

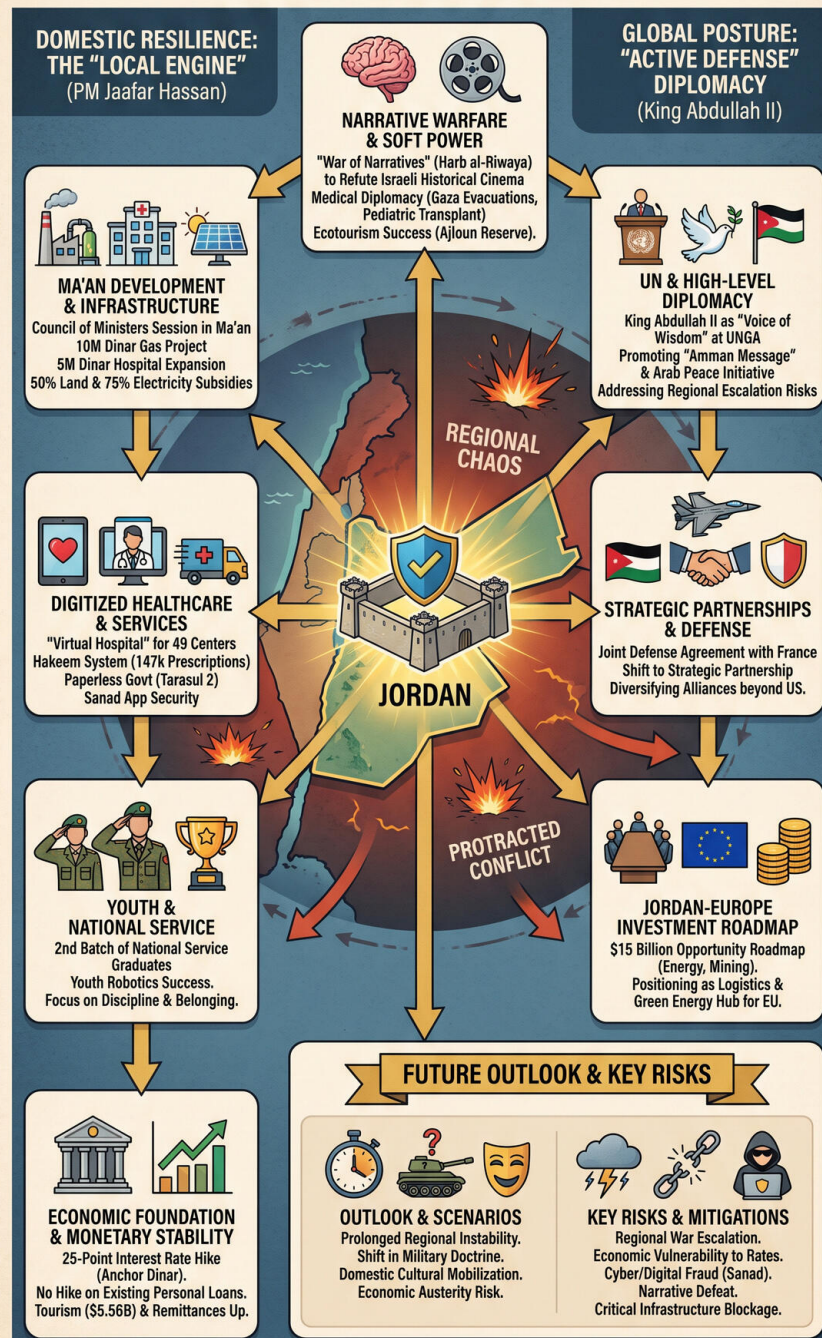
TODAY'S MEDIA TRENDS

JORDANTV

SEPTEMBER 20, 2026

THE GDELT PROJECT

JORDAN'S DUAL-TRACK STRATEGY: DOMESTIC RESILIENCE & INTERNATIONAL DIPLOMACY AMID REGIONAL INSTABILITY



Source: Comprehensive Report on Jordan's Strategic Positioning, September 2026.

