

Dr. Sarah Okour

Curriculum Vitae

Personal Details

Name: Sarah Ahmad Mahmoud Okour

Nationality: Jordanian

Status (Married/Single): Married

Address: Apartment E-527, 5th Floor, Khorfakkan Resort, Khorfakkan, Sharjah,
United Arab Emirates (UAE).

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Academic Qualifications

2016-2019 PhD: Media and Mass Communication/ Public Relations - University of Chester – UK.

2012-2014 Master of Arts: Mass Communication - Public Relations - Yarmouk University - Irbid, Jordan.

2002-2006 Bachelor of Arts: English Literature - Yarmouk University - Irbid, Jordan.

Employment History

2020-2026 Assistant and Associate Professor at University of Petra - Faculty of Mass Communication - Department of Public Relations and Digital Promotion, Amman, Jordan.

2024-2025 Head of Department of Public Relations and Digital Promotion, University of Petra.

2023-2024 Dean Assistant for Measurement and Quality Assurance – University of Petra.

Professional Membership & Activities

None.

Teaching Experience

- **BA courses include but not limited to:** • Introduction to Digital Promotional Communication • Media Skills in English • Public Opinion and Propaganda • Contemporary Arab Media • Media and Society • Introduction to Communication • Persuasive Communication and Appeals • Creating Content for Promotional Media • Digital Media Ethics and Legislations • Specialized Media • Graduation Project • Audience Characteristics in the Digital Environment • Media Research Methods.
- **Part-time assistant professor: Master's Degree in Disaster and Crisis Management - Prince Hussein bin Abdullah II Academy for Civil Protection.**

Conferences & Workshops (Last 5 years)

Workshops: Students' Guidance, AI, Quality Assurance, Online Learning, Etiquette and Protocol.

Research Interests

• Public Relations & Political PR • Political Communication & Media Framing • Spin Doctoring • Media and information literacy • Corporate Image and Reputation.

Recent Research Publications (Books, Journals & Conferences papers)

1. Okour, S., Alhammad, K. (2026). The Role of Political PR in enhancing Jordan's reputation: The ministry of foreign affairs and Expatriates as a case study. Dirasat: Human and Social Sciences.

2. Okour, S., & Alhammad, K. (2025). The Role of Political Public Relations in enhancing voter engagement: The 2020 Jordanian Parliamentary Election as a case study. Journal of Intercultural Communication, 25(2), 57-73.

3. Okour, S., Alhammad, K., Haddad, I., & Eneizat, M. (2026). Attitudes of the Jordanian public toward governmental digital communication activities related to sustainable development. Dirasat: Human and Social Sciences, 53(8), 81–104.

4. Anizat, M., & Okour, S. (2024). The role of interactive television in promoting domestic tourism among Jordanians. *Al-Zarqa Journal for Research and Human Studies*, 24(3).
5. Alhammad, K., AlOlaimat, F., Okour, S., & Alqadi, T. (2022). The role of public relations communication activities in increasing Jordanians' awareness of political participation: The Independent Election Commission of Jordan as a case study. *Yarmouk Research Journal*, 31(4), 685–706.
6. Al Olaimat, F., Shatanawi, G., AlHadeed, A., Alhammad, K., Haddad, I., Okour, S., Tubaishat, M. (2021). The reality of Digital media in the bachelor of traditional media program at AL Yarmouk university of Jordan. *Journal of the Association of Arab Universities for higher education research*. 41(4), 99-113.
7. Okour, S. A. (2022). Rethinking political PR: A theoretical framework towards supporting social integration in the UK. *Public Relations Inquiry*, 11(3), 461-492.
8. Al Olaimat, F., Al-Ziyadat, M., Okour, S., Abdullah, N. R. O., Sudi, A., Altaani, M., & Barakat, S. (2023). Jordanian women following up online stores' ads. *Dirasat: Human and Social Sciences*, 50(2), 465–482.
9. Alhammad KL & Okour SA (2026) Evaluating and supporting media and information literacy in Jordan: Jordan Media Institute as a case study. *Front. Commun.* 11:1840799. doi: 10.3389/fcomm.2026.1840799.

Peer Review Activities

- Peer Reviewer, *Dirasat: Human and Social Sciences*, The University of Jordan — invited to review scholarly manuscripts submitted for publication.
- Book Proposal Reviewer, Springer Nature — invited to evaluate academic book proposals for publication.
- Master Thesis Examiner, University of Petra and other local universities — invited to participate in the examination and defense of Master's theses.

Research, Teaching Grants

None.

Awards and Recognitions

None.

Community Services

- Media training for students — conducting seminars on communication skills, public speaking, social media, or media awareness.
- Career Guidance — providing career guidance to university students, particularly in media, public relations, and communication.

- **Student mentoring — mentoring students beyond my formal teaching and advising responsibilities.**
- **School Outreach — Delivering lectures for schools or community organizations.**
- **Judging/Assessment — Serving as an evaluator for student competitions, media projects, and communication-related events.**
- **Event Volunteering — helping organize academic, cultural, and community events.**
- **Sustainability Club Initiative and SDG Engagement — Initiated and developed a proposal for establishing a faculty- and university-wide Sustainability Club to engage students and faculty in sustainability-related activities and contribute to advancing the United Nations Sustainable Development Goals (SDGs).**