

Dr. Merfat Alardawi

ASSISTANT PROFESSOR OF DRAMA AND FILM STUDIES
Visual and Audio Production Department · Faculty of Communication and Media

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Biography

Dr. Merfat Alardawi is an Assistant Professor of Drama and Film Studies in the Faculty of Communication and Media at King Abdulaziz University. She is also a film critic and academic researcher. She previously served as Supervisor of the Communication Department. She earned her PhD from Dublin City University, Ireland, in 2023, with a doctoral thesis entitled *The impact of watching Turkish drama on Saudi women's attitudes and perception patterns: An audience study*. She also holds a master's degree in Communication and a bachelor's degree in Food and Nutrition from King Abdulaziz University. Her research interests centre on drama and film studies, content analysis, and audience studies, with a particular focus on the representation of women in the media. Her scholarly work examines the content and complexities of foreign drama through critical analysis and a range of research methodologies, including opinion analysis and mixed-methods content analysis. Through this work, she seeks to explore the cultural and social contexts of dramatic works and understand their influence on audiences. She also contributes to scholarly research by serving as a peer reviewer for several academic journals in drama and film studies, including journals indexed in the Web of Science and Scopus databases.

Alongside her research, Dr. Alardawi conducts specialised workshops in screenwriting, film criticism, and podcast production. She also teaches courses on television drama series and films from a critical perspective, helping students deepen their understanding of the aesthetics, techniques, and cultural significance of visual storytelling while developing their creative skills in filmmaking and screenwriting. She initiated the student film festival at King Abdulaziz University, which aims to foster a vibrant community of filmmakers and storytellers and encourage applied artistic production in media studies. Her academic interests also encompass adaptation and hybridity in dramatic and cinematic writing, particularly their relationship to the representation of women in television series and films. Her career reflects a commitment to bridging academic research and practical application, advancing film and media studies, and supporting a new generation of filmmakers and creative media professionals.

Work Experience

2025 – Present	Part-time Consultant, Center of Research Excellence in Renewable Energy and Power Systems, King Abdulaziz University.
2024 – 2026	Supervisor, Department of Communication, Faculty of Communication and Media, King Abdulaziz University.
2018 – 2023	Lecturer, Department of Visual and Audio Production, Faculty of Communication and Media, King Abdulaziz University.
2011 – 2018	Lecturer, Department of Communication, Faculty of Communication and Media, King Abdulaziz University.
2006 – 2011	Office Director of the Vice Dean's Office, Faculty of Art and Humanities, King Abdulaziz University.

Professional Associations

2024 – Present	Member of the General Assembly and Representative for the Western Region, Animation Society, Film Commission, Ministry of Culture, Riyadh, Saudi Arabia.

Key Initiatives and Achievements

2025 – Present	Founder and Creator of the Filmmaking Diploma Program, Department of Visual and Audio Production, King Abdulaziz University.
2025 – Present	Founder and Creator of the Student Scientific Seminar on Film Criticism, Department of Visual and Audio Production, King Abdulaziz University.
2023 – Present	Founder and Creator of the Student Film Festival, King Abdulaziz University.

Research Interests

She welcomes inquiries from prospective students interested in pursuing a Master's by Research or PhD in a range of fields, including television, film, and radio studies; media, drama, and soap opera studies; audience studies; gender studies; comparative cultural studies; and cultural analysis. Her research encompasses both quantitative and qualitative methodologies, including ethnographic approaches. Additional areas of focus include mass communication, the role of artificial intelligence in the film industry, and the study of podcasts.

Supervision

Year	Topic
2026	Internal Examiner of a Master's student, **Ms. Aisha Ali Abu Aqeel**, and her thesis entitled: *The Role of Content Published on TikTok in Shaping the Mental Image of Tourism in the Kingdom of Saudi Arabia*.
2025	Supervisor of a Master's student, **Ms. Dhelal Al-Qurashi**, and her thesis entitled: *The Media Elite Perspective Towards the Socio-Cultural Content of the Saudi Podcast: A Case Study of the Finjan Podcast*.

