

American University in the Emirates

College of Media & Mass Communication

Annual Newsletter — Academic Year 2025–2026

A year of transformation, accreditation, and academic distinction.

This edition of the Department Newsletter documents the significant milestones achieved throughout the 2024–2025 academic year — from the historic re-branding of our programs and the successful CAA re-accreditation, to the launch of our first Master's cohort and the completion of our Ph.D. program design. These achievements reflect the dedication of our faculty, staff, and students.



BMMC
RENAMED TO BASMC

CAA
BPR REACCREDITATION

Ph.D.
PROGRAM COMPLETED

Faculty · Dean's Message · Program Updates · Master's Program · Workshops · Research · Creative Work

AY 2025–2026

College of Media & Mass Communication

Academic Staff

Our Faculty Members

The dedicated scholars and practitioners who lead our academic programs.

The Department of Media and Mass Communication is home to a distinguished faculty whose expertise spans strategic communication, public relations, media studies, digital journalism, and applied research. Each member brings a unique blend of academic rigor and professional experience to our programs.



Prof. Sameh Ghwanmeh

Professor / Acting Dean



Dr. Khaled Al-Kassimi

Associate Professor / Department Chair
of the Bachelor of Arts in Strategic
Media and Communication



Dr. Mona Abdelrahman

Assistant Professor / Department Chair
of Bachelors of Public Relations



Dr. Bashar Mutahar

Associate Professor / Acting Program
Director - MSCPR



Mohamed Chettah

Associate Professor



Dr. Elizabeth Matar

Assistant Professor



Dr. Federico Triolo

Assistant Professor



Dr. Sahar Ali

Assistant Professor



Dr. Martin Gansinger

Assistant Professor



Ms. Ibtesam Alnahdi

Assistant Professor



Dr. Mohamad Firas Naeb

Assistant Professor

A Message from the Dean

Reflections on a Year of Milestones

Dear AUE Community, Esteemed Colleagues, Students, and Partners,

The College of Media and Mass Communication (CMMC) continues to strengthen its position as a leading center for media education, research, and industry engagement through measurable academic achievements, quality assurance milestones, and strategic program development.

A significant achievement this year has been the launch of the Bachelor of Arts in Strategic Media and Communication (BA-SMC), a comprehensive transformation of our undergraduate offering. The program has been redesigned to align with emerging industry requirements, digital transformation trends, and national workforce priorities. Through its concentrations in Digital Media Production and Public Relations, and Digital Marketing and Brand Communication, the program aims to equip graduates with advanced creative, analytical, and strategic competencies required by contemporary communication industries.

Demonstrating its commitment to international standards and academic excellence, the College achieved accreditation from the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) in 2025, a distinguished milestone that places the programs among a select group of internationally recognized communication programs. Building on this achievement, the Bachelor of Public Relations program has also successfully secured accreditation from the Commission for Academic Accreditation (CAA), reaffirming its compliance with national quality standards and regulatory requirements. Together, these accreditations reflect the College's dedication to continuous improvement, global best practices, student success, and the preparation of highly competitive graduates equipped to excel in regional and international communication industries.



At the postgraduate level, we proudly welcomed the inaugural cohort of students into the Master of Arts in Strategic Communication and Public Relations (MA-SCPR). The College aims to steadily increase postgraduate enrollment while strengthening partnerships with industry and government organizations to enhance professional development, applied research, and executive education opportunities.

Looking ahead, the planned launch of the PhD in Digital Media and Political Communication will further expand the College's academic portfolio and research capacity. The program is designed to contribute to knowledge creation, policy discourse, and scholarly excellence through advanced research addressing contemporary media, communication, and digital transformation challenges.

Research excellence remains a strategic priority for CMMC. The College is committed to increasing high-quality publications in internationally indexed journals, expanding interdisciplinary and international research collaborations, and enhancing faculty and student participation in research projects that address regional and global communication challenges. Over the coming years, the College will continue to focus on achieving measurable outcomes, including:

- Sustaining national and international accreditation standards across all academic programs.
- Increasing student enrollment and retention across undergraduate and postgraduate programs.
- Enhancing graduate employability and industry readiness through experiential learning and professional certifications.
- Expanding strategic partnerships with media organizations, government entities, and industry leaders.
- Increasing research productivity, scholarly impact, and external collaboration
- Strengthening community engagement and the College's contribution to the UAE's knowledge economy and digital transformation agenda.

These accomplishments and strategic priorities reaffirm CMMC's commitment to delivering high-quality education, impactful research, and meaningful industry engagement while preparing graduates to lead, innovate, and contribute to the advancement of media and communication sectors in the UAE and beyond.

Prof. Sameh Ghanem

Dean, College of Media & mass Communication

Institutional Milestones AY 2025–2026

Program changes, accreditation achievements, and development initiatives.

The 2025–2026 academic year brought a series of consequential structural and academic developments. Each milestone reflects months of deliberation, faculty collaboration, and institutional commitment to maintaining and elevating our academic standards.