TODAY'S MEDIA TRENDS

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SEPTEMBER 20, 2026

JORDAN SYNCHRONIZES DOMESTIC DEVELOPMENT INITIATIVES WITH HIGH-LEVEL INTERNATIONAL DIPLOMACY TO INSULATE THE STATE FROM PROTRACTED REGIONAL INSTABILITY AND NARRATIVE WARFARE.

DAY-AT-A-GLANCE

September 20-21, 2026, broadcasts from Jordanian state media reveal a dual-track strategy aimed at reinforcing national resilience. Domestically, the government is executing a decentralization of essential services, highlighted by a **Council of Ministers** session in the Ma'an Governorate and a significant expansion of digitized healthcare infrastructure. Prime Minister Jaafar Hassan explicitly warned that regional crises in **Gaza, Lebanon, and across the "East"** may endure for years, necessitating a "local engine" approach to economic survival. This involves major investments in critical infrastructure, such as [gas delivery](#) to industrial zones and a **15-billion-dollar** investment roadmap presented to European partners.

Simultaneously, King Abdullah II is leveraging his posture as the "Voice of Wisdom" at the **UN General Assembly** and through high-level military and diplomatic coordination with **France**. A central theme emerging from these broadcasts is the "War of Narratives." Intellectuals and military analysts are openly discussing the need to counter **Israeli** cinematic and media portrayals of regional history, particularly concerning the 1973 war and the **Palestinian** cause. Jordan is framing itself as a central pillar of **Middle Eastern stability**, seeking to transform its role from a passive buffer state into an active diplomatic and economic hub, despite the pressures of a 25-basis-point **interest rate hike** and a deteriorating regional security environment.

MAJOR DEVELOPMENTS

The Council of Ministers Session in Ma'an

- The government held a specialized session in **Ma'an** to oversee 127 projects totaling **250 million dinars**, with an 81% completion rate reported [across various sectors](#).
- Prime Minister Jaafar Hassan laid the foundation stone for a **10-million-dinar gas project** in the Al-Rawda Industrial City, funded by the **Abu Dhabi Fund for Development** [for industrial zones](#).
- Commitments were made to expand the Ma'an Government Hospital with a new clinic building and blood bank costing **5 million dinars** [for medical services](#).

Health Sector Digitalization and Expansion

- The Ministry of Health has completed maintenance and expansion of **49 health centers** across the governorates to [decentralize specialized services](#).
- A "Virtual Hospital" system has been activated to provide remote specialty consultations in radiology and endocrinology, serving [nearly 50,000 patients](#).
- The **Hakeem** digital system now covers 431 facilities, facilitating home drug delivery for [147,000 prescriptions](#).

Strategic Diplomatic and Military Realignments

- King Abdullah II's visit to **France** resulted in a **joint defense agreement**, signaling a shift from mere security coordination to a [strategic partnership](#).
- Jordanian military units (Desert Horsemen) and Royal Medical Services are projecting soft power through medical innovations, such as the [lateral meniscus transplant](#) performed for the first time in the kingdom.
- The Central Bank of Jordan raised interest rates by **25 points** to maintain monetary stability and [the dinar's attractiveness](#).

KEY GOVERNANCE TOPICS

Diplomacy & Statecraft

- King Abdullah II is framed as the "**Voice of Wisdom**" ahead of his third-speaker slot at the **UN General Assembly**, where he will address the [risks of regional escalation](#).

- Jordan is pushing for the "**Amman Message**" of coexistence and the **Arab Peace Initiative** as the only viable paths to security [for the region](#).

Information Warfare & Disinformation

- Deep focus on the "**War of Narrative**" (Harb al-Riwaya), with calls for Jordanian cinema and theater to combat **Israeli** efforts to [rewrite regional history](#).
- Warnings issued by the Ministry of Digital Economy regarding **fraudulent messages** impersonating the **Sanad** application to [steal citizen data](#).

Macroeconomics & Trade

- The **Jordan-Europe Investment Conference** in November will offer **15 billion dollars** in opportunities, primarily in [energy and mining](#).
- Tourism income rose 2.9% to **5.56 billion dollars** in the first eight months of 2026, while remittances increased [by 14.1%](#).

