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Jordan Media Institute • معهد الإعلام الأردني

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# The Beginning:

Founded in 2006 by Her Royal Highness Princess Rym Ali to set new standards in journalism education and practice in Jordan and the Arab region, the Jordan Media Institute (JMI) is an independent, non-profit organization. It achieves this goal through three tracks :

## Closing The Gender Gap

A practical MA in Journalism and New Media awarded jointly by JMI and the University of Jordan .

Training and capacity building programs conducted through workshops and seminars for journalists and organizations seeking to enhance their employees' media and communication skills.

Research and projects designed to develop the media sector.



# The Path Forward:



JMI focuses on boosting the role of Arab media by helping journalists become career professionals and building public confidence in the sector. Using its fully equipped newsrooms and television and radio studios, the institute works to arm its students with knowledge and skills in digital and broadcast media. The progressive training environment utilizes modern techniques to empower students with the skills required to launch their careers, while contributing to the creation of an independent and diverse media in accordance with Article 19 of the Universal Declaration of Human Rights: "Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers".

## Closing The Practical Training Gap







## Values:

**Professionalism:** Preparing journalism students and participants of training programs for job-market challenges using curricular commitment to accuracy, objectivity and independence.

**Arab Culture:** Adopting Arabic as the main language of instruction and taking into consideration developments in Arab history and culture.

**Modernity and Innovation:** Providing state-of-the-art equipment and methodologies to prepare trainees for the fast-changing media and communication environment.

**Corporate Social Responsibility:** Emphasizing the public's right to knowledge, thus reinforcing the solid foundations upon which journalism rests as a means to improve the quality of life and protect democratic principles, in line with Article 19 of the Universal Declaration of Human Rights.

## Mission and Vision:

### Vision:

To lead as a center of excellence in media education, research and training through innovation, as well as by setting the standards for the practice of journalism and commitment to the ethics of the profession in Jordan and the region.

### Mission:

To ensure that JMI's unique home-grown program adheres to global standards when preparing students to perform on par with distinguished international journalists by providing them with the knowledge, skills and expertise needed to excel in the region's media environment.





## MA Program:

The MA specialization was developed to fulfill a critical need in Jordan and the region to equip journalists and newcomers with professional skills. The program teaches students practical journalism skills that enable them to produce professional content when they join the workforce. Students earn an MA in Journalism and New Media after successfully completing 33 credit hours. The MA program, the first digital media specialization in the region, is divided into two tracks:

### 1 Comprehensive Examination Track:

This track incorporates compulsory and elective courses that cover print and digital media, legislation, policies and current affairs. Students who complete and pass all the academic requirements, including a graduation project and its defense, sit for a comprehensive exam, paving the way for graduation. The MA degree is awarded to students after one year of intensive theoretical and practical instruction in Arabic.

### 2 Thesis Track:

This track focuses on academic research and qualifying graduates in the practical field. Courses include news writing, digital media, academic research and communication theories. Over at least four semesters, students prepare a thesis that they defend before a committee, after which they are awarded the MA degree.

## Academic Environment:

JMI offers a positive and effective learning environment by hiring professors with exceptional academic and professional experience. In addition, the institute hosts well-known journalism and new media academics and professionals from the region and beyond.

### JMI Facilities:

- Up-to-date training rooms
- Radio and TV studios
- Modern Library
- Newsrooms equipped with the latest technology
- Library of Media and Communication Resources

## Curriculum:

The curriculum has been designed with input from well-known journalism professors working for Columbia University in the US; City, University of London in the UK; American University of Beirut (AUB) in Lebanon; École Supérieure de Journalisme in Lille, France and the Technical University of Dortmund in Germany. The curricula and study plans are regularly updated and enhanced at JMI, which is the first Jordanian and Arab academic establishment to introduce philosophy and cultural studies to its program.





# Student Exchange Program:

JMI strives to expand its students' knowledge, experience and exposure to other cultures through exchange programs, which also help in character building and acquiring additional skills.

In addition, JMI organizes academic trips to various countries such as Norway, Germany, Sweden, Netherlands, Lebanon and India.



# Internship Program:

JMI helps its graduates find internship and training opportunities in regional and international media organizations.





## Scholarships:

The institute offers full or partial scholarships to all its students. These are awarded in accordance with criteria approved and announced annually by the JMI Board of Directors.

## Student Admission Policy:

**JMI welcomes applications from all aspiring journalists who are Jordanian citizens or nationals of other Arab countries.**

Eligible applicants must meet the following criteria:

- Hold a Bachelor's degree in media or other academic fields.
- Have pursued a regular course of study at a university accredited in Jordan.
- Achieved an overall standing of no less than "good" in the Bachelor's degree.
- Passed the TOEFL in accordance with directives issued by the Jordanian Ministry of Higher Education.
- Pass the admission examinations administered by JMI.
- JMI has the right to accept no more than 5% of applications that have a standing of "fair" with certain academic stipulations and constraints.



## Guest Speakers Program:

JMI invites opinion leaders, decision-makers and prominent journalists from across the world to meet its students and share their insight on a range of issues



### Guest Speakers Hosted by JMI in Recent Years

His Royal Highness Prince El Hassan bin Talal; Frederik Willem de Klerk, former president of South Africa; Lakhdar Brahimi, former UN envoy and Algerian foreign minister; José Ramos-Horta, former president of the Democratic Republic of Timor-Leste; Lorena Castillo de Varela, first lady of Panama; Hans Blix, former director general of the International Atomic Energy Agency; Dr. Gro Harlem Brundtland, former prime minister of Norway; British writer Karen Armstrong





## Success Stories:

### Highest employment rate for graduates:

Until the ninth intake (2017/2018 academic year), JMI graduates totaled 216, with Jordanians constituting the majority at 78.06%. The rest are Arabs from several countries: Palestine, Iraq, Syria, Egypt, Yemen and the United Arab Emirates. Males account for 49.68% of the graduates, while the percentage of females stands at 50.32%. According to the institute's database, 91% of the graduates are working, while 4.8% are doing their PhDs. This puts JMI in a leading position among Jordanian higher education institutions, with the highest percentage of graduates holding jobs.



