



# DR. OMAR ABU ARQOUB

ASSISTANT PROFESSOR



Birzeit, Ramallah, Palestine



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## PERSONAL DETAILS

- Date of birth  
14/10/1989
- Nationality  
Palestinian
- Marital status  
Married

## SKILLS

Communication

Teamwork

Critical Thinking

Curriculum Development

Organized

Self-Confidence

Administrative Functions

Flexibility

## LANGUAGES

Arabic

English

Hebrew

Turkish

## ABOUT ME

- "My research interests encompass a wide range of communication topics, including Public Relations focusing on Media Relations, Engineering of Consent, Campaigns, and Reputation Management. I am also deeply engaged in Social and Digital Media and Journalism, particularly in areas such as Fake News and Peace Journalism. My work extends to Media Studies, Artificial intelligence in Media, Political Communication, and critical issues surrounding Privacy, Digital Security, and Digital Rights."

## EDUCATION

- PH.D. | 2019**  
EASTERN MEDITERRANEAN UNIVERSITY, CYPRUS  
Communication and Media Studies  
- Doctorate Thesis Title: Engineering of Consent: Analysis of the Israel Lobby's Facebook Discourse in the U.S.
- MASTER'S DEGREE | 2015**  
EASTERN MEDITERRANEAN UNIVERSITY, CYPRUS  
Communication and Media Studies  
- Master Thesis Title: Israeli Media Coverage for the Gaza War 2014; Case Study of "Yedioth Ahronoth" Newspaper
- BACHELOR | 2012**  
AL-QUDS UNIVERSITY, JERUSALEM  
Media and Television
- DIPLOMA | 2014**  
ALJAZEERA MEDIA INSTITUTE & NEW YORK FILM ACADEMY., QATAR  
Film Making
- DIPLOMA | 2021**  
HEBRON UNIVERSITY, HEBRON  
Hebrew Language

## WORK EXPERIENCE

- ASSISTANT PROFESSOR | FEB 2020 - PRESENT**  
ARAB AMERICAN UNIVERSITY - FACULTY OF GRADUATE STUDIES (MEDIA AND COMMUNICATION DEPARTMENT) , RAMALLAH  
Head of Media and Communication Department 2023- Current.

## COURSES TAUGHT FOR M.A & PH.D

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- RESEARCH METHODS FOR PUBLIC RELATIONS
- PUBLIC RELATIONS: THE PRINCIPLES OF THEORIES AND MODELS
- SOCIAL MEDIA IN PUBLIC RELATIONS
- MEDIA RELATIONS MANAGEMENT
- CAMPAIGNS IN PUBLIC RELATIONS
- REPUTATION MANAGEMENT
- ESSENTIALS OF PUBLIC RELATIONS CAMPAIGNS

## LINKS

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Linkedin:  
[Omarabuarqoub](#)

Facebook:  
[Omar.abuarqoub](#)

Google Scholar:  
[Dr. Omar Abu Arqoub](#)

AAUP:  
[Omar.abuarqoub](#)

- MEDIA RELATIONS COORDINATOR | MAY 2016 - NOV 2018  
VISIO CENTER FOR POLITICAL DEVELOPMENT, ISTANBUL, TURKEY
- FELLOWSHIP | FEB 2019 - APR 2019  
ALJAZEERA MEDIA INSTITUTE , DOHA, QATAR  
Smart Newsrooms
- RESEARCHER | SEP 2015 - NOV 2018  
VISIO CENTER FOR POLITICAL DEVELOPMENT, ISTANBUL, TURKEY  
Specialist in Israeli Media Affairs.
- FREE-LANCER JOURNALIST | SEP 2015 - SEP 2017  
NEWS WEBSITES , MIDDLE EAST  
News Websites (Noon Post, Al-Quds Network, Aljazeera Journalism Review)
- JOURNALIST | FEB 2011 - DEC 2013  
AL-QUDS EDUCATIONAL TV AND HONA AL-QUDS NETWORK FOR COMMUNITY MEDIA , RAMALLAH  
Worked as a news journalist, Israeli media\news editor, Radio and TV presenter at Al-Quds Educational TV and Hona Al-Quds network for Community Media (Institute of Modern Media at Al-Quds University)
- RADIO PRESENTER | JAN 2012 - DEC 2013  
RAYA FM, RAMALLAH  
Producer, editor, and presenter of the "Israeli Scenario" weekly program