Editorial and Review Activities

Role	Journal
Reviewer	Culture, Health & Sexuality – Taylor & Francis [Link]
Reviewer	Cogent Arts & Humanities – Taylor & Francis [Link]
Reviewer	Contemporary Islam – Springer Nature [Link]
Editorial Board	Print, Radio, TV & Film Studies – Human Nature Research Publisher [Link]
Reviewer	Arab Journal of Media and Communication – King Saud University [Link]

Publications

Peer-Reviewed Journals

Year	Publication
2026	Alardawi, M. (2026) 'Exploring Saudi Women's Consumption of Turkish Dramas', *Journal of Humanities and Social Sciences Studies*, 8(7), pp. 160–179. [Link]
2026	Alardawi, M. (2026) 'Exposure to AI-themed films and perceptions of artificial intelligence: a survey of Saudi young adults in Saudi Arabia', Online Media and Global Communication, pp. 1–30. [Link]
2025	Berg, M., Alardawi, M. and Al Obeidli, N. (2025) 'Cultural skimming, authenticity, and streaming preferences: Turkish serials (Dizi) among young audiences in Qatar, Saudi Arabia, and the UAE', *Critical Studies in Television: The International Journal of Television Studies*, 0(0), pp. 1–21. [Link]
2025	Alardawi, M. (2025) 'Saudi women and Turkish dramas: Identity and media influence', *World Journal of Social Science*, 12(1), pp. 12–21. [Link]
2025	Al–Qurashi, D. and Alardawi, M. (2025) 'The social–cultural frameworks embedded in Saudi podcasts: A case study of the "Finjan" podcast', *King Abdulaziz University: Journal of Communication and Media Studies*, 2(1), pp. 106–142. [Link]
2025	Alardawi, M. (2025) 'A historical analysis of the genesis of television in Saudi Arabia', *Asian Social Science*, 21(2), pp. 10–19. [Link]
2025	Alardawi, M. and Brereton, P. (2025) 'Squid Game: Pleasure and consumption of Korean drama by young Saudi audiences', *Mediatization Studies*, 8, pp. 69–89. [Link]
2024	Alardawi, M. (2024) 'Exploring challenges and opportunities for Saudi podcasters: A qualitative study', *Management and Marketing*, 22(2), pp. 164–178. [Link]
2024	Alardawi, M. and Brereton, P. (2024) 'Arabic script television formats between adaptation and cultural identity: A case study of The Killing', *International Journal of Psychological Studies*, 16(4), pp. 1–15. [Link]
2024	Alardawi, M. et al. (2024) 'Saudi viewers watching foreign medical dramas: A uses and gratification approach', *Global Journal of Health Science*, 16(10), pp. 23–36. [Link]
2024	Alardawi, M. (2024) 'Cultural identity through the televised Italian drama: A case study of My Brilliant Friend', *Josh Journal of Human Studies*, 1(8), pp. 9–27. [Link]
2023	Alardawi, M., Saqah, F. and Zakari, H. (2023) 'The representation of women in Saudi film: The case of Amra and the second marriage', *Asian Social Science*, 19(6), pp. 123–134. [Link]
2023	Alardawi, M. (2023) 'Cinema and audience culture', *Saudi Society for Comparative Literature: Syag Journal*, (5), pp. 1–5. [Link]
2021	Qutub, A. and Alardawi, M. (2021) 'Saudi viewers' perceptions of Attack on Titan Japanese animation online series', *Asian Social Science*, 18(1), pp. 65–77. [Link]
2021	Alardawi, M., Bajnaid, I.A. and Brereton, P. (2021) 'The influence of Turkish drama on socio-cultural values of Saudi women', *Modern Applied Science*, 15(4), pp. 47–59. [Link]
2021	Alardawi, M., Brereton, P. and Bajnaid, I. (2021) 'Turkish dramas and Saudi female perceptions of socio–cultural values', *The Asian Conference on Arts and Humanities 2021 Official Conference Proceedings*. Osaka University, Tokyo, Japan, 24–26 May 2021. Osaka, Japan: The International Academic Forum (IAFOR), pp. 143–156. [Link]
2020	Alardawi, M. (2020) 'The impact of exposure to Game of Thrones on Saudi male identity', *Asian Social Science*, 16(11), pp. 56–65. [Link]