"JMI has played a key role in my career. Practicing and training on digital tools during the course of the program made it easier for me to integrate into newsrooms quickly. The internship opportunity provided by the institute in Germany opened the door for me to gain considerable experience in a short time."

**Ahmad Abbas - 5th Intake**  
**Assignment editor in the digital section of Alhurra – Washington D.C., U.S.A.**



"The greatest benefit I derived was from JMI's faculty and their practical approach to teaching that certainly pushed me forward. Another benefit was qualifying for an internship through JMI!"

**Mustafa Al Khatib - 2nd Intake**  
**Editor in Al Arabiya – United Arab Emirates.**



"The Master's program has given me the confidence to compete in the media scene with professional skills, supported by a strong academic foundation. The minute I introduce myself as a graduate of JMI, I see the admiration in the eyes of people."

**Ola Al Shakhshir - 8th Intake**  
**Morning Show host on Roya TV - Jordan.**



"JMI is a great opportunity for any journalist ... it is different from other institutions that award certificates in the media field as it combines theory with practice, and in accordance with international standards."

**Maher Alhamadany - 6th Intake**  
**Producer for TRT-Arabic TV- Istanbul & reporter for BBC Arabic's BBC Extra Program – Istanbul, Turkey.**



"JMI is responsible for a quantum leap in my professional and academic life. It has actively stimulated my desire to cover local events and news, as well as the most important international news from Washington. The institute provided us with guest speakers from elite international media outlets in addition to international academic trips where I observed successful media models. I am now working to become one of the most important professional journalists in the world."

**Ra'eda Hamra - 5th Intake**  
**News Anchor at Sawa Radio – Washington D.C., U.S.A**

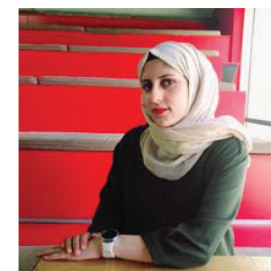
Ra'eda Hamra Won the Thomson Reuters Media Award for her investigative report entitled: "Money and Environment Chaos in Hashimiyah" in 2011.



"The opportunity to complete postgraduate studies at Jordan Media Institute was a milestone in my professional life. I benefited greatly from the skills and information that I acquired during my studies at the Institute, either through the theory or workshops and extracurricular activities, which reflected positively on my work."

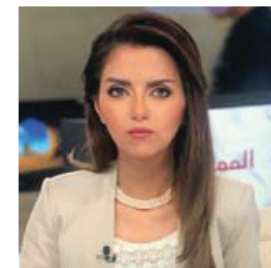
**Baker Abdelhaq - 6th Intake**  
**Reporter for Palestine Broadcasting Corporation TV - Palestine**

Baker Abdelhaq Won the prestigious Arab Youth Award in Media at the Arab League headquarters in Cairo in 2018.



"Jordan Media Institute is a dream come true. There, I learned that media is an honest message, and that a journalist is the mirror of the truth. Within two years, JMI was able to teach me a lot of what I was ignorant about, and also taught me how to be successful under pressure, and that ethics are a cornerstone of professionalism."

**Arwa Al Zou'bi - 7th Intake**  
**Content producer in Kharabeesh - Jordan**



"My modest professional career is briefly described as before and after Jordan Media Institute. JMI has enabled me to be committed and dedicated to journalism and professional ethics"

**Sandy Al Habashneh - 7th Intake**  
**News Anchor at AL Mamlaka TV – Jordan**

Sandy Habashneh won the Arab Media Unity Council Al Haytham Gold Award for best young Arab media leader for 2016.





**10**  
Years of  
Excellence

**6048** journalists and trainees received journalism and media training at JMI.

**9** intakes and 216 graduates of MA programs.

**30** projects conducted for the development of Jordanian media.

**11** Graduates spread out across the region and beyond, with success stories in newsrooms and in the field.

**100%** of students received full or partial scholarships, constituting the highest percentage of scholarships offered by a Jordanian educational institution.

**91%** of graduates employed in various establishments, of which 78% work in media outlets or communication professions. This is the highest percentage of graduates' employment among Jordanian higher education institutions.

**88%** of graduates took part in student exchange programs.

**91%** of training programs benefiting Jordanians were offered free of charge.

**273** media and communication training sessions were conducted, at an average of 4 days per program.



### HRH Princess Rym Ali JMI Founder

A renowned journalist, Her Royal Highness Princess Rym Ali gained significant experience during her work with numerous international media agencies, including CNN, BBC, Bloomberg TV and Radio Monte Carlo. She worked as a correspondent in Baghdad between 1998 and 2004.

A graduate of Columbia University's School of Journalism, Princess Rym also holds a Master of Philosophy degree from the Institut d'Etudes Politiques in Paris and a MA in English Literature from the Sorbonne. Since 2005, she has served as a commissioner in the Royal Film Commission of Jordan.

She is the recipient of numerous international media awards and prestigious decorations for her role in developing journalism education in Jordan and the Arab world.