## CONFERENCES AND PUBLIC LECTURES

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- THE ROLE OF SOCIAL MEDIA IN THE PALESTINIAN-ISRAELI CONFLICT REGARDING DIGITAL RIGHTS  
| SWEDEN (ONLINE) | NOV 2023  
Investigating Digital Rights in Palestine Workshop – Funded by the Swedish Research Council- University of Gothenburg, Sweden.
- THE 1ST INTERNATIONAL DIGITAL TRANSFORMATION CONFERENCE: EMPOWERING DIGITAL FUTURE (IDTC)  
| AAUP- RAMALLAH | JUN 2023
- DIGITAL SECURITY CONFERENCE: PRIVACY IN THE AGE OF SURVEILLANCE  
| AAUP- RAMALLAH | JAN 2023  
The Reality of Privacy and Digital Data Protection in Palestine
- FIRST SCHOOL MEDIA FORUM | MINISTRY OF EDUCATION - RAMALLAH  
| OCT 2022  
School Media: Theory and Practice
- STUDY DAY: THE REALITY OF PRIVACY AND DIGITAL DATA PROTECTION IN PALESTINE  
| RAMALLAH | AUG 2021  
7amleh - Arab Center for Social Media Advancement
- DIGITAL SEMINAR ON "INTRODUCING THE TRANSFORMATION TO DIGITAL MEDIA IN TEACHING JOURNALISM AND MEDIA"  
| RAMALLAH | AUG 2021  
Birzeit University- Media Development Center

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**SOCIAL MEDIA AND PALESTINIAN ELECTIONS (MEDIAOLOGY) | ONLINE**  
 | MAR 2021  
 Faculty of Modern Media at AAUP
- 
**DIGITAL SECURITY EDUCATION CONFERENCE | BIRZEIT UNIVERSITY**  
 | NOV 2019
- 
**5TH INTERNATIONAL CONFERENCE IN COMMUNICATION AND MEDIA STUDIES**  
 | CYPRUS | MAY 2019  
 A Virtual Ethnographic Study of Journalists' Use of Facebook Press Group
- 
**1ST INTERNATIONAL CICMS CONFERENCE | KUŞADASI, TURKEY**  
 | MAY 2018  
 Israeli Media Coverage for the Failed Coup Attempt in Turkey 2016, "Yedioth Ahronoth" Newspaper as a Case Study

## COURSES

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**FACT-CHECKING AND INFORMATION DISORDER | NOV 2023**  
 AMMAN (ONLINE)
- 
**CONDUCTING PUBLIC OPINION POLLS | AUG 2018**  
 ISTANBUL
- 
**STRATEGIC SITUATION ASSESSMENT AND POLITICAL ANALYSIS**  
 | AUG 2016  
 ISTANBUL
- 
**MOBILE JOURNALISM | SEP 2016**  
 ISTANBUL
- 
**HUMAN RIGHTS | MAY 2015**  
 CYPRUS
- 
**MEDIA AND JOURNALISM ETHICS | JUN 2013**  
 RAMALLAG
- 
**JUDICIAL JOURNALISM | AUG 2013**  
 RAMALLAH
- 
**STORIES & NEWS REPORTS- BBC MEDIA ACTION | DEC 2013**  
 AMMAN
- 
**INVESTIGATIVE JOURNALISM | AUG 2013**  
 RAMALLAH
- 
**NEWS REPORTS- BBC MEDIA ACTION | DEC 2012**  
 AMMAN

