

TODAY'S MEDIA TRENDS

JORDANTV

FEBRUARY 23, 2026

T H E G D E L T P R O J E C T

JORDAN'S DUAL STRATEGY: CONSOLIDATING STABILITY THROUGH WELFARE & SECURITY

State-Led Initiatives Amidst Ramadan, Hybrid Threats, & Regional Challenges



STATE-LED WELFARE & SOCIAL COHESION (RAMADAN FOCUS)



Leveraging Ramadan charity ('Innama' program) to address poverty and reinforce social bonds.

High-visibility interventions providing aid & housing support, fostering a 'fortress of family & faith'.

HYBRID THREAT MITIGATION & NATIONAL SECURITY



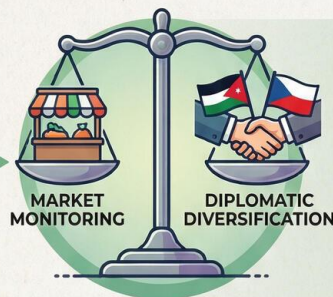
Framing drug trade as an asymmetric, lethal weapon for destabilization.

Enhancing military readiness and prioritizing cybersecurity for digital sovereignty.



DRUG TRADE
AS WEAPON

CYBER
THREATS



GOVERNANCE, DIPLOMACY & ECONOMIC RESILIENCE



Ensuring price stability (dates, meat) to prevent unrest.

Expanding cooperation with partners like the Czech Republic in tech & security sectors.



STRATEGIC FORESIGHT & FUTURE & AUR IMPLICATIONS



Short-Term: Heightened security ops, potential price pressure.

Medium-Term: Institutionalized 'religious immunization' & cyber agreements.

Long-Term: Permanent reliance on Zakat-based welfare, evolving loyalist leadership.

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JORDAN CONSOLIDATES DOMESTIC
STABILITY THROUGH STATE-LED
WELFARE AND HYBRID THREAT
MITIGATION AMID RAMADAN
RELIGIOUS OBSERVANCE

DAY-AT-A-GLANCE

On February 23, 2026, Jordanian state media focused heavily on the intersection of religious observance, social welfare, and national security. During the month of Ramadan, the government is leveraging state-aligned media and religious institutions to reinforce social cohesion and address extreme poverty through televised charity interventions. These efforts are juxtaposed with a hardening narrative regarding national security, specifically framing the drug trade not merely as a criminal issue but as a [lethal weapon](#) utilized by external "human and jinn devils" to destabilize the Jordanian state and its social fabric. This hybrid threat perception is driving increased military readiness and public calls for citizens to act as "soldiers" in defense of the nation's values and borders.

Simultaneously, the Jordanian government is pursuing strategic diplomatic and economic diversification, highlighted by expanded

cooperation with the Czech Republic in sectors ranging from cybersecurity to tourism. Domestically, the state is monitoring market prices in industrial hubs like Zarqa to prevent social unrest linked to food inflation, while high-level military leadership continues to project force and readiness through visits to elite special operations units. The day's coverage suggests a regime deeply concerned with maintaining a "fortress" mentality—protecting the [internal fortress](#) of the family and faith while securing the physical borders against regional instability and illicit trafficking.

MAJOR DEVELOPMENTS

- **Escalation of Anti-Drug Rhetoric as National Security Doctrine**
 - Religious authorities and state media have officially classified drug trafficking as a "lethal weapon" used in [asymmetric warfare](#) against the state.
 - The narrative explicitly links drug consumption to 60-70% of crimes and significant [familial disintegration](#), including extreme violence like arson and homicide.
 - The state is calling for a "religious immunization" strategy, merging jurisprudence (fatwas) with security operations to combat what it describes as a [premeditated plot](#) by enemies to control individuals and seize holy sites.

