only as good as the person using it. The forum has really helped me see how I can use AI’s power alongside my creative skills to improve campaign results.”

The trajectory of public relations lies in combining new technologies with the essential human elements of creativity, empathy, and ethical responsibility. As Professor Kirat aptly concluded, “AI is here not to replace us but to help us do a better job.”

While artificial intelligence offers endless possibilities, it is people with their imagination and judgment who will ultimately define the future of public relations.





# Class of 2024 Shines at AUE Commencement Ceremony

By: Fadia Kassem

The American University in the Emirates (AUE) proudly celebrated the commencement ceremony for the academic year 2023–2024. The event was held under the esteemed patronage and presence of His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of Tolerance and Coexistence. The event was further honored by the presence of University Patron H.E. Muhammad Bin Bduwah Al Darmaki and Professor Muthanna Abdul Razzaq, President of the University. Their attendance highlighted the significance of the occasion and the university's dedication to fostering excellence in education.



The graduation ceremony was inaugurated with the UAE national anthem, reflecting the pride and unity of the nation. Dr. Amin Al Amiri, a member of the Board of Trustees, then delivered a heartfelt speech, praising the graduates for their determination and hard work. Dr. Al Amiri also emphasized the importance of education in driving societal progress and enhancing innovation.

The ceremony also featured a speech by Sheikha Mahra Al Maktoum, a graduate student, who expressed her gratitude to the faculty members for their tremendous efforts and support throughout the students' academic journey. Lastly, certificates were presented to the graduates by His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, H.E. Muhammad Bin Bduwah Al Darmaki and Professor Muthanna Abdul Razzaq, marking their achievements and celebrating the successful completion of their academic journey.

With seven distinguished colleges—Business Administration (COBA), Engineering and Technology (CET), Design (CDES), Education (CEDU), Law (CLAW), Media and Mass Communication (CMMC), and Security and Global Studies (CSGS)—and a wide array of undergraduate and graduate programs, including specializations unique to the region, AUE has established a strong foundation to empower graduates to achieve their future aspirations.

Scan the QR code to watch a video of the graduation ceremony





## Memorable National Day Celebration at the American University in the Emirates

By: Al Sadof Jabbar

Eid Al Etihad, the National Day of the United Arab Emirates, is officially celebrated on December 2 each year. It is one of the most significant celebrations in the country. On November 28, 2024, the American University in the Emirates commemorated the 53rd Eid Al Etihad with a vibrant celebration open to all students and guests, offering a joyful and memorable experience for everyone who attended. The event took place in the university's outdoor area and began at 4 p.m. National Day

themed decorations adorned the entire campus, creating an atmosphere filled with unity and pride. The ceremony commenced with the UAE national anthem, followed by an inspiring introductory speech.

The event featured a variety of traditional activities, including Al Yola, an energetic performance involving the rhythmic spinning of rifles in the air. Another traditional performance was Al Razfa, a captivating dance performed with sticks or swords as props.

These performances captivated the guests, who expressed both interest and joy throughout the celebration.

Walking around the event, the attendees explored various booths. The content of the booths ranged from an array of traditional pieces and things to view, to coffee and desserts, to a student brand abaya pop-up. The traditional booths displayed traditional clothing, décor, flag themed items. In addition, Emirati food and costumes were showcased, offering attendees a nostalgic experience.

"This old supermarket booth took me back to my childhood, carrying a lot of memories. It is amazing to see that we all share the same memories", said Khalid, a student at AUE.

Alongside the booth was a talented artist drawing the new



"Zayed and Rashid" campaign logo, honoring the founding fathers of the UAE. Close by, a student promoted their very own abaya brand in one of the booths, displaying various abayas and offering those who are interested a complimentary polaroid picture as a keepsake. Finally, hunting for a sweet treat, people were lining up to get some coffee and ice cream that were served at the popular IKR. booth.