O1 BMMC Became BASMC

Advancing Strategic Media Education by Introducing a New B.A Program

The College of Media and Mass Communication (CMMC) at the American University in the Emirates continues to refine its academic offerings to reflect the evolving demands of the media and communication industries. Building on the Bachelor of Arts in Media and Mass Communication (BAMMC), last accredited in July 2023, the College has introduced a substantive revision that repositions the program as the Bachelor of Arts in Strategic Media and Communication (BASMC).

This update follows a comprehensive review process grounded in student feedback, industry consultation, and international benchmarking. The result is a program designed to strengthen alignment with contemporary digital media practices while supporting the University's outcome-based education framework and global accreditation standards.

A key feature of the revision is the restructuring of concentrations to reflect convergence in media professions. The former Public Relations and Radio & Television tracks are now combined into a single Digital Media Production and Public Relations (DMPPR) concentration, integrating content creation with strategic communication. Similarly, Integrated Marketing Communication has been redefined as Digital Marketing and Brand Communication (DMBC), emphasizing data-driven strategy, digital platforms, and brand development.

The revised curriculum introduces a unified core, expanded concentration coursework, and a flexible elective pool that allows students to engage with emerging areas such as AI, analytics, content creation, and global communication contexts. Program Learning Outcomes have also been streamlined to emphasize strategic thinking, multimedia production, research and analytics, ethical practice, and community engagement.

These changes enhance academic coherence, align with ACEJMC accreditation expectations, and support key institutional performance indicators related to employability, industry engagement, and research participation. Most importantly, they ensure that CMMC graduates are equipped with the hybrid skill set required to succeed in a rapidly transforming media landscape.

02 BPR Re-Accreditation by the Commission for Academic Accreditation (CAA)

Bachelor of Public Relations (Instruction Language in Arabic) (BPRA) program achieved a significant milestone during the 2025–2026 Academic Year with its successful re-accreditation by (CAA). This accomplishment reaffirms the program's commitment to excellence in teaching, learning, research, and professional practice, while ensuring full alignment with the highest standards of higher education in the UAE.

The re-accreditation reflects years of continuous development and innovation in curriculum design, student learning experiences, assessment practices, and industry engagement. The program has consistently focused on preparing graduates who are equipped with the strategic thinking, communication skills, ethical awareness, and practical competencies required to succeed in an increasingly dynamic and digital communication environment.

As one of the College's flagship programs, BPR continues to strengthen its position through industry partnerships, experiential learning opportunities, and a strong emphasis on professional readiness. The successful re-accreditation serves as a testament to the collective efforts of faculty, students, alumni, industry partners, and university leadership in maintaining a culture of quality and continuous improvement.

The College of Mass Communication remains dedicated to advancing the Public Relations program and empowering future communication professionals to contribute effectively to organizations, communities, and society at both local and global levels.

03 Ph.D. Program Design Completed — Pending Institutional Approval

Advancing Strategic Media Education at CMMC by Introducing a New Ph.D. Program

In parallel with the transformation of its undergraduate offerings, the College of Media and Mass Communication (CMMC) is introducing a major milestone in its academic portfolio: the Doctor of Philosophy (PhD) in Digital Media and Political Communication, scheduled for launch in Fall 2026–2027.

The program represents the College's first dedicated doctoral offering in media and communication, reflecting a strategic expansion aligned with both institutional priorities and national development agendas. Designed as a research-intensive program, the PhD aims to prepare scholars capable of advancing knowledge in digitally mediated communication, public discourse, governance, and media policy across regional and global contexts.

Structured over 66 credit hours, the program integrates advanced core coursework, elective specialization, and a substantial dissertation component focused on original scholarly contribution. The curriculum addresses contemporary challenges such as digital political communication, disinformation, platform governance, media ethics, and the growing role of emerging technologies, including artificial intelligence, in shaping communication environments.

The introduction of the PhD responds to the increasing demand for advanced research expertise in media and political communication, particularly within the UAE’s rapidly evolving digital and governance landscape. It also supports national priorities aimed at strengthening research capacity, advancing knowledge-based sectors, and preparing future academic and policy leaders.

Building on CMMC’s established strengths in teaching, research, and industry engagement, the program is supported by experienced faculty, modern research infrastructure, and partnerships with media and public sector institutions. These elements ensure that doctoral candidates engage with both theoretical inquiry and real-world communication challenges.

This development marks a significant step forward for the College, reinforcing its role not only in preparing industry-ready graduates at the undergraduate level, but also in shaping the next generation of researchers and thought leaders in digital media and communication.

