



Walid Amsa

Associate Professor

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📍 Irbid / Jordan

📅 10/March/1972 🌐 Syrian

Profile:

General Major: Media - Radio Department (audio and visual).

Special Major: Television production and Directing Techniques.

Areas of Interest: Digital Communication and Multimedia Production.

Scientific Qualifications:

- Bachelor's Degree in Media / First in the Class / 1995 – University of Damascus.
- Master's Degree from the Department of Radio, Faculty of Mass Communication, Cairo University, dated 18/9/2001; entitled: “The Impact of the Technology Used in News Gathering and Presentation on the Form and Content of News Services: A Study of Non-Governmental Arab Satellite Channels”; graded Excellent, with a recommendation to publish the thesis and exchange it with Arab universities.
- PhD Degree from the Department of Radio, Faculty of Mass Communication, Cairo University, dated 23/4/2005; entitled: “The Use of Contemporary Technologies in the Production of Science-Fiction Programs on Specialized Arab Children's Channels and Their Role in the Cultural Development of Children”; awarded First-Class Honors, with a recommendation to publish the dissertation and exchange it with other universities.
- Assistant Professor in the Department of Media, University of Damascus, since 2006.
- Assistant Professor in the Department of Media and Communication Technology, Jadara University, since 2008.
- Associate Professor in the Department of Media and Communication Technology, Jadara University, since 2019.

Academic, Administrative, and Professional Positions:

- Faculty Member in the Department of Media, University of Damascus, 2005–2006.

- Director of the Directorate of Books and Publications at the Syrian Ministry of Higher Education, 2006–2007.
- Board Member of Al-Wahda Printing, Publishing and Distribution Establishment, 2007.
- Acting Director of the Directorate of Planning and Statistics at the Syrian Arab News Agency (SANA), 2007–2008.
- Assistant Director General / Acting Editor-in-Chief at the Syrian Arab News Agency (SANA), 2008–2009.
- Head of the Electronic Media Department at the Faculty of Media, University of Damascus, for the academic year 2010–2011.
- Organizer, Director, General Coordinator, Participant, Chair, Secretary, and Member of numerous committees for workshops, working groups, focused discussion groups, public lectures, seminars, and conferences in various fields; most recently, the Ninth International Scientific Conference of the Faculty of Arts and Languages at Jadara University in 2024.
- Supervisor and Examiner of numerous graduation projects and master's theses in the fields of audiovisual and digital media.
- Supervision of the production of more than (700) audiovisual materials during the period 2018–2024.
- Faculty Member in the Department of Media and Communication Technology, Jadara University, Jordan, since 2008.
- Member of the Advisory Board of the Journal of Communication Sciences, Omdurman University, Sudan, since 2020.
- Strategic Planning Consultant and Expert in developing strategic and executive plans for the education, teaching, and media sectors.
- Chair of the Committee for the Development and Revision of Curricula in the field of Communication and Media at the bachelor's and master's levels at more than one Arab educational institution between 2009 and 2024.
- Head of the Department of Media and Communication Technology, Faculty of Arts and Languages, Jadara University, during the academic years 2020–2021 and 2022–2023.
- Member of the Center for Development and Quality Assurance and Head of the Jordanian National Qualifications Framework Division at Jadara University, 2023–2024.
- Assistant Dean of the Faculty of Arts and Languages for Accreditation and Quality Assurance Affairs, Jadara University, 2019–2024.

- Assistant Dean of the Faculty of Media for Accreditation and Quality Assurance Affairs and Head of the Department of Media and Communication Technology during the academic year 2024–2025.
- Dean of the Faculty of Media, Jadara University, 2024–2025 and 2025–2026.