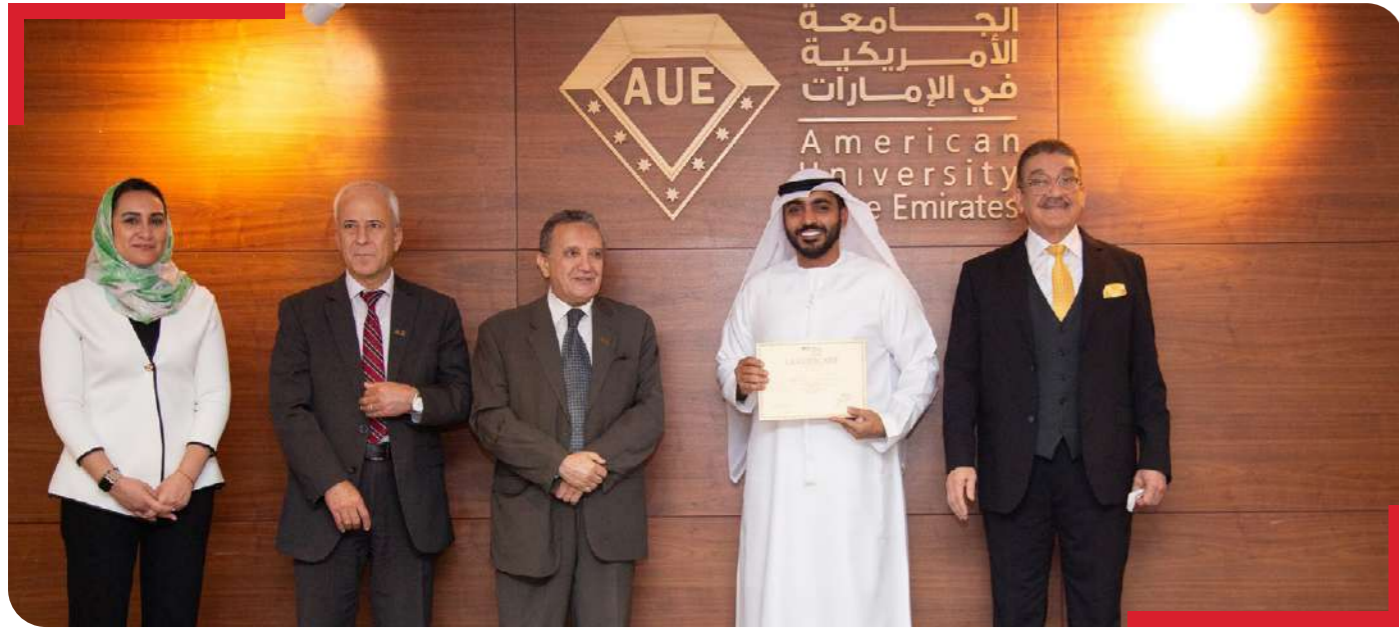
As time passed by and the attendees had enough time to walk around and enjoy the event, UAE

themed trivia was hosted on stage to keep the fun going. To make the game more interesting, prizes were handed out to those who answered the questions correctly. The crowd was very competitive and entertained throughout the game, with the winners enjoying their prizes. After the games, a live

music performance consisting of an artist playing a traditional instrument called Al Oud started. This final part of the event set a very relaxing and chill easygoing atmosphere towards the end of the night, concluding a very lively and educational national day celebration.

Scan QR code to watch a video of the national day celebrations





## STUDENTS' AWARDS

By : Amna Ahmad

In a joyous atmosphere, the American University in the Emirates held a ceremony to honor outstanding students of 2024. Students with averages exceeding 90 percent were recognized for their exceptional academic achievement during the event.

The ceremony was held at the university's auditorium, attended by University President Professor Muthanna Abdul Razzaq, a group of professors, students, and family members. The event began with a welcoming speech by the university president, Professor Muthanna Abdul Razzaq, who expressed his gratitude to the outstanding students for their academic excellence. He acknowledged their tremendous efforts and highlighted the opportunities for success

and achievement provided by the university, noting that the students rose to the challenge. Professor Abdul Razzaq also emphasized the importance of continuing the journey of scientific research to enable students to attain impactful academic standing in the real world, which can only be achieved through dedication, perseverance, and hard work. Honor student Amna Ahmed from the College of Media and Mass Communication, delivered a heartfelt speech expressing gratitude to the university for the facilities it provides and the distinguished faculty members. She emphasized that excellence is not an individual achievement but the result of a collaborative effort between the students and the university.



## GLOBAL MEDIA CONGRESS

By: Shahd Fahd

As a third-year student at AUE in the College of Media and Mass Communication (CMMC), attending the Global Media Congress 2024 was an exhilarating and educational experience. I was part of a group of students accompanied by our professors, and the event offered a unique opportunity to explore the ever-evolving world of media and technology through the lens of innovation and networking.

The Global Media Congress, held in Abu Dhabi, focused on the theme "Shaping the Future of Media," highlighting the vital role of technology in the media landscape. The event was a melting pot of ideas, showcasing cutting-edge innovations and providing a platform for discussions on the challenges and opportunities that lie ahead for the media industry.

The highlight of my visit was attending the keynote speeches. One particularly impactful talk was delivered by a renowned media strategist who spoke about the convergence of artificial intelligence and media. As a CMMC student, I was intrigued by the role AI plays in enhancing media production and distribution. The speaker emphasized how AI is used to analyze audience behavior, optimize content delivery, and even create personalized media experiences. This insight bridged my academic focus with real-world applications, giving me a fresh perspective on how media innovation is driven by technological advancements.

Another enlightening session focused on the rise of immersive technologies, such as virtual reality (VR) and augmented reality (AR), in storytelling. The presenters demonstrated how these technologies are transforming audience engagement, creating more dynamic and interactive media experiences. The session sparked discussions among my peers about the technical and ethical challenges of using these platforms in media production, a topic we hope to explore further in our coursework.

The congress also featured an expansive exhibition area where leading media companies and tech innovators showcased their latest advancements. One standout booth belonged to a startup that developed a blockchain-based solution for authenticating news content. Speaking with their representatives was insightful, as they explained how blockchain could combat misinformation and ensure transparency in journalism. This conversation not only expanded my knowledge but also inspired me to consider how blockchain could be integrated into communication and media practices to enhance trust and credibility.

