

TODAY'S MEDIA TRENDS

JORDANTV

FEBRUARY 15, 2026

THE GDELT PROJECT



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JORDAN SYNCHRONIZES MILITARY-
LOYALIST SIGNALING WITH
LEGISLATIVE MODERNIZATION
AMID REGIONAL HUMANITARIAN
LEADERSHIP POSTURE

DAY-AT-A-GLANCE

February 15, 2026, was characterized by a highly coordinated state narrative designed to reinforce the social contract between the Hashemite monarchy and its traditional security base while simultaneously advancing a critical legislative modernization agenda. The primary focal point was the **Day of Loyalty to Military Retirees and Veterans**, a state-mandated celebration utilized to project national unity and gratitude toward the military establishment. This veteran-centric messaging serves as a strategic domestic stabilizer, reaffirming the state's commitment to its security apparatus at a time of regional volatility. The opening of new veteran clubs and royal messages of support are not merely ceremonial; they are essential tools for maintaining elite and tribal cohesion.

Concurrently, the Jordanian Senate (Majlis al-Ayan) moved to finalize an aggressive legislative package aimed at economic

digitization and regulatory alignment. The passage of the **Notary Public Law** and the **Competition Law** signifies a push to reduce bureaucratic friction and improve the investment climate. By allowing for electronic signatures and digital contract documentation, Jordan is attempting to leapfrog traditional administrative hurdles to attract foreign capital. This domestic reform agenda is underscored by a series of international agreements with Spain, Uzbekistan, and Morocco, framing Jordan as a pivot point for trans-regional cooperation.

Humanitarian diplomacy remains the central pillar of Jordan's external posture. The broadcasts emphasized Jordan's role as a logistical hub for aid to **Gaza**, specifically through the deployment of mobile housing units and medical support. This humanitarian activity is paired with a steadfast rhetorical defense of the Hashemite Custodianship of holy sites in Jerusalem. The convergence of these themes—security-loyalist domesticity, digital economic reform, and regional humanitarian leadership—reveals a state proactively managing internal vulnerabilities while seeking to preserve its relevance as a stable regional mediator in a fractured multipolar environment.

MAJOR DEVELOPMENTS

State-Led Reinforcement of the Military Social Contract

- The nationwide observance of the "Day of Loyalty to Military Retirees" was leveraged to consolidate support from the security establishment through [royal initiatives and club openings](#).

- Emphasis on the Royal Fund for Retirees and infrastructure projects like veteran-exclusive social centers in Balqa and Karak designed to [ensure long-term loyalty](#).
- Strategic messaging framing veterans as the "strong reserve" for active forces, essential for [national defense and internal stability](#).

Legislative Modernization and Digitization Push

- The Senate discussed a finalized [Notary Public Law](#) that authorizes electronic signatures and auditory/visual documentation for legal contracts, aimed at accelerating business transactions.
- Advancement of the Competition Law to regulate market monopolies and [protect small-to-medium enterprises](#).
- Ratification of four international judicial and extradition agreements with [Morocco, Uzbekistan, and Spain](#).

Humanitarian Diplomacy and Regional Posture

- Continuous logistical support for Gaza, including the provision of [mobile housing units \(caravans\)](#) to replace tents for displaced populations.
- Reassertion of the Hashemite Custodianship of Islamic and Christian holy sites in Jerusalem as a [non-negotiable sovereign duty](#).
- Framing the Jordanian field hospital in Gaza as a symbol of [enduring regional commitment](#).

Academic and Economic Integration

- Yarmouk University's 50th anniversary highlighted as a major economic vector, with international students serving as [economic feeders for the local economy](#).
- Graduation of the first cohort from the Jordan Film Academy, a partnership between the Royal Film Commission and German Jordanian University to [develop a domestic cinema industry](#).
- Amman Stock Exchange data showing a market value of [27 billion JOD](#) and a significant 33% rise in the index since the start of the year.