04

Master's Program Status — Master in Strategic Communication and Public Relations

The Master’s Program in Strategic Communication and Public Relations has witnessed remarkable interest from students and professionals in the fields of communication and public relations since its launch this year. This strong response reflects the growing demand for specialized academic programs that align with labor market needs and the rapid developments shaping the communication sector. In this context, Professor Sameh Ghawanmeh, Vice President for Academic Affairs, emphasized that the high level of interest demonstrates both the significance of the program and students’ confidence in the modern academic content it offers. He noted that the program effectively combines theoretical foundations with practical applications while placing a strong emphasis on developing research and professional competencies in strategic communication.

Professor Ghawanmeh further highlighted the university’s commitment to continuously enhancing its graduate programs in line with local, regional, and international market demands. He explained that the Strategic Communication and Public Relations program was established in response to the increasing need for expertise in corporate communication, reputation management, and digital communication. Dr. Bashar Motaher, Program Director, stated that the growing enrollment during the program’s inaugural year reflects the success of its contemporary academic framework, which integrates theoretical knowledge with hands-on practice. He noted that the program was specifically designed to keep pace with the rapid transformations occurring within the communication and public relations industries while meeting organizations’ needs for highly qualified specialists capable of navigating complex communication environments. Dr. Motaher added that the program is dedicated to strengthening students’ research and practical skills through advanced coursework and specialized training activities that contribute to their academic and professional development.

The program features a modern curriculum that emphasizes the integration of academic knowledge and practical application, empowering students to make meaningful contributions across government institutions, private sector organizations, and non-profit entities.

The program administration reaffirmed its commitment to continuously developing the educational and research environment, as well as offering supportive training programs and activities that enhance students' academic and professional journeys and fulfill the program's mission of preparing highly qualified professionals in strategic communication and public relations.

Vice President for Academic Affairs Highlights the Importance of Statistical Analysis Training for Graduate Students

Professor Sameh Ghawanmeh, Vice President for Academic Affairs, emphasized the importance of strengthening statistical analysis skills among graduate students, noting that proficiency in advanced analytical software such as SPSS is a fundamental pillar in supporting research quality and enhancing the effectiveness of academic studies in communication and public relations.

His remarks came during a specialized training workshop organized by the Master's Program in Strategic Communication and Public Relations on the use of SPSS for statistical analysis. The workshop forms part of the program's ongoing efforts to develop students' research and academic capabilities and equip them with modern scientific methodologies for conducting research and studies.

Dr. Bashar Motaher, Program Director, explained that the workshop aligns with the program's strategic plan to enhance students' competencies in statistical analysis and research data processing. These skills contribute to improving the quality of their academic outputs and strengthen their ability to conduct specialized studies in strategic communication and public relations in accordance with recognized academic standards.

He further noted that the program is committed to delivering high-quality training initiatives that meet students' needs while keeping pace with evolving scientific and methodological developments in research and communication. He emphasized that proficiency in SPSS is considered an essential skill for graduate students and researchers.

The workshop was organized in collaboration with the University's Research Office as part of joint efforts to support scientific research and develop students' expertise in statistical analysis and research methodologies.

Participants received practical training covering the fundamentals of SPSS, including data entry, statistical analysis procedures, and interpretation of results. These skills will enable students to effectively apply statistical methods in their research projects and academic theses.

Participants expressed their appreciation for the workshop, highlighting its significant contribution to the development of their research and practical skills. They also noted that it enhanced their ability to manage and analyze data in a scientific and professional manner.

Graduate Program — Inaugural Year

Master in Strategic Communication and Public Relations

Launching a new era of graduate education in communication sciences.

First Year of Program Delivery · Academic Year 2025–2026

The Master of Arts in Strategic Communication and Public Relations marks the College of Media and Mass Communication's entry into graduate-level education in this specialized field. Designed to meet the growing demand for advanced professionals and researchers in communication, public relations, and strategic communication, the program reflects the College's commitment to expanding graduate education and responding to evolving industry needs.

The program combines theoretical knowledge with practical applications and real-world case studies, preparing students to develop advanced skills in strategic communication, public relations, media relations, digital communication, crisis management, corporate communication, and research.

The launch of the program reflects the college's commitment to expanding graduate education and responding to the evolving needs of the communication and public relations sectors.

Program Overview

Program Structure

The Master in Strategic Communication and Public Relations is a 33-credit-hour graduate program consisting of core courses, elective courses, and a mandatory thesis. The curriculum is designed to provide students with a balanced academic experience that combines theoretical foundations, research skills, applied public relations practice, digital communication, corporate reputation, crisis management, and strategic communication.

The program is delivered face-to-face in a semester-based format. Each course includes three contact hours per week, and students are expected to engage in additional preparation, reading, research, and academic work outside the classroom.

Enrollment

Inaugural Cohort

The first cohort of the Master in Strategic Communication and Public Relations enrolled 12 students in the academic year 2025–2026. This inaugural cohort represents the official launch of the program and reflects the College's successful entry into graduate-level education in strategic communication and public relations.

Program Leadership

Faculty & Coordination

The program is coordinated by Dr. Bashar Mutahar, who oversees the academic and administrative coordination of the Master in Strategic Communication and Public Relations.