Armed Conflict & Militarization

- The Jordanian Armed Forces (JAF) continue to repel **infiltration and smuggling attempts** on the northern and eastern borders [using drones and balloons](#).
- Graduation of the **second batch of National Service** recruits, emphasizing military discipline and [belonging among youth](#).

DEEP DIVE: TRENDS AND THEMES

The Institutionalization of Regional Chaos

A notable shift in official rhetoric suggests that Jordan no longer views regional conflict as a temporary disruption. The Prime Minister's warning that crises "**may last for years**" [reflects this mindset](#). Governance is adapting through "**Counter-Diplomacy**," where the state seeks strategic depth in **Europe (France)** and **Asia (China)** to offset the vacuum left by shifting **US** priorities and Israeli aggression. This is coupled with a "local engine" economic policy intended to build infrastructure that remains functional even under blockade or regional war conditions.

Soft Power as a Security Necessity

Jordan is increasingly framing medical expertise and cultural heritage as tools of national security. The focus on **Gaza medical aid and pediatric transplants** serves to maintain Jordan's humanitarian legitimacy. Simultaneously, the intellectual focus on "**Narrative Warfare**" [against Israeli cinema](#) indicates that the state views the ideological and cultural front as equally critical as the physical borders.

INTERNAL DYNAMICS & DOMESTIC INSTABILITY

Domestic stability is being maintained through high-visibility "field tours" by the leadership to historically volatile areas like **Ma'an**. The government is attempting to preempt unrest by addressing unemployment through **industrial foundation-laying** and **municipality capacity building for 2,000 employees**. Factional dynamics appear unified under the King's mandate, with the military playing a central role in both border security and [youth social engineering](#) through service programs. However, the Central Bank's **interest rate hike** poses a risk to domestic

sentiment, which the government is mitigating by [mandating banks not to increase](#) existing loan installments for individuals.

EXTERNAL DYNAMICS & GLOBAL POSTURE

Jordan is positioning itself as an indispensable regional pivot point to attract **European** investment and **French** defense cooperation. The outside world is framed as a "**hostile threat matrix**" due to **Israeli** expansionism and **Iranian** regional influence, both of which are cited as [destabilizing forces](#). Jordan's adaptation strategy is "**Active Defense**," involving the diversification of alliances and the use of international forums to **مصدد** "**(refute)**" Israeli narratives. The state is weaponizing its stability to sell itself as a **logistics and green energy hub for the EU**.

THE ECONOMIC ENVIRONMENT

Market sentiment is cautiously optimistic but heavily reliant on state-led projects and foreign aid. The dinar remains a stable anchor, backed by a **25-point rate hike**. Tourism and remittances are vital lifelines, showing resilience despite regional tensions. However, the high cost of energy remains a bottleneck for industry, prompting the **Ma'an gas initiative**.

- **Interest Rates:** Central Bank hike of **25 basis points** on monetary policy tools [effective tomorrow](#).
- **Investment Portfolio:** **15 billion dollars** in projects announced for the **Jordan-Europe conference in energy/logistics**.
- **Remittances:** Reached **2.97 billion dollars** in the first seven months of 2026 [up 14.1%](#).

- **Tourism Income:** 5.56 billion dollars for Jan-Aug 2026 [up 2.9%](#).
- **Industrial Projects:** 46 new projects registered with **402 million dinars** in [expected investment](#).

LEADERSHIP CHANGES

The broadcasts highlight the active leadership of **Prime Minister Jaafar Hassan**, who is implementing a more hands-on, field-oriented governance style compared to his predecessors.

- **PM Jaafar Hassan:** Emerges as the **chief executor** of domestic economic reforms, leading cabinet sessions in governorates to [ensure project delivery](#).
- **King Abdullah II:** Continues to hold the **absolute mandate** on foreign policy and defense, framing himself as the **guardian of holy sites** and regional peace [at the UN](#).
- **Maj. Gen. Majdi al-Harassis:** Overseeing the military's role in **humanitarian diplomacy** and the foiling of [border threats](#).

