

**Noura Al Obeidli | Visiting Assistant Professor of Gender Studies and Media Studies**

New York University Abu Dhabi – 129188, Abu Dhabi, UAE

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Nationality: Emirati

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**Research and Teaching Interests**

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Areas: Middle East, Gulf and Arabian Peninsula, United Arab Emirates

Keywords: Feminism; Media; Journalism; Media Law; Gender; Media Ethics; Tribalism Disciplines:

Anthropology; Media and Gender Studies

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**Academic Employment**

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**Visiting Assistant Professor of Gender Studies and Media Studies**

*New York University Abu Dhabi (NYUAD)*

2024 – Present

**Humanities Research Fellow for the Study of the Arab World**

*New York University Abu Dhabi (NYUAD)*

2020 – 2024

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**Industrial Employment and Internship**

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**Senior Corporate Affairs Officer**

*Abu Dhabi Council for Economic Development (ADCED)*

2012 – 2015

**Press Officer at the Corporate Marketing and Communications Department**

*Abu Dhabi Airports Company (ADAC)*

2009 – 2012

**Media Relations & PR Officer at the Media Office**

*Telecommunication Regulatory Authority (TRA)*

2007 – 2009

**Editor**

Al Rai Media Group, Kuwait

2007

**Script Writer**

The British Broadcasting Corporation (BBC), United Kingdom

2006

## Education

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### Ph.D. in Media, Arts and Design

University of Westminster, United Kingdom (UK)

Title: "Emirati Women Journalists: Bargaining with Patriarchy in Search of Equality"

2016 – 2020

### Master of Arts in Communications and Strategic Public Relations

Zayed University, United Arab Emirates (UAE)

2011 – 2013

### Bachelor of Science in Communication and Media Studies

Zayed University, United Arab Emirates (UAE)

2001 – 2007

## Publications

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### Book

- Al Obeidli, Noura. (2025). *Emirati Women Journalists: Bargaining with Patriarchy in Search of Equality*. Routledge: UK.

### Articles

- Al Obeidli, Noura. (2021). "The Impact of Patriarchal Tribalism on Emirati Women Journalists' Pursuit for Empowerment and Equality". *Journal of Middle East Women's Studies*.  
*Under review for Palgrave Contemporary Gulf Series*

### Peer-Reviewed Journals

- Reviewed manuscript titled "Framing Women's Rights and Men's Public Opinions in the GCC" for the *International Feminist Journal of Politics* (2024).
- Reviewed manuscript titled "Psychological empowerment of politically empowered Saudi women" for the *Humanities & Social Sciences Communications*, published by Springer Nature (2024).

### Book Chapters

- Al Obeidli, Noura. (2024). [Unmasking Patriarchy: Emirati Women Journalists Challenging Newsroom Norms in Pursuit of Equality](#). In *Gulf Women's Lives: Voice, Space, Place*, edited by E. Buscemi, S. Alshammari, I. Kaposi. Exeter University Press: UK.
- Al Obeidli, Noura. (2022). [Identity Crisis: My Escape Plan to the Journey Within.](#) In *My Voice: Inspiring Stories of Hope, Courage and Fearlessness Volume V*, edited by N. Gupta and S. Sarkar. Global Influencers Publishing House: Singapore.

### Conference Paper Proceedings

- Al Obeidli, Noura. (2023). "Voiceless Social Negotiators: The Case of Emirati Women Journalists." Women in the GCC: Negotiating Leadership, Power, and Change. Gulf Research Meeting (GRM) Conference, Cambridge, UK.

### **Contribution to Literature Review**

- McNicholas, A. (2020). "Sharq al-Adna: Covert British Radio and the Development of Arab Broadcasting." *Middle East Journal of Culture and Communication*, 13, no. 3.

### **Teaching Activities**

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#### **Undergraduate Courses at New York University Abu Dhabi (NYUAD)**

- Media in the UAE: History, Gender and Contemporary Practice (3 semesters).
- Representing the Middle East: Issues in the Politics of Culture (2 semester).

### **Talks and Conferences**

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#### **Panels**

- "[Media Dynamics: Identity, Challenges, and Future Vision.](#)" (2024). NYUAD Institute, NYU Abu Dhabi.
- "Amplifying Emirati Voices in a Changing World." (2023). Anwar Gargash Diplomatic Academy (AGDA), Abu Dhabi, UAE.
- "ZU Future Makers." (2022). The Graduation Ceremony of the College of Communication & Media Sciences. Expo 2020, Dubai Exhibition Centre, Dubai, UAE.

#### **Conference Workshops**

- "Maternal Bonds Amidst Tradition and Patriarchy: Ethnographic Insights from Arab Female Journalists' Narratives." (2024). On Motherhood and its Shadows, NYUAD Institute, NYU Abu Dhabi.
- "Voiceless Social Negotiators: The Case of Emirati Women Journalists." (2023). Women in the GCC: Negotiating Leadership, Power, and Change. Gulf Research Meeting (GRM) Conference, Cambridge, UK.
- "Emirati Women Journalists: Bargaining with Patriarchy in Search of Equality." (2022). The 20th Annual International Conference on Communication and Mass Media. Athens Institute for Education and Research (ATINER), Athens, Greece.
- "Emirati Women Journalists: Bargaining with Patriarchy in Search of Equality." (2019). Women, Nation Building and Modernization Projects in the Gulf: Explorations in State Instrumentalization of Women, Gulf Research Meeting (GRM) Conference, Cambridge, UK.

#### **Webinars**

- "Gender Dynamics, Women and Media in the UAE." (2021). The Humanities Research Fellowships for The Study of The Arab World, New York University Abu Dhabi, UAE.

- “SCAD Let’s Talk Initiative: ZU Graduate Studies and Scholarships”. (2020). Student Careers and Alumni Department, Zayed University Abu Dhabi, UAE.

### **Presentations**

- “Tribalism and Emirati Women Journalists.” (2020). Gulf Urban Societies Course. The Arab Crossroads Studies, New York University Abu Dhabi, UAE.
- “Emirati Women Journalists Bargaining with Patriarchy in Search of Equality.” (2020). The Gender Brown Bag Group, New York University Abu Dhabi, UAE.
- “Gender Dynamics, Media Law and Ethics in the UAE.” (2020). Media Storytelling and Media Ethics Course, The College of Communications and Media Sciences. Zayed University Abu Dhabi, UAE.