## PUBLICATIONS

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1. Abu Arqoub, O., Dwikat, H., Abualrob, M., & Hamdan, S. S. (2024). Exploring Arab Communication Research: A Systematic Review from 2000 to 2021. *Journal of Arab & Muslim Media Research*, 17(1), 6792. [https://doi.org/10.1386/jammr\\_00074\\_1](https://doi.org/10.1386/jammr_00074_1)
2. Rasem, A., & Omar, A. A. (2024). The Management of Palestinian Political Elite Digital Reputation via Facebook platform. *Scientific Journal of Public Relations and Advertising Research*, 2023(26), 403445.
3. Abu Fardi, Aseel, & Abu Arqoub, Omar. (2024). The Palestinian Lobby in USA Usage of Facebook for Engineering the American Audience Consent. *Journal of the Association of Arab Universities for Higher Education Research*, 44(1).
4. Abu Arqoub, Omar. (2023). Reputation Themes from Communication Perspective: A Qualitative Systematic Review. *Journal of the Association of Arab Universities for Research in Higher Education*, 43(3), 318. <https://doi.org/10.36024/1248-043-003-018>
5. Abu Arqoub, Omar. (2023). Examining reputation from a communication perspective: A systematic review. *Doxa Comunicación. Revista Interdisciplinar de Estudios de Comunicación y Ciencias Sociales*, 113139. <https://doi.org/10.31921/doxacom.n37a1925>
6. Abu Arqoub, Omar., & Dwikat, H. (2023). Shaping Media Relations Scholarship: A Systematic Review. *Public Relations Review*, 49(2), 102322. <https://doi.org/10.1016/j.pubrev.2023.102322>
7. Elegu, A., Aluç, E., Abu Arqoub, Omar, & Ersoy, M. (2022). Charting the Progression of a Journalism Subarea: A Meta-Analysis of Peace Journalism Scholarship. *International Journal of Communication*, 16, 18231850. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/18038>
8. Abu Arqoub, Omar., Abdulateef Elegu, A., Efe Özad, B., Dwikat, H., & Adedamola Oloyede, F. (2022). Mapping the Scholarship of Fake News Research: A Systematic Review. *Journalism Practice*, 16(1), 5686. <https://doi.org/10.1080/17512786.2020.1805791>
9. Elegu, A. A., Özad, B. E., Oloyede, F., Omisore, O. T., & Abu Arqoub, Omar. (2020). Has Blog Reader Focused Research Evolved? *SAGE Open*, 10(4), 215824402096878. <https://doi.org/10.1177/2158244020968786>
10. Abu Arqoub, Omar, and Alayan, Saba. (2023). The Use of Social Media by Palestinian Embassies in Arab Countries in Digital Diplomacy. *Scientific Journal of Public Relations and Advertising Research*, 2023(25), 547-568.
11. Abu Arqoub, Omar. (2021). Privacy and Digital Data Protection in Palestine 2021. *7amla - The Arab Center for the Advancement of Social Media*.
12. Abu Arqoub, Omar, Özad, B. E., & Elegu, A. A. (2019). The Engineering of Consent: A State-of-the-art Review. *Public Relations Review*, 45(5), 101830.
13. Abu Arqoub, Omar, & Ozad, B. (2019). Israeli Media Gatekeeper during Gaza War 2014 Coverage: Case of Study of Yedioth Ahronoth Newspaper. *Media Watch*, 10(1), 22-40.

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14.

Abu Arqoub, Omar. (2019). Smart Newsroom Model and the Use of MModern Communication Tools in it. Al Jazeera Journalism Review, Aljazeera Media Institute.

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15.

Abu Arqoub, Omar. (2018). The Deal of the Century from Engineering of Consent Perspective: A Critical Analysis of the Official American Discourse. Rouya Turkiyah, 7(4).