Beyond the exhibition, interacting with industry professionals was another invaluable aspect of the congress. My professors encouraged us to ask questions and network



actively, which led to meaningful conversations about internships and career pathways. One professional shared their journey from being a media student to becoming a strategist at a leading digital platform. Their story reinforced the importance of staying curious and adaptable in an ever-changing field.

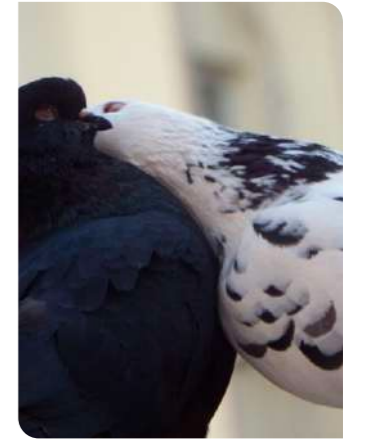
The experience at the Global Media Congress 2024 went beyond learning about media trends. It emphasized the interdisciplinary nature of modern challenges, where fields like artificial intelligence, blockchain, and immersive technologies intersect with media. As a student, it was a reminder that our education is not confined to textbooks and lectures but extends to real-world interactions and experiences.

Furthermore, the congress highlighted the importance of ethical considerations in media innovation. One panel discussion delved into the responsibilities of content creators and media professionals in ensuring inclusivity, accuracy, and authenticity. This resonated with my studies in communication and media, where we frequently examine the societal impact of media messages and the importance of ethical decision-making.

In conclusion, attending the Global Media Congress 2024 was a transformative experience. It deepened my understanding of the media's future and its reliance on technology while broadening my horizons as a CMMC student. I am deeply grateful to our professors for their guidance and for the opportunity to engage with a global community of innovators. This experience has motivated me to pursue my studies with renewed enthusiasm and to seek ways to contribute meaningfully to the convergence of technology and media. The knowledge and inspiration gained from this event will undoubtedly shape my approach to future academic and professional endeavors.

# PHOTOJOURNALISM

These photographs are unique works captured by students of the Photojournalism class, showcasing their creativity and technical skills. The class, taught by Dr. Hussein Khalifa, emphasizes the art of storytelling through the lens.



# Unscripted Podcast Club – Inspiring Excellence

By: Hasan Al-Janabi



The Unscripted Podcast Club was created to encourage students to think outside the box and explore new opportunities for growth and creativity. Through this initiative, the goal is to provide a platform where talented and exceptional students can share their stories, experiences, and achievements. At the same time, successful individuals from outside the university are invited to inspire and motivate students.

As the founder, the vision and mission are to highlight excellence within the student community and connect it with broader sources of inspiration. The club currently has a team of seven dedicated members who work hard to ensure the success of each episode. The student members of the podcast club include Hassan Al Janabi, the visionary founder and president, Shahad Fahad, the enthusiastic vice president, Shamma Fahad, the charismatic host, Omar Hajjawi, the skilled videographer and editor, Layan, a talented videographer, and Jana Amr, who captures the magic behind the scenes. The team is supported by faculty members, including Dr. Elizabeth Matar, the Department Chair of CMMC, Yasmeen Seam, the talented studio manager, and Nour Matar, the dedicated student coordinator.

The first podcast will feature two remarkable guests: Ali, the Student Council President, will share valuable insights on leadership and success. Additionally, Rashed, a student who is a well-known entrepreneur and owner of multiple restaurants, will inspire students with his entrepreneurial journey and wisdom. This exciting episode promises to be a source of inspiration and learning for all.

Looking ahead, I have an ambitious 2025 plan for the club, which aims to expand its reach and impact. Although the details are still being finalized, the goal remains to create engaging content that motivates and benefits all students.

All students with an interest in media, storytelling, and creative dialogue are invited to join the Unscripted Podcast Club. Together, members can learn, grow, and inspire one another. Special thanks go to the supporting faculty for their encouragement and guidance in bringing this vision to life.

## CMMC NEWSLETTER

**Published by**  
The College of Media and  
Mass Communication



**Editor-in-Chief**  
Dr. Fatima Barakji

**Editorial Committee**  
Dr. Hussein Khalifa  
Dr. Mahmoud Mahany  
Dr. Mario Rodrigues  
Ms. Sara Hamada

**Student Photography and  
Videography**  
Abdullah Mohammad  
Ms. Yasmeen Sayyam

**Student Editorial Committee**  
Abdulrahim Abdullatif  
Haatem Al Kindy  
Ali Mohammed Ghuloom  
Shahd Fahad  
Fadia ElKassem  
Mohammad Akram Al Jarouf

**Student Graphic Design**  
Mohammad Akram Al Jarouf

**Coordination**  
Ms. Nour Hussein

**For correspondence:**  
Fatima.barakji@aue.ae