Peer-Reviewed Journals

Year	Publication
2014	Alardawi, M. (2014) 'The role of new media in the formation of cultural identity for Saudi adolescents: A survey of Facebook users in Jeddah city', *Faculty of Arts and Humanities Journal at the University of Zagazig*, 71(1), pp. 257–298. [Link]

Online Articles

Year	Publication
2025	Alardawi, M. (2025) 'Saudi women's empowerment in 2030 Vision', *Academy*, 29 May. [Link]
2022	Alardawi, M. et al. (2022) 'Cultural media and community thinking development', *Al Riyadh Newspaper*, 2 July. [Link]

Book

Year	Publication
2015	Alardawi, M. (2015) *New Media Between Rooting and Endoscopy*. Irbid, Jordan: Modern Books World. [Link]

PhD Thesis

Year	Publication
2023	Alardawi, M. (2023) *The Impact of Watching Turkish Drama on Saudi Women's Attitudes and Perception Patterns: An Audience Study*. Unpublished PhD thesis. Dublin City University. [Link]

Academic Activities

- Delivered a workshop titled "Screenwriting According to Syd Field's Model," University Education Development Center, King Abdulaziz University, Jeddah, 14 May 2026.
- Delivered a workshop titled "Research Methodology and Theory in TV & Film Studies," organized by the Research Committee, Visual and Audio Production Department, Faculty of Communication and Media, King Abdulaziz University, Jeddah, 27 April 2026.
- Participated in the 13th Career Fair in a panel session titled "Media Presence Charisma," sponsored by King Abdulaziz University, Superdome, Jeddah, 6–8 April 2026.
- Presented and organized the third Student Seminar on Film Criticism, titled "Film Criticism: Tools and Techniques of Analysis," Visual and Audio Production Department, Faculty of Communication and Media, King Abdulaziz University, Jeddah, 15 April 2025.
- Attended a workshop, "Television Drama: Between Creativity and Influence," Majallat Al–Ghurfah 19, San Diego, California, USA, 7 April 2025.
- Participated in a workshop of cinematic films and practical applications, and judged the shows participating in the Compass (Bosala) program, organized by the Red Sea and West of Saudi Arabia History Centre, King Abdulaziz Foundation (Darah), King Abdulaziz University, Jeddah, 21–25 July 2024.
- Attended the Postgraduate Student Forum Events, held by the Seminars and Conferences Unit, College of Arts and Humanities, King Faisal Conference Center, King Abdulaziz University, Jeddah, 19–20 May 2024.

