

# The Dimensions of the Internationalization of Political And Security Media on security of the Community in the Middle East

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## Abstract

*The relationship between security and the media is a correlative relationship. The media, through its various means of reading, audio and video, plays a prominent role and effectively influences the dissemination of security knowledge and helps the work of security agencies at all levels.*

*Political media is considered an authority capable of influencing and changing. Therefore, it plays a special and effective role in the political awareness of the society and its various means of newspapers, radio, television and other new electronic means, the success of political and social awareness, the strengthening of political values and political participation.*

*Political media is highlighted through its importance during times of war, peace, elections and*

*political campaigns in developed societies. It plays a key role in the transfer and flow of information from the political elite to the public, as well as transferring the problems and aspirations of the masses and their perceptions to the political elite.*

*However, The Security is a language that means not fear, and a term means creating the right conditions to ensure a stable life, and through political and economic dimensions that aim to provide decent living and meet basic needs. Social security means providing security to citizens to the extent that it increases the sense of citizenship, belonging and social justice.*

**Keywords:** Political Media, Security Media, Social security.

## Introduction

The concept of political and security media emerged significantly during the late twentieth century as a new concept in the field of public information or another new field in the specialized media, which emerged in that period in line with the public or the media as a media that accompanied the operations of specialization, including each media outlet to its own audience, hence the term security media as a field of specialized media after the spread of this concept through satellite channels and specialized channels and radio and newspapers, each working in a specific field and directed to the audience in Specific.

The unprecedented development of communications in recent years has been greatly enhanced by the scientific progress and technological revolution of the twentieth century. As a result of the fact that the media plays a fundamental role in raising the public's attention to the problems and political, cultural and social issues, because of its social effectiveness and its

wide spread, it is able to move and address a large part of the community formation. It has the potential to form social awareness indirectly, the promoter of thought and culture.

It should be noted that there is a reciprocal relationship between the public opinion and the media. Initially, the aim of the media is to provide the public with correct information, facts and honest news aimed at forming a proper opinion about a crisis or public issues.

The various media has an active and vital role in contributing to the diagnosis of social problems and the cooperation of these media with other relevant institutions in order to shed light on these social problems and contribute to solving them and their impact on the public to face the social problems in the world, according to the scientific foundations and methods.

In the wake of the so-called Arab Spring, researchers and analysts began to study the major political, social and economic changes that swept through a number of Arab countries, the role of the

media in these transformations, and how this role was manifested in traditional and new media. To conduct in-depth scientific studies to explore the political landscape in the Middle East, especially with the emergence of the new mass media, which have been competing with traditional means that have been monopolizing the political scene for decades? This is evident in countries where Political mobility, and social unrest in recent times.

It was necessary to shed light on the role of political media in terms of its objectives, management and influence in the receiving public, to see whether the media in general remained in place as a rhetorical message by the ruling authorities, or the emergence of the new media, Traditional government to become a platform to express different political and social views, 'not just a source of information of one color.

With the massive proliferation of media and public relations agencies in different institutions, it was necessary to ask whether social actors and governments were able to change their media strategies with their people to keep abreast of the Arab media landscape, after the Arab Spring revolutions played an important and decisive role in changing the structure of the system Media and its means during the last decade, and the important strategic transformations that the Middle East has undergone.

In light of all this, the Conference on Media and Political Transitions in the Middle East is presenting its various themes to highlight the role of the media in political and social reform processes and democratization through the media's ability to represent the different trends within society and to provide honest and balanced information about the current events, National unity, cohesion of the social fabric of the State and effective political participation.

In the absence of a clear strategy for the media and the emergence of many hands and external forces that tampered with means of internationalization and the manufacture of media news, either directly or indirectly, either by guidance or a plan to influence the public opinion, or support the issuance of newspapers and magazines, or the establishment of religious channels and channels of miscellaneous which soon became news channels after news became the biggest source of attracting viewers. Despite the failure of official newspapers and television channels to withstand these plans, their abortion was linked to the desire of the Arab people to preserve their national identity.

The recent rapid events witnessed by the world, especially the Arab region, have contributed to the need to rethink the field of information and communication and to reconsider its traditional

functions and functions in relation to society and its new role at the level of international relations. Modern information and communication over the last few years, which has made people who are not keeping pace with these developments and are not open to the amendment of legislation.

These developments have emphasized that no country, no matter how military, political, economic or cultural, can ignore the central role played by the media and communication within society or in its interaction with other societies and nations.