Program coordination includes supporting course delivery, following up on student progress, ensuring alignment with program learning outcomes, coordinating with faculty members, supporting thesis-related preparation, and contributing to the continuous improvement of the program during its inaugural year.

Academic Performance

Year One Outcomes

Spring Semester Outcomes As the program completed its first semester of delivery in Spring 2025–2026, the inaugural cohort provided initial indicators for evaluating academic progress and the student experience. Key areas of review included student engagement, course performance, achievement of course learning outcomes, student feedback, and the effectiveness of learning resources and academic support.

The Spring semester also offered an important opportunity to review course delivery, assess student engagement, and identify areas for enhancement in curriculum delivery, advising, research preparation, and program coordination.



Accreditation & Recognition

Program Standing & Future Development

The Master in Strategic Communication and Public Relations received accreditation approval from the UAE Commission for Academic Accreditation, effective 20 January 2025. The program was developed to align with AUE's mission and strategic goals, including preparing future-ready graduates, supporting research and innovation, and strengthening academic quality.

Future development of the program will focus on maintaining academic quality, monitoring student achievement, supporting research and thesis work, strengthening industry engagement, and ensuring continuous curriculum improvement. The program also aims to prepare graduates who can contribute effectively to the fields of strategic communication, public relations, media, government communication, corporate communication, and crisis management.

The Master of Arts in Strategic Communication and Public Relations (MSCPR) received SACSCOC approval in November 2025 and commenced its first intake in the Spring 2025–2026 semester.



Workshops Completed

Workshops 1 – 4 of 16 · Titles, facilitators, and summaries.

Throughout the 2025–2026 academic year, the department organized and hosted 16 professional development and academic enrichment workshops for faculty, students, and industry professionals.

CMMC Joint Industry Courses (AY 2025 / 2026)

Fall Semester

Workshop Title: Designing Data-Driven Consumer Experiences: From Global Insights to Integrated Campaigns

Trainer: Mr. Iyad Shhaib, Pepsi - Marketing Director

Workshop Title: Essentials of Cinematography

Trainer: Cinescapes / Industry Partners

Workshop Title: Content Strategy and Creation

Trainer: Mr. Mazen Alshami

Workshop Title: [Text partially obscured in image]

Trainer: Dr. Azza Abdelhakim

Workshop Title: Accessing the United Nations Humanitarian System

Trainer: Mr. Nicolas Michelin, Mr. Rami Kanaan, Ms. Stephany Ahmad, and Dr. Badar Iof

Workshops Completed

Workshops 1 – 4 of 16 · Titles, facilitators, and summaries.

Workshop Title: Multi-camera producing, shooting, presenting, and editing with blksn

Trainer: Blksn / Industry Partners

Workshop Title: Media, Conflict, and International Relations in a Globalized World

Trainer: Professor Adi Musai

Workshop Title: Narrative Versus Reality: How Media Frames War, Security, and Global Conflict

Trainer: Mr. Tom Nicholson

Workshop Title: Social Media Marketing Campaign

Trainer: Mr. Iyad Shhaib

Workshop Title: The art of public speaking in the media space: From ideas to the future

Trainer: Dr. Talal Shuqair

Workshop Title: Writing for today's audiences

Trainer: Mr. Mazen Alshami



Global Media Literacy Week 2025 Minds Over AI



Modern Video Production



The Role of Media in Peace Building.



La Dolce Via Festival

"The College of Media and Mass Communication and its faculty continue to strengthen industry engagement through a series of industry-led courses designed to bridge theory and practice across its programs. Students explored cutting-edge approaches in Designing Data-Driven Consumer Experiences: From Global Insights to Integrated Campaigns and Content Strategy and Creation, alongside hands-on technical training in Essentials of Cinematography and Multi-camera producing, shooting, presenting, and editing with Nikon. The curriculum also addressed contemporary communication challenges through sessions such as Media, Conflict, and International Relations in a Globalised World and Narrative Versus Reality: How Media Frames War, Security, and Global Conflict, while strategic skills were enhanced through Social Media Marketing Campaigns and The Art of Public Speaking in the Media Space: From Idea to the Forum. Complementing these were courses on Writing for Today's Audiences and The Art of Creating Influence: Managing Media Campaigns and Institutional Self-Branding (delivered in Arabic), as well as a critical policy-focused engagement on Assessing the United Nations Humanitarian System. Delivered in both English and Arabic, these industry-led courses reflect the College and its faculty's commitment to inclusive, practice-oriented, and globally informed education that equips students with relevant professional competencies"

Research Completed

Published research by department faculty — peer-reviewed publications, book chapters, and edited volumes.

Dr. Khaled Al-Kassimi

1 Al-Kassimi, K. (2026). Total ideologies are dead(ly)—Israeli-Palestinian Peace through Dialogue rather than Demagoguery. In G. J. Simons, K. Al-Kassimi, & K. Kyriakidis (Eds.), *Guardians of the Gulf: Navigating security challenges*. Springer.