Infrastructure and Internal Governance

- Updates on the Karak Teleferique (cable car) project, intended to [revitalize local tourism](#) and link historical sites.
- Focus on "Administrative Reform" through workshops in Karak involving [local leaders and the Raased Center](#).
- Public health initiatives and market monitoring for price stability [ahead of the Ramadan period](#).

KEY GOVERNANCE TOPICS

Armed Conflict & Militarization

- The state is actively promoting the "Day of Loyalty" to veterans as a [national security priority](#), ensuring the traditional support base remains integrated into the social hierarchy.
- Ongoing narrative regarding the "Sacred Martyrs" of the Arab Legion to maintain a culture of [militarized patriotism](#).

Cybersecurity & Threat Actors

- Intense focus on "Social Engineering" and phishing attacks targeting citizens via [WhatsApp and email links](#).
- Promotion of the "Golden Rule" for cybersecurity: "Never click on unknown links," as the state pushes [digital transaction adoption](#).

Macroeconomics & Trade

- The **Competition Law** is presented as a mechanism to modernize the market and [combat monopolistic practices](#), which is critical for SME growth.
- Amman Stock Exchange reports indicate a [33% increase](#) in indices, suggesting positive market sentiment despite regional tensions.

Global Health & Biosecurity

- Medical segments focused on gastrointestinal health and [pre-Ramadan fasting advice](#) were given significant airtime, reflecting a paternalistic state role in public wellness.
- Discussions on the health of the [elderly and chronic disease management](#) during religious observance.

DEEP DIVE: TRENDS AND THEMES

The Digitization of Governance

A major legislative trend is the transition toward the **Electronic State**. The Notary Public Law, discussed extensively in the Senate, is the centerpiece of this effort. By allowing for digital authentication and video-witnessing of contracts, the state aims to bypass geographic and administrative

bottlenecks. This is not merely a technical update but a strategic move to [align with global investment standards](#). However, the concurrent heavy emphasis on cybersecurity education suggests an acute awareness that the digital transition opens new domestic vulnerabilities to [cyber-criminal exploitation](#).

Humanitarian Hub Logistics

Jordan is framing its humanitarian aid to Gaza as a sophisticated logistical operation. The move from tents to "mobile housing units" (caravans) indicates a recognition that the displacement in Gaza is becoming [semi-permanent](#). By positioning itself as the primary provider of these units, Jordan secures its role as an indispensable regional actor. This aid is also used domestically to channel public sentiment into a state-managed, constructive [expression of solidarity](#).

Academic Export as Economic Strategy

The Yarmouk University jubilee underscores a shift in how the state views higher education. It is no longer just a domestic service but an **export industry**. International students from over 50 countries are explicitly referred to as [economic feeders](#) who sustain the local economy in Irbid. This suggests that the financial viability of Jordanian public universities is increasingly tied to their ability to attract foreign students, particularly from [the Gulf and Asia](#).

INTERNAL DYNAMICS & DOMESTIC INSTABILITY

Institutional Decay and Reform

- Workshops on **Administrative Reform** in Karak and other governorates suggest an ongoing battle against institutional stagnation and bureaucratic corruption. The involvement of the [Raased Center](#) highlights a state effort to bring civil society into the oversight process.
- The emphasis on price monitoring for "Ramadan staples" suggests a latent fear of [social unrest driven by food inflation](#).

Societal Cohesion

- The "Day of Loyalty" celebrations act as a pressure valve for the military-tribal base, providing recognition and social capital to [potentially disaffected veterans](#).
- The celebration of the Film Academy and the 50th anniversary of Yarmouk University serves as a [nationalistic distraction](#) from immediate economic grievances.

EXTERNAL DYNAMICS & GLOBAL POSTURE

The Multipolar Arena

Jordan's foreign policy is increasingly transactional and trans-regional. The ratification of agreements with **Spain, Uzbekistan, and Morocco** in a single Senate session shows a deliberate diversification of partners. This multipolar approach allows Jordan to mitigate its dependence on any single bloc while maintaining its status as a [reliable security partner](#).

