



Jordan Media Institute • معهد الإعلام الأردني

10 Years of Excellence

**Jordan Media Institute Students
participate in the
Salzburg Academy on Media and Global Change
for six consecutive years**

As Jordan Media Institute (JMI) marks its tenth anniversary this year, it also celebrates and acknowledges its students and their benefactors whose shared vision for a better-informed society and a better world enabled students to interact with people across the globe through exchange programs.

One of these unique experiences for JMI students is participation in the annual Salzburg Academy on Media and Global Change, which focuses on building digital literacies and enhancing engagement with the critical challenges facing society. Thanks to the generous support of Mr. Adel Abou Dargham, JMI students have been able to play an active part in this program for the last six years. Without his help, this would not have been possible.

What is Salzburg Academy on Media and Global Change?

The Salzburg Academy on Media and Global Change is a three-week program conducted annually in Salzburg, Austria. Participation in the academy, organized through the Lebanese American University (LAU), is open for post and under-graduate students in all disciplines. The program brings together young media innovators with the object of producing multimedia tools and reframing curricula and research. Initiated in 2007, the Salzburg Academy has over 1,000 alumni and faculty from 60 participating institutions across the globe.

Students attending the academy earn six credit hours in digital media literacy. During the program, the participants immerse themselves in discussions about global affairs, the state of the media and media literacy. They team up on projects and attend seminars with around 75 students and 15 faculty members from all over the world.

In addition, they get the chance to explore Salzburg, Mozart's hometown, and the unique Austrian countryside of beautiful lakes surrounded by mountains. The students' experience is further enhanced by their residence in the 17th-century Meierhof building and the world-famous 18th century palace, Schloss Leopoldskron, making it altogether a rich cultural exchange as they live, work and study with their peers from different parts of the world.

Spotlight

Adel Abou Dargham is a believer in exchange programs that inspire students, broaden their horizons and help them gain a better understanding of the world they live in, with its diverse cultures and history. This belief has been translated into keen and energetic support and encouragement for JMI students to participate in the Salzburg Academy program for six consecutive years from 2013–2018.

Abou Dargham, a recipient of the Austrian silver medal for merit, has served as Vice Chairman/Managing Director of Mayr-Melnhof Packaging International/Jordan (Mayr-Melnhof Group) since 2017. The Vienna-based company is one of the largest manufacturers of recycled cardboard and has numerous factories around the world.

Between 2001 and 2017, he was the general manager of Al Ekbal Printing and Packaging Company. Abou Dargham studied Mechanical Engineering at the American University of Beirut.



Salzburg Academy on Media and Global Change, 2018

Tala Al-Sharif wrote:

Through Jordan Media Institute, I had the opportunity to participate in the three-week Salzburg Academy in Austria. It was the longest program I took part in outside Jordan.

In 2018, the theme was “Re-Imagining Journalism: News and Storytelling in an Age of Distrust”. The program also sought to identify the main challenges facing global media, such as fake news, as well as means to combat hate speech and political polarization.

During the program, I attended 21 training workshops prepared by a group of lecturers and professors from different universities located all over the world, under the supervision of the academy director, Associate Professor Paul Mihailidis from the School of Communication at Emerson College in Boston.

In the first week of the program, I and the other participants tried as much as possible to meet as many lecturers and journalists as we could. Being an MA student I had the opportunity to engage more with the academy’s guests and professors as two seminars were held each week for Master’s students where we discussed specific topics covering news, storytelling, modern technology and its implications.

Participants were divided into six groups to work on the final project where we identified specific topics that we would like to address. This was a challenge for all the students since our backgrounds and information were dissimilar. My group chose “Journalism of Care”, in which we were able to establish an informative platform to introduce this concept and its importance to readers, especially in the present age. I supervised the preparation of the video report and radio stories, which included interviews with many students, professors and experts.



Tala Al-Sharif – Ninth Intake (2017/2018)

Presenter at Radio Nisaa FM – Palestine

Hailing from Palestine, Tala enrolled in JMI’s Master’s Degree program in the 2017/2018 academic year and received a partial scholarship. Al-Sharif’s commitment and exceptionally high attendance rate for lectures and activities (93%), as well as her excellent ratings, earned her the respect and appreciation of JMI faculty. A participant of the Salzburg Academy in 2018, she went on to work at Radio Nisaa FM in Palestine, bringing a wealth of experience to her job as a mass communicator and presenter of the morning show.



Salzburg Academy on Media and Global Change, 2017

Laila Al-Kloub wrote:

I participated in the annual Salzburg Academy on Media and Global Change along with 80 other students from all over the world. Themed “Voices Against Extremism: Media Responses to Global Populism”, the program incorporated workshops to develop students’ skills, dialogue sessions to enrich their knowledge and lectures by eminent personalities such as U.S. Supreme Court Chief Justice John Roberts. Participants produced six different projects to raise public awareness of political choices and the populist influence on politics in general.

Our project entailed creating a game called “Switch ON to the future”. It was an interactive tool that enabled users to simulate the election experience of popular candidates and to see the impact on their lives and their communities.

During the program, I participated in an initiative with four graduate students to present a workshop on leadership skills, in which I spoke about my experiences in youth work in Jordan and the management of debates.

Additionally, I wrote two articles for the academy’s media platform; the first was on the experience of the Human Library and the negative impact of media portrayal of a false image of Arabs and Muslims. The second article was about my travel experience to Austria.

This experience made me aware of the importance of media and its responsibility in transmitting, analyzing and verifying information. I also learned, through some lectures, about political and international experiences in combating extremism and extremist organizations, as well as extensive analysis on how populist speeches can be used to obtain public support, and how the media can respond to and cover them in the most comprehensive and optimal manner.