2 Al-Kassimi, K. (2025). The necropolitics of a secular international order: Western modernity, Arab-Muselmann, and the Arab-Israeli conflict. *Cogent Social Sciences*, 11(1), 2524006.

3 Al-Kassimi, K., Kirat, M., & Hmaid, L. (2025). A critique of Frantz Fanon's abandonment neurosis and secular-humanist ideology: Islam, non-violence, and anti-colonial movements. *Cogent Arts & Humanities*, 12(1).

4 Al-Kassimi, K., Işık, T., Fahim, M., & Gezmen, B. (2025). *Media representation and public perception of war*. IGI Global.

5 Al-Kassimi, K., Işık, T., Fahim, M., & Gezmen, B. (2025). *Exploring the cultural, moral, and technological dimensions of conflict*. IGI Global.

6 Al-Kassimi, K., Simons, G. J., & Kyriakidis, K. (2026). Introduction. In G. J. Simons, K. Al-Kassimi, & K. Kyriakidis (Eds.), *Guardians of the Gulf: Navigating security challenges*. Springer.

7 Yaquob, M., Al-Kassimi, K., & Xiao, H. (2026). The weapons of words: A bibliometric analysis of war coverage trends. In *Media representation and public perception of war* (pp. 75–100).

8 Simons, G. J., Al-Kassimi, K., & Kyriakidis, K. (Eds.). (2026). *Guardians of the Gulf: Navigating security challenges*. Springer.

9 Mohammad, H., Yaquob, M., & Al-Kassimi, K. (2026). The algorithmic wars: Artificial intelligence and the shaping of conflict narratives on social media platforms. In *Media representation and public perception of war* (pp. 173–200).

Dr. Federico Triolo

Triolo, F. (2026). AI isn't changing marketing. It's how we react to it: AI, marketing and the psychology of persuasion. *Journal of Sales and Marketing Management*. 1

Triolo, F. (2026). A B2B approach to relationship-based market advantage: Social media, loyalty and the Zara playbook. *Journal of Sales and Marketing Management*. 2

Dr. Martin Gansinger

Gansinger, M. A. M. (2025). Embodied Covenant: Physiological Interpretation of Scripture and Cross-Traditional Parallels. *Christianity in the Middle East*, 9(5), 28–50. <https://doi.org/10.65324/cme007> 1

Gansinger, M. A. M. (2025). Black American Islam as Cultural Resistance and Transitory Pathway to the Muslim Faith: From the Moorish Science Temple to Five Percenters and Sunni Hip Hop Artists. *Proceedings of the International Conference on African Studies, Popular Culture and History*, Copenhagen, December 22–23, 2025. <https://academicresearchlibrary.com/abstract-detail/4110> 2

Gansinger, M. A. M. (2026). Cosmology as Ethical Formation: Supreme Mathematics and Initiatory Pedagogy in Black American Islam. *Proceedings of the International Conference on Religion, Spirituality, and African Cosmologies*, Bordeaux, January 28–29, 2026. <https://academicresearchlibrary.com/abstract-detail/4433> 3

Gansinger, M. A. M. (2026). Sequential Knowledge in Valentinian Gnosis and African Numerological Epistemology. *Theology: Theory and Practice*, 5(1), 5–25. <https://doi.org/10.65324/ttp017> 4

Gansinger, M. A. M. (2026, March). From Opposition to Orthodoxy: How Black Muslim Aesthetics Engendered Islamic Identities in Hip Hop [Paper presentation]. *MEDCOM 2026: 11th World Conference on Media and Mass Communication*, Bali, Indonesia, March 23–24, 2026. 5

Gansinger, M. A. M. (2026). Islamic Themes in US Hip-Hop Culture (By Anders Ackfeldt). Book review. *American Journal of Islam and Society*, 43(1-2), 145–149. <https://doi.org/10.35632/ajis.v43i1-2.3994> 6

Gansinger, M. A. M. (2026). Religious Illegibility and Political Survival: Black American Islam as a New Religious Movement and its Mediation in 1990s Hip Hop. *Religions*, 17(6), 644. <https://doi.org/10.3390/rel17060644> 7

Dr. Sahar Mohammed Ali

1

Ali, S. M. A. (2025). Emerging digital platforms for visual content production in Yemen: A case study of the Nas Aden platform. *Arab Media & Society*, (39).

Dr. Elizabeth Matar

1

Matar, E. (Director). (2025). *You Are What You Eat* [Film]. This 4-minute documentary film was made with hand-made animation, animation assisted by AI, regular video, and AI video, and deals with feelings as a creator about the potentials and pitfalls of AI. Selected: Korean AI Cinema Festival 2026 (and encore screening), Hollywood AI Short Film Festival Quarter-finalist 2026, NeoCinema AI Festival 2026, Atlanta Experimental Film Festival.