Power Projection through Aid

Jordan is weaponizing its humanitarian capacity to project influence. The field hospital in Gaza and the caravans for displaced persons are clear examples of **soft power projection**. This allows Jordan to maintain a high-profile presence in regional flashpoints without direct military involvement, thereby [securing its interests in the Palestinian arena](#).

THE ECONOMIC ENVIRONMENT

The Jordanian economy is showing signs of moderate growth in specific sectors, though it remains highly dependent on foreign aid and external student inflows. Market sentiment is positive, with a notable surge in the Amman Stock Exchange index. However, the state remains concerned about monopolistic behavior and price stability as the Ramadan period approaches.

- **Market Value:** The Amman Stock Exchange (ASE) market capitalization stands at [27 billion JOD](#).
- **Index Growth:** The general index has increased by [33%](#) since the beginning of 2026.
- **Stock Performance:** Out of 161 companies on the ASE, 22 saw gains, while 41 saw declines, indicating [high market volatility](#).
- **Higher Education Exports:** Yarmouk University generates significant local revenue through its international student body, which is termed a key [economic feeder](#).

LEADERSHIP CHANGES

The day's events highlighted the continued consolidation of power under the King's direct oversight of social and military welfare

initiatives. Prime Minister **Jafar Hassan** is increasingly visible in infrastructure development, signaling a shift toward technocratic execution of royal priorities.

- **King Abdullah II** remains the undisputed center of gravity, leveraging the "Day of Loyalty" to personally [reaffirm bonds with the military](#).
- **Prime Minister Jafar Hassan** is positioned as the lead coordinator for [infrastructure and health projects](#), such as the hospital in Rusaifeh.
- **Faisal Al-Fayez** (Senate President) continues to manage the [legislative agenda](#), ensuring the smooth passage of modernization laws.

EDITORIAL POSTURE & STORY HIERARCHY

The news hierarchy was strictly focused on **National Unity** and **Monarchical Paternalism**. The "Day of Loyalty to Retirees" was the lead story across all segments, receiving exhaustive coverage of ceremonies, club openings, and veteran testimonials. This was followed by **Legislative Success**, emphasizing the modernized Notary Public Law. Humanitarian aid to Gaza was a consistent third-tier story, used to punctuate the broadcast with regional moral authority. Conspicuously omitted were any detailed discussions of the **unemployment rate** or **specific energy price hikes**, which are known points of domestic friction. The tone was overwhelmingly reassuring and nationalistic, designed to project a image of a state that is both caring and modernize.

GEOPOLITICAL FRAMING

The broadcasts frame Jordan as an island of stability and morality in a chaotic region. Regional actors are portrayed either as partners in humanitarianism or as recipients of Jordanian expertise.

- **Jordan:** Framed as a **principled and competent** humanitarian leader and a pioneer in digital governance. Quotes emphasize "Jordan the Giver" and the "Strong Reserve" of its people.
- **Palestine/Gaza:** Portrayed as **vulnerable and in need** of Jordanian paternal support. The aid caravan story reinforces this [dynamic of dependency](#).
- **Morocco/Uzbekistan/Spain:** Characterized as **stable, friendly partners** in a growing trans-continental legal and [judicial network](#).
- **Israel:** Implicitly framed as the **destabilizing occupier** whose actions necessitate Jordanian caravans and hospitals, though often referred to indirectly through [humanitarian context](#).

INFORMATION WARFARE ENVIRONMENT

The state is engaged in a major **Narrative Seeding** operation centered on the veteran community. By branding a specific day as "Day of Loyalty," the government is attempting to institutionalize gratitude and minimize the potential for veteran-led protest. The heavy focus on cybersecurity (phishing) segments serves a dual purpose: protecting the nascent digital economy and creating a [culture of cautious digital consumption](#) that makes the state the sole trusted arbiter of information.