Academic Activities

- Participated in the 2nd Illuminations Research Meeting on the occasion of World Radio Day and presented a paper entitled “Podcasts, Saudi Podcasters and Digital Marketing,” College of Communication and Media, King Abdulaziz University, Jeddah, 13 February 2024.
- Presented and organized the initiative to hold a festival entitled “We Dream Through Their Eyes: The First Students’ Film Festival of the Visual and Audio Production Department,” King Faisal Conference Center, King Abdulaziz University, Jeddah, 14 November 2023.
- Attended a workshop on strengthening cooperation mechanisms between the Film Commission (Ministry of Culture) and Saudi universities, entitled “The Role of Saudi Universities in Developing Talents in the Film Sector,” Crowne Plaza Hotel – Digital City, Riyadh, 27 September 2023.
- Presented a workshop for students of dramatic and documentary production, entitled “Foreign Drama and Documentary,” Visual and Audio Production Department, Faculty of Communication and Media, King Abdulaziz University, Jeddah, 1 February 2023.
- Presented a workshop entitled “A Critical Vision with Saudi Eyes About the Culture of Film Hybridization,” Visual and Audio Production Department, Faculty of Communication and Media, King Abdulaziz University, Jeddah, 29 January 2023.
- Presented a workshop on the foundations for establishing a critical opinion of a cinematic work, entitled “How to Criticize a Cinematic Film,” Jeddah Book Fair 2022, Jeddah, 12 December 2022.
- Attended the internal audit workshop on the quality management system according to ISO 9001:2015, Deanship of Quality and Academic Accreditation, King Abdulaziz University, Jeddah, 2022.
- Participated in the 12th Asian Conference on Arts and Humanities (ACAH2021) and presented a paper entitled “Turkish Dramas and Saudi Female Perceptions of Socio-Cultural Values,” Toshi Center Hotel, Tokyo, Japan, 24–26 May 2021.
- Attended the 11th Asian Conference entitled “Media, Communication and Film (Media Asia 2020),” IAFOR Research Centre, Kyoto, Japan, 11–14 November 2020.
- Attended a workshop, “Creating a Research Video – Introduction to Digital Storytelling,” Dublin City University, Ireland, 2020.
- Attended a workshop, “Research Methods Theory: Realist Evaluation Methods,” Postgraduate Studies Research Service Unit, King Abdulaziz University, Jeddah, 2020.
- Attended a doctoral qualification program, “The Joint Supervision Program,” University Education Development Center, King Abdulaziz University, Jeddah, 2017.
- Participated in the 1st Conference on New Media: Reality and Challenges, with a paper entitled “The Social and Psychological Effects of Internet Addiction,” Faculty of Communication and Media, King Abdulaziz University, Jeddah, 2015.
- Participated in the 3rd Communication Seminar and presented a paper entitled “New Media Studies: An Analytic and Theoretical Survey (2010–2014),” Communication Skills Department, King Abdulaziz University, Jeddah, 2015.
- Presented a workshop on the mechanism of electronic tests to faculty members, Faculty of Arts and Humanities, King Abdulaziz University, Jeddah, 2011.
- Attended a workshop on curriculum and training portfolios for female students, Faculty of Arts and Humanities, King Abdulaziz University, Jeddah, 2011.
- Attended a workshop on Academic Accreditation, Faculty of Arts and Humanities, King Abdulaziz University, Jeddah, 2011.

Training and Relevant Skills

- Academic Promotion Regulations and Procedures: File Preparation and Points Calculation.
- Screenwriting with Artificial Intelligence.
- Video Games: Educational and Social Impacts and Opportunities.
- Academic Promotion Procedures for Humanities and Social Sciences.
- CITI Program: Human Subjects Research Certification.
- Artificial Intelligence in Education and Scientific Research: An Applied Model of ChatGPT.
- Artificial Intelligence in Scientific Research.
- Strategies for Starting a Research Project for Publication in ISI Journals.
- Completion of 100 training hours in the Professional Teacher Diploma.
- International Computer Driving License (ICDL).
- Administrative Report Writing Skills.
- Using Virtual Classroom Systems.
- Coordination of General Administrative Tasks.
- Scholarship Preparation Program.
- Technology Integration in Education.
- Creative Thinking and Problem Solving.
- Professional Writing in Public Relations.
- Fundamentals of Public Relations.
- Production of Media and Information Materials.
- Journalistic Information Systems.
- Journalistic Writing Practice.
- Academic Accreditation.
- Introduction to Digital Storytelling.
- Basic Statistical Analysis using MegaStat.
- Training Course in Research Methods using SAGE.
- Training Course in Information Management using Zotero.
- Training Course in Research Enhancement Strategies.