EDITORIAL POSTURE & STORY HIERARCHY

The editorial tone is **nationalistic, reassuring, and strategically cautious**. The lead stories were dominated by the **Cabinet meeting in Ma'an** and the **King's UN activities**, emphasizing state competence. Medical innovations and youth achievements (robotics world champion **Majd al-Asmar**) were given significant airtime to project an image of a **forward-looking, capable society**. Critical global events, such as the specific details of the **US-Iran naval friction** in the Strait of Hormuz, were reported but framed through the lens of **Jordan's need for**

stability. Conspicuous omissions include detailed reporting on internal **tribal grievances** or specific **budget deficits** resulting from the prolonged regional conflict.

GEOPOLITICAL FRAMING

Jordan is implicitly portrayed as a **"Principled Anchor"** in a **"Chaotic Sea."** The subtext suggests that while other regional powers are driven by **"Imperialist" (Israel/Iran)** ambitions, Jordan remains committed to **International Law**.

- **Jordan:** Framed as the **"Voice of Wisdom"** and a **"Stable Hub."** Quote: "Jordan is a basic pillar for the peace of the Middle East" [source](#).
- **Israel:** Portrayed as an **"Aggressive Narrative Distorter."** Analysts discuss how Israel uses cinema to [occupy history](#) just as it occupies land.
- **France:** Framed as a **"Strategic Savior"** and a key partner in bypassing traditional diplomatic deadlock. Quote: "Transition from security coordination to strategic partnership" [source](#).
- **Iran:** Portrayed as a **"Chaotic Rival"** whose actions, along with Israel's, [squeeze Jordanian sovereignty](#).

INFORMATION WARFARE ENVIRONMENT

Jordan is actively **seeding a counter-narrative** to the "East-West" divide by positioning itself as a Western-aligned but authentically Arab mediator. The state is weaponizing **"Narrative Warfare"** by instructing cultural sectors to produce works that **"(refute) ضد"** the Israeli version of the 1973 war [and Palestinian history](#). Domestically, information control is evident in

the **Ministry of Digital Economy's** rapid warning system for **Sanad** app fraud, which serves both to protect citizens and to [maintain trust in digital statehood](#).

HYPOTHESES AND FUTURE OUTLOOK

- **Prolonged Economic Austerity:** Despite the "no increase" mandate on loans, the 25-point rate hike suggests **tightening liquidity** that will likely slow private sector growth [in the medium term](#).
- **Shift in Military Doctrine:** The defense agreement with **France** suggests Jordan is preparing for a regional environment where **US** logistical support may be [less certain or more conditional](#).
- **Domestic Cultural Mobilization:** Expect a surge in **state-funded dramatic and cinematic productions** aimed at historical revisionism to combat foreign [media influence](#).

STRATEGIC FORESIGHT

Short Term (1-4 Weeks): The King's UN speech will likely trigger a **diplomatic pushback** from Israel, potentially increasing friction on the **King Hussein Bridge** or in religious site management. The Central Bank hike will lead to **reduced consumer spending** during the fall season.

Medium Term (1-6 Months): The **Jordan-Europe Investment Conference** [will determine the success](#) of the state's "local engine" strategy. If the **15-billion-dollar** goal is not met with concrete commitments, domestic criticism of the PM's economic plan may arise.

Long Term (1-5 Years): Structural changes in **water and energy security** (via Ma'an gas and solar) could significantly reduce Jordan's vulnerability to regional [energy price shocks](#), but only if the **regional war** mentioned by the PM does not expand to hit **Red Sea shipping** permanently.

RISK ASSESSMENT

Jordan faces a complex threat matrix characterized by economic sensitivity to regional conflict and narrative vulnerability.

- **Risk of Protracted Regional Instability:** The conflict in Gaza and Lebanon spills over into a sustained **regional war**. **Triggers:** Failure of US-Iran mediation or Israeli annexation moves in the West Bank. **Likelihood:** High. **Impact:** Severe economic contraction and refugee pressure. **Mitigations:** Deepening defense ties with France and [diversifying diplomatic partners](#).
- **Economic Vulnerability to Interest Rates:** The Central Bank hike stifles small business growth. **Triggers:** Persistent global inflation or further Fed hikes. **Likelihood:** Moderate. **Impact:** Rising youth unemployment. **Mitigations:** Consumer protection mandates [on existing loans](#).
- **Cyber/Digital Fraud:** Large-scale compromise of the **Sanad** identity platform. **Triggers:** State-sponsored hacking or sophisticated phishing. **Likelihood:** Moderate. **Impact:** Loss of trust in digital government. **Mitigations:** Rapid public [warning systems](#).