2

Matar, E. D. (2025). Review of Kartemquin films: Documentaries on the frontlines of democracy, by Patricia Aufderheide, Oakland, University of California Press, 2024, 350 pp., \$26.95 (paperback), ISBN: 978-0520401662. *Communication and Democracy*, 1–4. <https://doi.org/10.1080/27671127.2025.2589814>

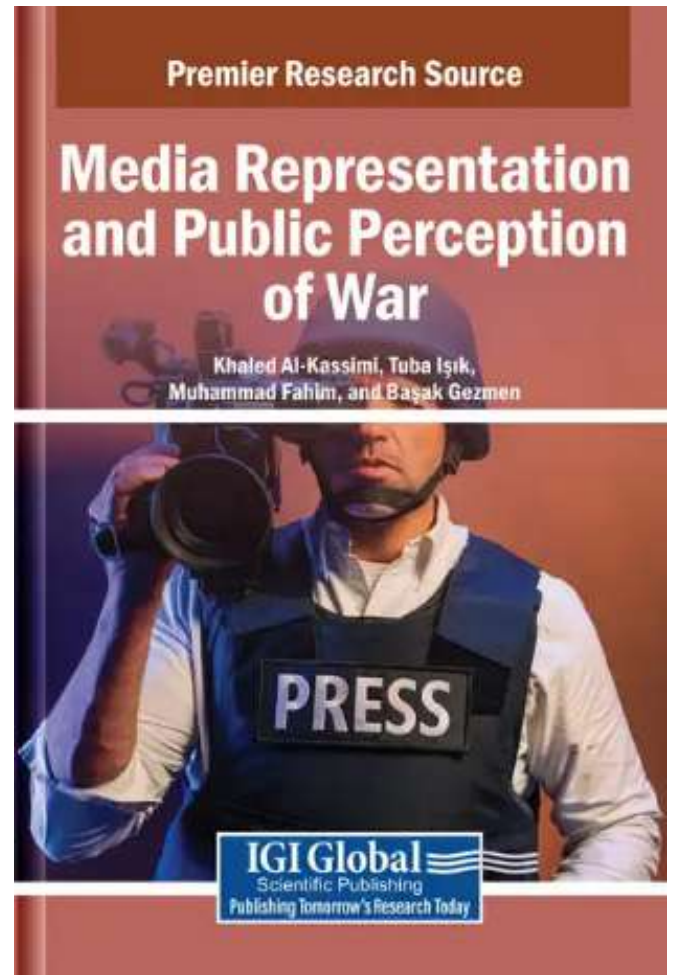
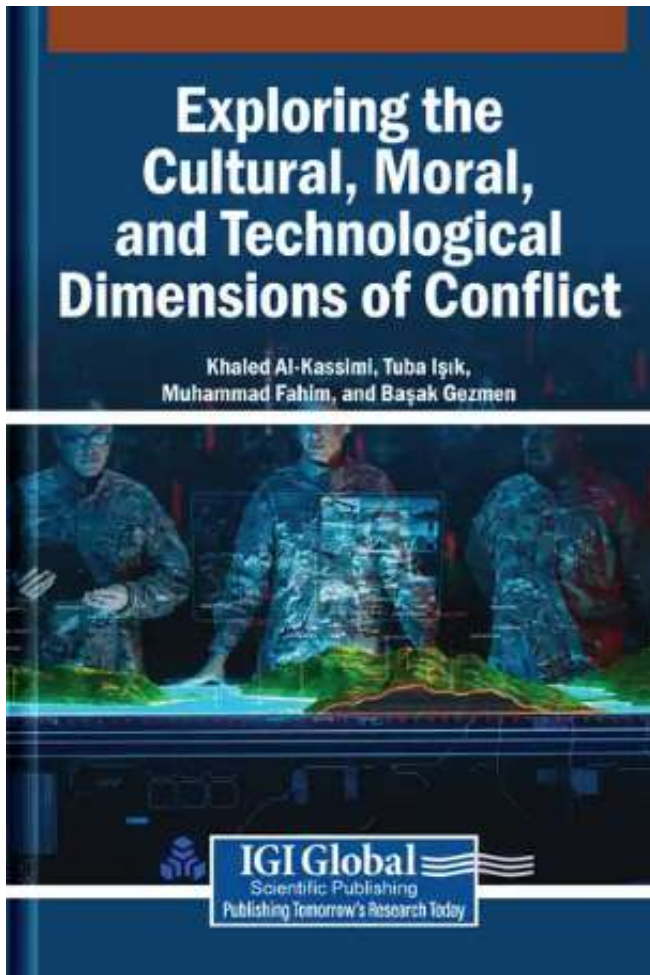
3

Matar, E. D. (2025). NFTs and the Future of the Media Marketplace: A Case Study in Preparing Students for Web 3.0. In: Salman, A., Dahal, N., Wood, J., Abdul Razzaq, M. (Eds.) *Informatics, Technologies and Digitalization in the Age of Transformation. AUEIRC 2022. Advances in Science, Technology & Innovation*. Springer, Cham. https://doi.org/10.1007/978-3-031-92135-3_15