HYPOTHESES AND FUTURE OUTLOOK

- **Digital Economy Acceleration:** The Notary Public Law will lead to a surge in [electronic contract filings](#) by Q3 2026, significantly reducing the "Ease of Doing Business" timeframes.
- **Gaza Normalization of Aid:** The provision of caravans suggests Jordan is preparing for a [multi-year humanitarian presence](#) in Gaza, evolving its field hospital into a permanent regional medical hub.
- **Ramadan Price Stability:** Despite monitoring, [seasonal food inflation](#) is likely to trigger localized price protests if the Competition Law's anti-monopoly measures are not aggressively enforced.

STRATEGIC FORESIGHT

Short Term (1-4 Weeks): Intensified market monitoring and price controls as Ramadan approaches. Possible social media campaigns targeting cyber-scams as citizens increase digital spending for the holiday.

Medium Term (1-6 Months): Implementation of the electronic notary system will face technical hurdles but will be championed as a flagship success of the digitization agenda. Expansion of the veteran club network into rural areas to [pre-empt tribal grievances](#).

Long Term (1-5 Years): Structural shift in the education sector as universities prioritize international student recruitment as a [primary revenue model](#). Jordan cements its role as the "humanitarian lung" for the Levant through advanced logistics infrastructure.

RISK ASSESSMENT

- **Economic Inflation Unrest:** Risk of public anger over food prices during Ramadan. Triggers: Sudden spike in essential commodity costs; failure of state monitors. Likelihood: Moderate. Impact: High. Mitigations: Price caps, subsidized food bazaars, and aggressive enforcement of the [Competition Law](#).
- **Digital Infrastructure Vulnerability:** Increased cyberattacks targeting the new electronic notary and transaction systems. Triggers: State-sponsored or criminal hacking groups exploiting system rollout. Likelihood: High. Impact: Extreme. Mitigations: Massive [cybersecurity awareness campaigns](#) and investment in secure cloud infrastructure.
- **Veteran Disaffection:** Potential for veteran organizations to demand higher subsidies beyond symbolic loyalty days. Triggers: Subsidy cuts in other sectors or high youth unemployment among veteran families. Likelihood: Low. Impact: High. Mitigations: Expansion of [Royal Fund benefits](#) and social club networks.
- **Regional Spillover:** Escalation in Gaza leading to humanitarian logistical collapse. Triggers: Complete closure of aid corridors. Likelihood: Moderate. Impact: High. Mitigations: Diversification of [supply routes and international airlifts](#).
- **Academic Economic Shrinkage:** Loss of international students due to regional instability. Triggers: Significant military escalation in neighboring territories. Likelihood: Moderate. Impact: Moderate (Local to Irbid). Mitigations: State-backed [student insurance and regional marketing](#).

GAPS & BLIND SPOTS

- The transcripts mention a [33% rise](#) in the stock index but fail to explain which specific sectors are driving this growth or how it correlates with the broader economy.
- There is a lack of information on the **unemployment rate** among the active youth population, which is a major driver of potential instability.
- The [caravan aid](#) to Gaza is detailed logistically, but the source of funding—whether domestic, international, or a specific donor—is omitted.
- The Notary Public Law allows for digital contracts, but the transcripts do not address the **legal recourse** for citizens in the event of digital identity theft or system error.

CONTRARIAN NARRATIVE SCENARIOS

Hypothesis: The Loyalty Campaign as a Cover for Subsidy Reductions

The intense focus on the "Day of Loyalty" for veterans may be a preemptive psychological operation to ensure the military base remains quiescent while the government plans significant **austerity measures** or subsidy cuts in other social sectors. By front-loading "loyalty," the state creates a social cost for any future dissent from this group.

Black Swan Event: The Digital Sovereignty Collapse

A major breach of the new electronic transaction database by a foreign actor could lead to a total **loss of faith in the digitized economy**, causing a massive capital flight and

forcing the state to revert to manual systems, setting economic modernization back by a decade.