- **State-Led Humanitarian Interventions and Social Safety Nets**

- The Ministry of Social Development and state-affiliated charities are conducting high-visibility interventions for families in extreme poverty, providing [household infrastructure](#) and financial aid.
- The "Innama" program highlighted cases of severe hardship, including widows with disabled children living in substandard housing, to encourage [public zakat](#) contributions.
- Minister of Social Development Wafa Bani Mustafa emphasized the integration of [orphans and those without family support](#) into society through state-sponsored communal Iftars.

- **Strengthening Diplomatic and Cyber Ties** **Jordan-Czech**

- Discussions with Czech representatives focused on expanding cooperation in [digital security and cybersecurity](#), alongside traditional sectors like tourism and education.
- The engagement reflects Jordan's broader strategy of seeking technical expertise from EU member states to bolster its [digital sovereignty](#) and economic resilience.

- **Military Readiness and Internal Morale**

- Major General Yousef Al-Huneiti, Chairman of the Joint Chiefs of Staff, visited the Prince Hashim bin Al Hussein [Special Forces School](#) to inspect combat readiness and administrative facilities.
- The visit served to transmit the King's support for the troops and emphasize the military's role as the primary protector against [regional challenges](#).

- **Market Monitoring and Price Stability Initiatives**

- Authorities in Zarqa have deployed inspection teams to ensure the [availability of poultry and meat](#) and to prevent price gouging during the high-demand Ramadan period.
- Reports indicate a high volume of dates (20,000 tons) available in markets, with no current [import or export restrictions](#) affecting supply.

KEY GOVERNANCE TOPICS

Domestic Stability & Social Order The state is utilizing the "Innama" program to manage public perceptions of poverty. By showcasing direct state interventions in [dilapidated housing](#), the government seeks to channel potential social frustration into charitable frameworks. This is critical as families report surviving on [80 JOD monthly](#) from the National Aid Fund, which is insufficient for basic needs. [Charity segments](#) also reinforce the role of the state as the ultimate arbiter of social justice.

Cybersecurity & Digital Sovereignty The diplomatic focus on the [digital sector and cybersecurity](#) with the Czech Republic suggests that Jordan is prioritizing the protection of its critical digital infrastructure. This aligns with the domestic narrative regarding "asymmetric" threats, indicating that the state views cyber defense as a pillar of [national security](#) equal to border protection.

National Security & Border Control The military's presence at elite training facilities and the rhetoric surrounding the "drug war" indicate that Jordan remains on a [high-alert footing](#) regarding its northern and eastern borders. The framing of drugs as a tool for

[political manipulation](#) suggests the state anticipates continued confrontation with regional smuggling networks.

Food and Water Security Market monitoring in Zarqa is a key governance tool to prevent the [scarcity of essential goods](#). The presence of 20,000 tons of dates and the monitoring of meat prices are vital for maintaining [consumer confidence](#) during Ramadan, a period where price spikes historically trigger public dissatisfaction.

Succession & Stability The promotion of the [Parliamentary Fellowship program](#) and youth empowerment initiatives highlights the regime's focus on grooming a new generation of loyalist leadership. By involving youth in the "mechanisms of parliamentary work," the state aims to ensure long-term [political stability](#) and continuity of the current reform path.

LEGISLATIVE ROUNDUP

Legislative activity focused on financial regulation and the youth's role in the political process. There is a notable push for modernizing the insurance sector to meet regional challenges.

BILLS DISCUSSED/DEBATED:

- **Insurance Contracts Law:** The government emphasized the [importance of this bill](#) as a necessary response to current regional and international economic challenges, aiming to strengthen the regulatory framework for financial risk.

HEARINGS & PRESS EVENTS:

- **Parliamentary Fellowship Meeting:** Dr. Ibrahim Al-Tarawneh met with participants of the [Parliamentary Fellowship program](#) to discuss youth integration into political life and decision-making processes.
- **Zarqa Market Inspections:** The Ministry of Industry and Trade conducted a [press briefing](#) regarding their plan to deploy specialized teams to monitor goods and ensure price stability during Ramadan.
- **Religious Fatwa on Drugs:** A televised seminar provided a [legal and religious ruling](#) (fatwa) on drug use, defining it as a form of self-destruction and a tool of national subversion.