- **Narrative Defeat:** The domestic population becomes alienated by foreign cinematic/digital narratives. **Triggers:** Failure of Jordanian media to produce [engaging content](#). **Likelihood:** High. **Impact:** Social polarization. **Mitigations:** Investment in "Narrative Warfare" capabilities.
- **Critical Infrastructure Blockage:** Interruption of the **Aqaba-Ma'an** corridor. **Triggers:** Regional escalation in the Red Sea. **Likelihood:** Moderate. **Impact:** Stalling of the **15-billion-dollar** roadmap. **Mitigations:** Accelerating the **Ma'an Dry Port infrastructure**.

GAPS & BLIND SPOTS

- The broadcasts fail to detail the **fiscal source** for the 50% electricity and land subsidies in **Ma'an**, raising questions about the **sustainability of these incentives under current debt levels**.
- There is a lack of transparency regarding the **specific terms** of the **French-Jordanian defense agreement**, particularly whether it includes **stationing French troops** or just logistical support [in the event of war](#).
- While medical innovations are praised, there is no mention of the **brain drain** of Jordanian medical staff to the **Gulf or Europe**, which may undermine the [tele-medicine expansion](#).
- The warnings about the **Sanad app** do not clarify if a **data breach** has already occurred or if the warnings are purely [preemptive](#).

CONTRARIAN NARRATIVE SCENARIOS

- **The "Ma'an Mirage":** The focus on Ma'an is not a development move but a **containment strategy**. Faced with rising tribal discontent in the south, the government is announcing billions in "future" projects to pacify the region while actually prioritizing **Amman's security** and the **French partnership**.
- **Controlled Narrative Warfare:** The talk of "Narrative Warfare" is a **distraction from diplomatic concessions**. By allowing intellectuals to attack Israeli cinema, the state provides a **psychological vent** for the public while the leadership maintains quiet, pragmatic cooperation with Israeli security [on essential resources](#).
- **Black Swan Event:** A **sudden collapse of the Lebanese banking system** or state, causing a massive **secondary refugee wave** that overwhelms the newly digitized Jordanian health centers, rendering the "Virtual Hospital" [obsolete overnight](#).

RECOMMENDATIONS & IMPLICATIONS

For Statecraft/Public Sector:

- Accelerate the **Ma'an Dry Port** and industrial gas projects to create a **strategic reserve** against Red Sea maritime disruptions.
- Formalize the **French defense partnership** into a broader **EU security compact** to secure funding for border technologies [against high-tech smuggling](#).

- Develop a **sovereign AI ethics framework** to prevent model aggression in local language processing [as highlighted by current studies](#).

For Private Sector/Investors:

- Focus on **Green Hydrogen and Solar** in the **Ma'an and Southern regions**, where state subsidies are [highest \(up to 75% for electricity\)](#).
- Hedge against **short-term liquidity crunches** caused by the 25-point rate hike by seeking **European developmental financing rather than local commercial loans**.
- Invest in **digital health and tele-medicine tech**, as the government has already laid the **regulatory and technical groundwork for 49 regional centers**.

LEGISLATIVE ROUNDUP

Legislative and policy activity centered on **economic incentives, transport regulations, and digital security**. The government is aggressively using **by-laws** to manage the economy in place of slow-moving legislative sessions.

- **BILLS DISCUSSED/DEBATED:**
 - **Central Bank Monetary Policy Directive:** A 25-basis-point increase in interest rates on all [monetary policy tools](#).
 - **Industrial Subsidy Policy:** Approval of 50% reduction in land prices and 75% reduction in electricity for [Ma'an Industrial City](#).
 - **Regional Transport Accord:** Regulation to operate **18 buses** on the Jordan-Syria line and **5 on Amman-Damascus** [with electronic tracking](#).

• HEARINGS & PRESS EVENTS:

- **Ma'an Council of Ministers Meeting:** Strategic session to review **127 projects** and lay foundation for gas [infrastructure](#).
- **Ministry of Digital Economy Press Release:** Warning against **Sanad** application [fraudulent messaging](#).
- **Jordan-Europe Investment Briefing:** Announcement of **15-billion-dollar** roadmap to [EU partners](#).