Dr. Bashar

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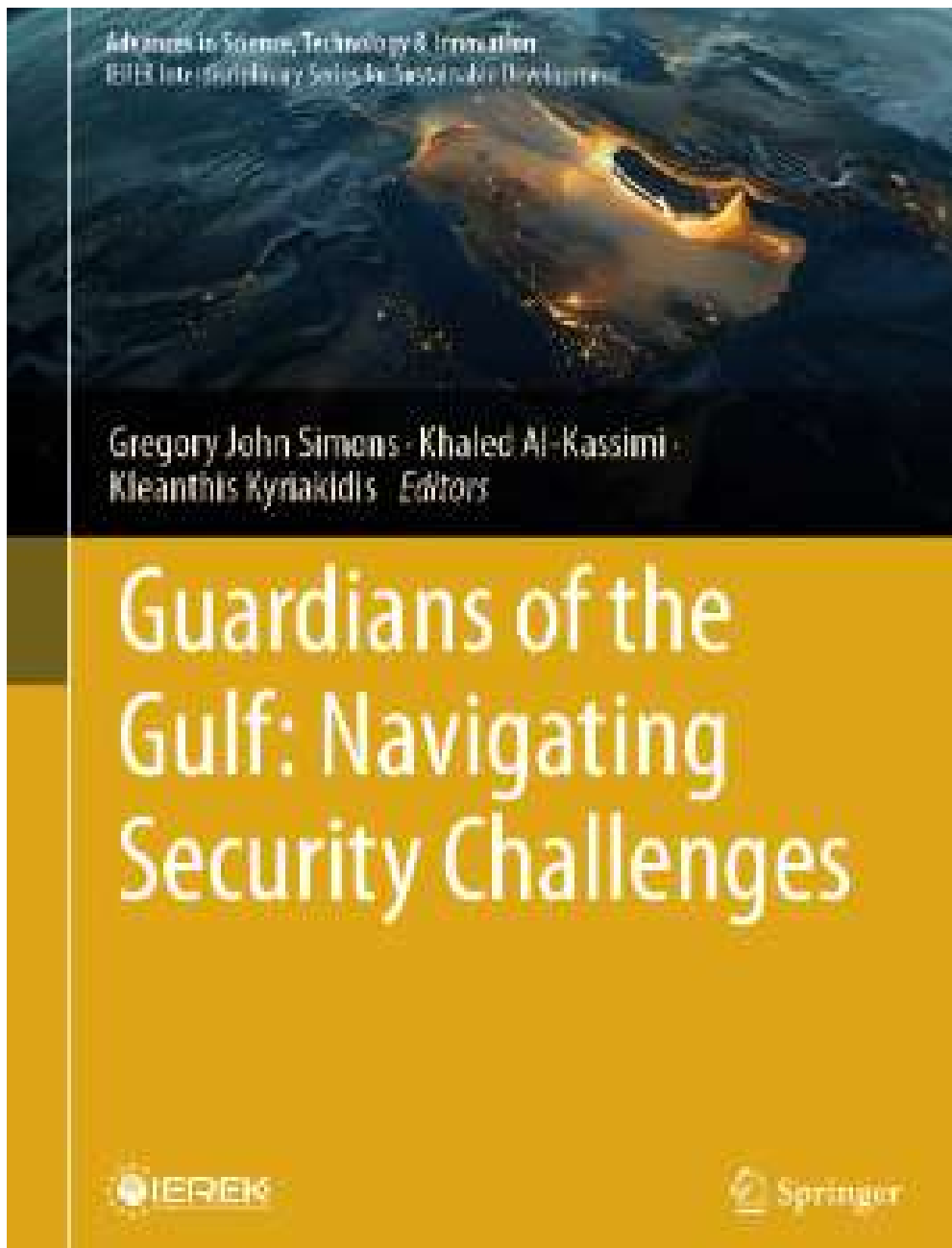
Alsharairi, A., Almitamy, M., Mutahar, B. A., & Chakraoui, R. (2026). Public relations strategies for digital crisis management: insights from Jordanian universities. *Frontiers in Communication*, 11, 1780847. <https://doi.org/10.3389/fcomm.2026.1780847>



Exploring the Cultural, Moral, and Technological Dimensions of Conflict (444 pp.) (co-edited by Khaled Al-Kassimi, American University in the Emirates; Tuba Işık and Başak Gezmen, Istanbul Medipol University, Turkey; and Muhammad Fahim, Monash University, Australia) offers an interdisciplinary analysis of conflict as shaped by cultural values, ethical frameworks, and technological transformation. The volume brings together a diverse body of scholarship, with contributions from authors representing over 40 countries and more than 30 universities, enabling wide-ranging comparative perspectives across regions and disciplines. The chapters engage with themes such as nationalism, conflict narratives, digital media, and cyber warfare, while also addressing the ethical implications of technological change on human behavior and societal transformation. The collection situates conflict not only as a political or military phenomenon, but as a culturally embedded and technologically mediated process, offering insights into how communication systems reshape both the experience and representation of contemporary conflict.