Education Activities:

Courses and subjects taught under various systems and forms of learning and education:

“Audiovisual Program Technologies,” “Media Production Economics,” “Introduction to Radio and Television,” “Principles of Visual Communication,” “Radio and Television Directing,” “Media Research Methodologies,” “Communication and Media Theories,” “Media Technologies,” “Newspaper or Magazine Publishing Project,” “Digital and Graphic Visual Design,” “Radio and Television Program Preparation,” “Digital Television Photography and Editing,” “Documentary Film Production,” “Information Society,” “Field Training,” “Graduation Project,” “Journalistic Photography, Editing and Directing,” “Multimedia Preparation and Production,” “Interactive Media Design,” “Technical Operation of Satellite Channels,” “The Art of Dialogue, Public Speaking, Presentation and Interviewing,” “Radio and Television Applications,” “International Media,” “Public Relations and Crisis Management,” “Radio and Television Applications,” and “Radio and Television Production,” ...

Published and Accepted Research Papers:

1. “Faculty Members’ Attitudes toward the Issues Addressed in the Programs of Arabic-Speaking Satellite Channels Directed to the Region: A Survey Study of a Sample of Jordanian University Professors,” *Journal of Communication Sciences*, Faculty of Media, Omdurman Islamic University, Sudan, Issue 4, Volume 1, 2018.
2. “Jordanian Elites’ Attitudes toward Internal Issues as Reflected by Interactive Social Networks: A Survey Study,” *The Third International Scientific Conference on the Role of Arab Media in Supporting State Institutions in Light of Current Changes*, Cairo: Canadian International College for Engineering, Management and Media Technology (CIC), 2–3 May 2018, co-authored research.
3. “Jordanian University Students’ Uses of the Innovations of Interactive Communication Networks and the Gratifications Achieved: A Survey Study,” *Journal of Al-Quds Open University for Research and Studies*, Issue 42, Safar 1439 AH / November 2017, pp. 323–337. Co-authored research.

4. "Faculty Members' Uses of Talk Shows on Specialized Arab Satellite Channels and the Gratifications Achieved: A Survey Study," Daftare Al-Moutawassit, Badji Mokhtar University, Annaba, Algeria, Issue 5, October 2016, pp. 126–186. Co-authored research.
5. "Jordanian University Students' Attitudes toward the Image of Women in Advertisements as Reflected by Arab Satellite Channels: A Survey Study," Journal of the Faculty of Arts and Media, University of Misurata, Libya, Issue 4, 2017. Co-authored research.
6. "Faculty Members' Reliance on Specialized News Channels for Obtaining Information about the Arab Uprisings: A Survey Study," Jerash Journal for Research and Studies, Jerash University, No. 1/1/6/188, dated 13/12/2017. Co-authored research.
7. "News Agencies – Press Agencies – Agences de Presse," The Arabic Encyclopedia, Classification: Journalism and Media, Volume 22, p. 310.
8. "Faculty Members' Attitudes toward the Image of Women in Arab Drama as Reflected by Satellite Channels: A Survey Study," Jadara University, Faculty of Arts and Languages Conference, Women in Literary, Media, and Cultural Discourse, 24–26 March 2015. Co-authored research.
9. "Jordanian University Students' Attitudes toward the Treatment of Human Rights Issues by Websites: A Survey Study," Journal of the Association of Arab Universities for Research in Higher Education, General Secretariat of the Association of Arab Universities, Amman, Jordan, Volume 39, Issue 3, September 2020. Co-authored research.
10. Arwa Zabian and Walid Amsha, "Scientific Issues Treated in the Websites of Jordanian Universities: Analytical Study," International Journal of Education and Information Technologies, North Atlantic University Union (NAUN), Volume 13, 2019.
11. "Sources of Health Information among Jordanian Women in the Media Regarding the COVID-19 Pandemic: A Survey Study," The Sixth International Scientific Conference of the Faculty of Arts and Languages, Jadara University, 2021, co-authored research.
12. "Trends in Contemporary Arab Media Research in Light of the COVID-19 Pandemic: A Survey Study," The Sixth International Scientific Conference of the Faculty of Arts and Languages, Jadara University, 2021, co-authored research.
13. "JORDANIAN UNIVERSITY STUDENTS' USES OF RADIO STATIONS IN LIGHT OF THE DIGITAL COMMUNICATION REVOLUTION AND THE GRATIFICATIONS ACHIEVED: SURVEY STUDY," *Economía Copernican*, Volume 12, Issue 4, 2021.
14. "The Relationship between the Components of Educational Systems and the Degree of Jordanian University Students' Comprehension of Educational Content," The Seventh Scientific Conference of the Faculty of Arts and Languages, Jadara University, Artificial Intelligence in the Humanities, 21–23 May 2022, co-authored research.