KEY STORIES

- **Ma'an Industrial and Healthcare Expansion:** PM Jaafar Hassan leads a cabinet meeting in **Ma'an**, laying foundations for a **10-million-dinar** gas pipeline and opening a **5-million-dinar** hospital expansion [in the south](#).
- **Monetary Policy Shift:** The Central Bank of Jordan raises interest rates by **25 points**, with banks **exempting existing personal loans** from increased [monthly installments](#).
- **Narrative Warfare Discussion:** Analysts on "Leadership Journey" and "Stranger's Pledge" debate the need for **Arab cinematic counter-offensives** against **Israeli historical representations of 1973**.
- **Tele-medicine Revolution:** The Ministry of Health expands its "Virtual Hospital" to cover **49 specialized centers** and **147,000 drug deliveries nationwide**.
- **Border Security Operations:** JAF foils multiple **drug and weapon smuggling** attempts from Syria using **drones and balloons** [in the north/east](#).
- **National Service Graduation:** The military graduates its **second batch** of recruits under a program sponsored by the **Crown Prince** [to instill discipline](#).

- **Pediatric Meniscus Transplant:** Royal Medical Services successfully performs a **lateral meniscus transplant** on a child, a first for [Jordanian medicine](#).
- **Sanad App Phishing Warning:** The government warns of **fraudulent messages** requesting money or data through a **fake Sanad portal**.
- **Jordan-Europe Investment Roadmap:** Announcement of **15 billion dollars** in opportunities for the **upcoming investment summit in energy/mining**.
- **Youth Robotics Success:** Majd al-Asmar, a Jordanian student, is featured for winning a **world championship** in robotics with limited [resources](#).
- **Ajloun Ecotourism Success:** The **Ajloun Forest Reserve** is highlighted for its successful **Persian Fallow Deer** reintroduction and [community tourism model](#).
- **Trauma Conference 2026:** Princess Ghida Talal opens a conference on **war trauma**, focusing on the **psychological impact** on [Gaza survivors](#).
- **Digital Transformation in Works:** Ministry of Public Works adopts the "Tarasul 2" system for **paperless government transactions**.
- **Jordan-Syria Transport Opening:** Resumption of bus lines between Jordan and **Syria** with **18 buses now active**.
- **Ma'an Free Medical Day:** A community health initiative in Ma'an provides **free screenings** for heart disease [and other ailments](#).
- **Gaza Medical Evacuation:** The JAF evacuates the **32nd batch** of children from Gaza for specialized [treatment in Amman](#).
- **Amman Tree Relocation:** Greater Amman Municipality clarifies it is **relocating** rather than cutting trees on [pedestrian paths](#).
- **AI Behavioral Study:** Reports on researchers warning that models like **ChatGPT** can adopt **aggressive language** when [confronted with violent inputs](#).
- **Apple AR "N50" Leak:** Discussion of Apple's upcoming **AR glasses** as a competitor to [Ray-Ban Meta](#).
- **Jordanian Palm Oil Production:** Specialized segments on **date palm cultivation** and the use of **expert guides** for [farmers](#).

ABOUT THIS REPORT

Today's Media Trends is a public interest experiment in applying deep thematic trend analysis to television news coverage from around the world to explore how responsibly applied advanced AI can help journalists and scholars better understand the overarching trends, themes and patterns of our global world.

No data is used to train or tune any AI model.

Each morning, in collaboration with the Internet Archive's TV News Archive, we apply Google's Gemini 3 to deeply examine yesterday's coverage from each television news channel to tease out the overarching themes and trends of its news coverage into a richly annotated thematic analysis. Each high-level insight is connected back to the original broadcast, allowing journalists and scholars to understand the dominate themes and trends and instantly click out to the underlying sources for details.

By helping journalists and scholars see the broader trends and patterns of global news coverage, this analysis helps them identify relevant stories and coverage they might not otherwise have encountered and uncover connections, emphases and narrative shifts that enable more comprehensive reporting and deeper, evidence-based research.

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