Laila Al-Kloub – Eighth Intake (2016/2017)

Producer – Al Mamlaka TV

Joined JMI in the 2016/2017 academic year and received a partial scholarship. Her attendance in lectures and student activities was 94% and she graduated with a rating of “excellent”. She participated in Salzburg Academy in 2017.



Salzburg Academy on Media and Global Change, 2016

Sandra Zawaideh wrote:

The Salzburg Academy on Media and Global Change is a program that brings together young media makers from around the world. The academy focuses on global problems, giving students of different nationalities the opportunity to participate in the creation of media initiatives to resolve them. The 2016 program centered on the development of digital media and knowledge that could be applied to the issues facing us today.

I worked on a video about an Afghan refugee in Salzburg. The story of the young boy, a minor with no relatives, exemplifies the way in which Austria integrates refugees into society. Like most other refugees in the country, the boy lives with a family that takes care of him. In some cases, the host family adopts the refugee.

The program organizers did not lose sight of an important factor: cultural exchange and the identification of the various cultures of the participating countries, particularly the host country, Austria. This was achieved through various activities arranged for the students, including attending classical music concerts; going on field trips to areas such as the Alps to visit the setting of the famous film “Sound of Music” that was filmed in the area; and holding competitions.

In addition to learning about the different cultures of participating students, the academy gave me the opportunity to practice what I learned at Jordan Media Institute – in particular with digital media and its application on the ground in a European country that I was visiting for the first time. It was a very rich and unique experience, both culturally and intellectually.



Sandra Zawaideh – Seventh Intake (2015/2016)

Student Exchange Programs and Projects Officer – Jordan Media Institute

Joined the institute in the 2015/2016 academic year and received a partial scholarship. Her attendance at lectures and student activities stood at 97% and she graduated with a rating of “very good”. Zawaideh participated in the Salzburg Academy in 2016. She worked as a radio presenter for many years before becoming the Student Exchange Program and Projects Officer at JMI.



Salzburg Academy on Media and Global Change, 2015

Mohammed Ghbari wrote:

I took part in the Salzburg Academy along with 75 other students from 20 countries. The theme that year centered on how digital media can tackle issues of local as well as global concern.

The program comprised skill-enhancing workshops, intense small-group discussions and expert-led lectures designed to ultimately develop case studies, innovative strategies and media tools with the goal of creating a real-life impact in local and global communities. Women's rights and climate change were among the topics addressed by students.

The importance of the program lies in the variety of nationalities and views that converge to achieve the single goal of using media for global change. My experience at the academy reflected positively on my relationships, in building a network of friends and my perspective of society. I hope JMI will continue to send as many students as possible to participate in the program every year, because not only is it an academic experience, but also a life-changing one.



Mohammed Hasan Ghbari – Sixth Intake (2014/2015)

Media Content Producer – 7iber Online Magazine

A Jordanian engineer, joined JMI in the 2014/2015 academic year and received a partial scholarship. His commitment and academic achievement qualified him for participation in the Salzburg Academy in 2015.



Salzburg Academy on Media and Global Change, 2014



**Ahmed Elsherbiny – Fifth Intake (2013/2014)
Editor in the Digital Department/Alhurra TV
Channel – Washington D.C.**

After receiving a full scholarship at JMI, he left his hometown in Egypt and an academic background in dentistry to enroll in the institute's Master's program in Journalism and New Media in the 2013/2014 academic year. Recording an attendance rate of 98% for lectures and student activities, he graduated with a rating of "excellent".

Elsherbiny benefited from many opportunities during the year he spent at JMI, such as participating in the cultural exchange trip to Norway and the Salzburg Academy program, as well as fellowship training at Deutsche Welle (DW) after graduation.

Ahmed Elsherbiny wrote:

I was so lucky to be chosen to participate in the Salzburg Academy on Media and Global Change in Austria, as it was an experience that opened new horizons for me on both the professional and personal levels. During my participation in the program, I attended a number of lectures on media policies and the role of digital media in solving societal problems.

I designed a media plan to address the water shortage problem in remote areas of Uganda as part of a team. Working with students from various countries widened my perspectives by exposing me to new ideas and different angles for the same problem. The lengthy discussions I had during the academy allowed me to hear alternate views on diverse issues.

During my stay in Salzburg, I met several journalists, experts and academics with whom I still am in contact. My participation in the program also helped me to create a network of friends and professors around the world. This network is still a reference source for me when I need to clarify a point or access contacts in any of their countries, which is essential for any journalist



Salzburg Academy on Media and Global Change, 2014

Shahed Bani Odeh wrote:

I was so lucky to be part of the Salzburg Academy on Media and Global Change – an international academy that has been developing media education curricula since 2007.

The three-week program was an exciting experience on both the personal and professional levels, as I made life-long friends and expanded my horizons and perspective on many issues.

Senior Arab and international experts conducted interactive workshops and lectures where we were able to share knowledge and gain important skills that helped us realize the important role played by the media and its responsibility in the renaissance of the Arab world.

The most beautiful thing about this experience is that we were able to produce digital messages and case studies based on the hope of a better future amid the divisions and conflicts which still overshadow the Middle East, as well as the proliferation of hate and racist speech.



Shahed Bani Odeh – Fourth Intake (2012/2013)

Journalist and Content Producer – Kerning Cultures Podcast Network

A Palestinian who joined JMI in the 2012/2013 academic year, and received a full scholarship. Her attendance at lectures and student activities stood at 94% and she graduated with a rating of “very good”. Bani Odeh took part in the Bellarmine University School of Communication’s intercultural program and JMI’s cultural exchange trip to Norway. In 2013, she participated in the Salzburg Academy program.