DEEP DIVE: TRENDS AND THEMES

Securitization of Social Issues A primary trend is the "securitization" of drugs and social behavior. Rather than treating drug addiction as a public health crisis, the state is framing it as a [foreign weapon](#) used to undermine "the security of states and societies." This rhetoric allows the state to justify aggressive military and security operations while demanding absolute [moral and religious adherence](#) from the citizenry as a form of national defense. This "internal fortress" concept merges religious piety with patriotic duty.

The Architecture of Benevolence The state is meticulously managing the narrative of poverty. By televising [individual cases of hardship](#) and their immediate resolution by state actors, the government projects an image of an "attentive regime." This selective benevolence acts as a pressure valve, addressing the most visible symptoms of

[economic distress](#) while maintaining the existing patronage and zakat-based welfare structures rather than systemic economic overhaul.

Heritage as a Tool for Resilience Extensive airtime dedicated to the history of Petra and the [Nabataean civilization](#) serves to anchor Jordanian identity in deep history. By linking modern Jordan to a 2-million-year-old story and the [Great Arab Revolt](#), the state builds a narrative of historical endurance that can withstand current economic and regional volatility. This historical "exceptionalism" is used to bolster [national pride](#) during times of hardship.

STRATEGIC FORESIGHT

Short Term (1-4 Weeks): Expect heightened security operations along the northern borders as the "drug war" rhetoric translates into [increased military deployments](#). Public dissatisfaction over inflation may be temporarily dampened by the high volume of [Ramadan charity interventions](#), but pressure will mount as the Eid holiday approaches and holiday-related spending increases.

Medium Term (1-6 Months): The cooperation with the Czech Republic may lead to formal [cybersecurity agreements](#) or the procurement of digital defense technologies. Jordan will likely seek to institutionalize its "religious immunization" against drugs through the Ministry of Education and local mosques to create a [standardized anti-drug curriculum](#).

Long Term (1-5 Years): The state's focus on the [Parliamentary Fellowship](#) suggests a long-term goal of shifting toward a more structured, loyalist partisan system. Structurally, the reliance on [Zakat and charity](#) to fill gaps in the social safety net will become

a permanent fixture of Jordanian governance, potentially leading to the formal integration of these religious funds into national development plans.

RECOMMENDATIONS & IMPLICATIONS

For International Policy:

- Jordan is increasingly viewing regional stability through the lens of [asymmetric threats](#) (drugs/cyber). Partner nations should align aid with border security and digital infrastructure protection.
- The state's narrative on [aid for Gaza](#) remains a critical component of its domestic legitimacy. Continued support for Jordanian-led aid corridors is essential for maintaining Jordan's internal stability.
- Diplomatic engagement with [European partners like Czechia](#) indicates an appetite for diversification beyond traditional US/UK alliances, particularly in tech and cybersecurity.

For Private Sector/Investors:

- **Market Monitoring Risk:** Investors in the retail and food sectors should prepare for [aggressive price monitoring](#) and potential regulatory intervention during religious holidays or periods of inflation.
- **Cybersecurity Opportunities:** The government's push for [digital security and cyber-collaboration](#) presents opportunities for tech firms specializing in national-level digital defense and digital government services.

- **Supply Chain Resilience:** While [dates and poultry](#) supplies are currently stable, the underlying economic distress of the population suggests that any major supply chain disruption could lead to rapid social escalations that the state currently manages through charity.

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.

For questions or suggestions, please contact kalev.leetaru5@gmail.com. You can also learn more about the GDELT Project at <https://blog.gdeltproject.org/> and the Internet Archive's TV News Archive at <https://archive.org/details/tv>.