RECOMMENDATIONS & IMPLICATIONS

For Statecraft/Public Sector:

- **Security:** Accelerate the integration of veterans into [administrative oversight roles](#) to leverage their expertise and maintain loyalty.
- **Economic:** Prioritize the enforcement of the [Competition Law](#) to ensure that digitization benefits are not captured solely by large incumbents.
- **Diplomatic:** Leverage the [caravan aid model](#) to secure long-term humanitarian funding from Gulf and EU partners.

For Private Sector/Investors:

- **Supply Chains:** Opportunities exist in the [logistics and manufacturing of mobile housing units](#) as Jordan seeks to institutionalize its aid corridors.
- **Regulatory Compliance:** Investors should prepare for the [mandatory adoption of electronic notarization](#) and auditory verification in contracts.
- **Tech Sovereignty:** High growth potential for [cybersecurity firms](#) that can provide secure audit and authentication services for the Jordanian state and banking sector.

LEGISLATIVE ROUNDUP

The Senate session on February 15 was a pivotal moment for economic and administrative modernization. The session focused on the transition to electronic governance and the regulation of market

fairness through the Competition Law. Concurrently, the state formalized judicial ties with key international partners through treaty ratifications.

- **BILLS DISCUSSED/DEBATED:**

- **Notary Public Law (Amendment):** Strategic intent is to enable [electronic authentication](#) and video witnessing, modernizing the judicial process for business.
- **Competition Law:** Aims to prevent [monopolistic practices](#) and improve market competitiveness for SMEs.
- **Electronic Transactions Law:** Provides the legal framework for [digital banking and contract signing](#).
- **International Agreements:** Ratification of [four treaties](#) with Spain, Uzbekistan, and Morocco concerning extradition and legal cooperation.

- **HEARINGS & PRESS EVENTS:**

- **Senate Fifth Regular Session:** Focused on the [legislative package](#) and international cooperation.
- **Karak Local Governance Workshop:** Discussion on [administrative reform and service levels](#) led by the Raased Center.

KEY STORIES

- **Day of Loyalty to Military Retirees and Veterans:** Extensive nationwide coverage of the February 15 celebration, including royal messages, club openings in [Balqa and Karak](#), and the promotion of the Royal Fund for Retirees. Focus on the veteran community as a "strong reserve" for national stability.

- **Senate Session on Modernization:** Passage and debate of the [Notary Public Law](#) allowing for electronic signatures, the Competition Law, and international agreements with Spain, Morocco, and Uzbekistan.
- **Jordanian Aid Caravans for Gaza:** The deployment of [mobile housing units](#) and medical supplies to displaced Gazans, framing Jordan as the region's leading humanitarian logistics hub.
- **Yarmouk University 50th Jubilee:** Celebration of the university's 50th anniversary in Irbid, highlighting its [economic impact](#) through international student recruitment.
- **Amman Stock Exchange Performance:** Reports showing a market capitalization of [27 billion JOD](#) and a 33% increase in market indices.
- **Jordan Film Academy Graduation:** Graduation of the first class of the Jordan Film Academy, a partnership between [GJU and the Royal Film Commission](#).
- **Cybersecurity Education Campaign:** State-sponsored segments educating citizens on [phishing, social engineering](#), and digital safety "Golden Rules."
- **Karak Teleferique Project:** Updates on the cable car project intended to [link Karak Castle](#) with tourism infrastructure.
- **Pre-Ramadan Market Monitoring:** Reports on state efforts to ensure [price stability and food safety](#) ahead of the month of Ramadan.
- **Gastrointestinal Health and Fasting:** Extensive medical advice segments on [chronic disease management](#) and healthy fasting practices.

- **Prince Faisal Hospital Expansion:** Foundation stone laid for a new building at [Prince Faisal Hospital](#) in Rusaifeh by Prime Minister Jafar Hassan.
- **Jerusalem Custodianship Reassertion:** Official statements reconfirming the [Hashemite Custodianship](#) of Jerusalem's holy sites as a sovereign priority.

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.

This report is entirely machine generated using Gemini 3 and may include errors and omissions. Please verify all findings. No data is used to train or tune any AI model.

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