Media Representation and Public Perception of War (556 pp.) (co-edited by Khaled Al-Kassimi, American University in the Emirates; Tuba Işık and Başak Gezmen, Istanbul Medipol University, Turkey; and Muhammad Fahim, Monash University, Australia) examines the central role of media in shaping how war is understood, communicated, and remembered. This edited volume features contributions from scholars affiliated with over 35 countries and more than 25 universities, reflecting a distinct yet equally global range of perspectives. The chapters analyze how framing, visual representation, and discourse construct public opinion and influence policy outcomes, with particular attention to themes such as propaganda, digital communication, cyber warfare, and geopolitical narratives. By bridging traditional and digital media contexts, the book highlights how representation operates as a site of power, where competing narratives shape the legitimacy and perception of conflict in both local and global contexts.

Together, these volumes demonstrate a sustained editorial effort grounded in interdisciplinary collaboration and international scholarship, advancing critical inquiry into the intersections of media, technology, ethics, and conflict.



Guardians of the Gulf: Navigating Security Challenges (230 pp.) (co-edited by Gregory John Simons; Khaled Al-Kassimi, American University in the Emirates; and Kleanthis Kyriakidis) presents a multidisciplinary examination of security dynamics across the Arab Gulf countries. The volume brings together a diverse group of contributors drawn from a wide range of academic and professional institutions, reflecting a broad international authorship and a plurality of analytical perspectives. The chapters address interconnected themes including emerging security threats, urbanization, geopolitical competition, energy security, and the influence of technological transformation on contemporary security frameworks. The book also engages with issues of governance, legal structures, and regional cooperation, offering insight into the complex relationship between security, development, and policy in the Arab Gulf countries. By situating regional challenges within global systems of power and technological change, the volume provides a forward-looking analysis of evolving security environments and the strategic considerations shaping the future of the region.



Looking Ahead — Academic Year 2025–2026

Priorities, Commitments & Future Directions

As we conclude a year of remarkable achievement, the department looks ahead with equal resolve. The lessons learned, the structures built, and the relationships forged this year provide a strong foundation for the priorities that lie before us in the coming academic year.

The continued delivery and refinement of the Master of Science in Strategic Communication and Public Relations remains a central commitment. As our inaugural cohort advances, we will deepen research integration, strengthen industry partnerships, and prepare for the admission of our second cohort with enhanced program structures and mentorship frameworks.

The advancement of the Ph.D. program through the institutional approval process will receive sustained faculty and administrative attention. Our aim is to receive formal approval and launch the doctoral program within the coming academic year, welcoming our first cohort of doctoral researchers.

Faculty research output — particularly SCOPUS-indexed publication — will remain a strategic priority, supported by dedicated research time, internal funding mechanisms, and collaborative research clusters.

→ Ph.D. Program

"The College of Media and Mass Communication and its faculty continue to strengthen industry engagement through a series of industry-led courses designed to bridge theory and practice across its programs. Students explored cutting-edge approaches in Designing Data-Driven Consumer Experiences: From Global Insights to Integrated Campaigns and Content Strategy and Creation, alongside hands-on technical training in Essentials of Cinematography and Multi-camera producing, shooting, presenting, and editing with Nikon. The curriculum also addressed contemporary communication challenges through sessions such as Media, Conflict, and International Relations in a Globalised World and Narrative Versus Reality: How Media Frames War, Security, and Global Conflict, while strategic skills were enhanced through Social Media Marketing Campaigns and The Art of Public Speaking in the Media Space: From Idea to the Forum. Complementing these were courses on Writing for Today's Audiences and The Art of Creating Influence: Managing Media Campaigns and Institutional Self-Branding (delivered in Arabic), as well as a critical policy-focused engagement on Assessing the United Nations Humanitarian System. Delivered in both English and Arabic, these industry-led courses reflect the College and its faculty's commitment to inclusive, practice-oriented, and globally informed education that equips students with relevant professional competencies"

→ Master's Program — Year Two

Advance inaugural cohort to advanced coursework and thesis stage; admit second cohort; refine curriculum based on Year One feedback.

→ Research Development

Increase SCOPUS-indexed publications, establish internal research funding, and launch interdisciplinary research clusters.

→ BASMC Curriculum Review

Complete the first post-renaming curriculum audit to align BASMC learning outcomes with updated national qualification standards.



Industry & Community Engagement

Expand partnerships with media organizations, communication agencies, and professional associations to enhance experiential learning and graduate placement.



"Excellence is not a destination — it is the standard by which we measure every decision, every programme, every publication."

College of Media & Mass Communication

American University in the Emirates] · CMMC

Academic Newsletter · AY 2025–2026 · Issued JUNE 2026