15. “Jordanian University Students’ Use of Artificial Intelligence Applications in Digital Content Creation,” The Seventh Scientific Conference of the Faculty of Arts and Languages, Jadara University, Artificial Intelligence in the Humanities, 21–23 May 2022, co-authored research.
16. “Algorithmic Accountability and Risk Implications of AI-Driven Digital Visual Language on Social Media: A Critical Analysis of Users’ Practices,” *EDPACS*, published online 8 April 2026. Co-authored research.
17. “Algorithmic Accountability in AI-Driven Digital Media: Cybersecurity Risks, Transparency, and Content Integrity,” *EDPACS*, published online 10 April 2026. Co-authored research.
18. “The Reliance of Jordanian Elites on Artificial Intelligence Applications in Raising Community Awareness of the Dangers of Spreading Misleading News,” 2026, joint research under publication.

In addition to four research papers in the field of visual media currently in progress.

Peer-Reviewed Scientific Books:

- Dr. Walid Mohammad Amsa – Dr. Ahmad Al-Ananbeh, co-authors of the book **“Program Production in Radio and Television Networks”**, a **scientifically peer-reviewed book**, (Amman: Dar Al-Thaqafa for Publishing and Distribution), **2017**.

Supervision of Master’s Theses:

- The Treatment of News Coverage of the Global Climate Change Phenomenon as Reflected by Specialized Arab News Satellite Channels: An Analytical Study — **2024**
- The Role of Television Talk Shows in Shaping Jordanian Public Opinion toward Political Parties: An Analytical Field Study — **2024**
- The Image of Media Content Creators as Reflected by News Channels and Social Media Platforms among Media Students at Jordanian Universities: A Survey Study — **2025**
- The Role of Talk Shows on Al Mamlaka TV in Enhancing the Participation of Jordanian Women in Political Parties: An Analytical/Field Study — **2025**
- Jordanian Cultural Elites’ Attitudes toward the Issues Addressed in Cultural Programs as Reflected by Arab Television Channels: A Survey Study — **2025**
- The Image of the Jordan Food and Drug Administration among Jordanian Food and Pharmaceutical Establishments as Reflected by Its Digital Media Programs — **2025**

- Jordanian Students of Media and Arts Colleges' Uses of Artificial Intelligence Applications and the Gratifications Achieved from Them — **2025**
- The Impact of Using Television Programs and Social Media Platforms on the Social Values of Jordanian University Students: A Comparative Study — **2025**
- Jordanian University Students' Uses of the Ethnographic Documentary Film as Reflected by Specialized Channels and Websites and the Gratifications Achieved — **2025**
- The Impact of Using Digital Communication Technologies on the Production of Awareness Programs on Jordanian Television Channels: A Survey Study — **2025**
- The Image of Jadara University as Reflected by Social Media Platforms among University Students in the Northern Region of the Hashemite Kingdom of Jordan — **2025**

Internal and External Examiner for dozens of Master's theses in the field of Media.

Other Skills:

- Expert in developing communication and media plans and programs at various academic levels.
 - Expert in computer maintenance and in working with 3D design systems, including 3D Studio Max, Maya, and Macromedia Flash.
 - Proficient and experienced in other software, such as SPSS for statistical analysis, and software for authoring and presenting multimedia elements, such as Aurora 3D Animation Maker, as well as video editing software such as Sony Vegas Pro.
 - Supervisor and trainer in specialized courses on 2D & 3D design systems, as well as brochure, logo, and poster design; the art of dialogue, public speaking, presentation, and interviewing; and digital television photography and video editing.
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