The external world has realized the power of the media, which has become one of the most important tools on which foreign strategic plans have been based, the justification of globalization, or America and the new world order led by the United States of America, as well as attempts to spread the concept of human citizenship. Their ability to dissolve barriers between cultures, religions, civilizations, and so forth.

The media at the beginning of its appearance was interested in certain areas only, and were limited in their means and effects, but it did not stop at that, but exceeded the development of all perceptions thanks to the amazing development of the means of communication on the one hand, and the ability of the media to express various areas.

Thus, the areas of media have expanded so clearly that health and education included security, defense, economy, environment, climate, science and other and included in its language all levels until it became one of the most important tools of knowledge in the current era. This has been a result of the great developments in technology, communication and information technologies, which have made the world look like a small e-village. Media has become a central focus of various basic issues, and has become increasingly important in society in all spheres of political, economic, social, cultural and other life aspects of Security, as these developments were accompanied by the same security phenomena, and the phenomena that deal with them, which required an update and continuous development of security policies, methods, and techniques used in dealing with these phenomena.

It is clear from the above that the relationship between security and the media is a correlative relationship. The media, through its various means of reading, audio and video, plays a prominent role and effectively influences the dissemination of security knowledge and helps the work of security agencies at all levels. Through media coverage.

### What is social security?

Concepts and terminology overlap in the definition of social security and its limits. Where there are many overlaps between national security and human security and social security, but they meet on the principle of necessity and need, in terms of complementary and are distributed in fields of study between sociology and political science to make their way to seek with the strategic and economic studies of its link to human life and its multiple needs.

### Social Security

Security means safety and honesty that is connected with secured security, and security against fear, which is: "self-confidence, fear, faith and honesty.

*Dr. Mohamed O'Mara* defined social security as the thing that reassurance and denies fear of the individual or group in the other fields of mundane construction, but also in the beyond and post life.

If social security is lost, the society becomes unstable and may disturb the foundations of the social system and then the relationship between the two ends of the social contract may change.

Political scientists have defined security in the intellectual framework according to the theory through which the term is considered in three levels : the theory of realism , the theory of liberal and revolutionary theory .According to the theory of realism, the state is the main actor, moving in accordance with its perception to maintain its security which requires the acquisition of power and therefore the target security is the security of the state , which achieves social cohesion and political stability of the state. Liberal theory rejects the idea that the state is the only actor in international relations and that its security is not limited to the military dimension but extends to economic, social and cultural dimensions. Revolutionary theory seeks to change the system, not just reform it as a necessary means to eliminate injustice.

*Ibn Khaldun* goes on to say that: "The security of the Muslim community in the House of Islam and the maintenance of the public order in which we enjoy safe and engage in good work in tranquility, and this is all necessary where the security of individuals can only be achieved."

Social security according to the professor of sociology, *dr. Ihsan Mohammed al-Hassan* who says that the safety of individuals and groups of internal and external threats that may challenge them as military threats and the attacks on individuals and groups of murder, abduction and assault on property by sabotage or theft, "while a team of social scientists believe that the absence or decline in crime rates

reflects the state of social security , and that the spread and increase of crimes means the absence of social security.

The criterion of security depends on the ability of governmental and private institutions to reduce and respond to crime, and that the protection of individuals and groups is the responsibility of the state through the imposition of order and the rule of law and the judiciary , , and the use of force if necessary to achieve security and a sense of justice that promotes belonging to the state as the protector and trustee of people's lives and property and their hopes for a decent life, while the researcher *Dr. Muayad al-Obeidi* says that "e security is a social responsibility as stemming from the responsibility of the individual towards himself and his family , The customs and traditions of the tribe became part of the prevailing law.

Security is a language that means not fear, and a term means creating the right conditions to ensure a stable life, and through political and economic dimensions that aim to provide decent living and meet basic needs. Social security means providing security to citizens to the extent that it increases the sense of citizenship, belonging and social justice. The United Nations also provided a comprehensive definition of economic security: "To have the material means to live a stable and saturated life". Others know that the individual has enough money to meet his basic needs: food and decent shelter, basic health care and education.

Hence, in light of this rapid development of technology and communication, the media has become a true partner of both state and citizen institutions. Media and journalism have become a major part of people's lives. The individual in the society does not rely on the media as sources of information so as to communicate its voice and solve its big issues. Therefore, we see that the media is aware of the issue of its effectiveness in the production of awareness and the dissemination of economic and other culture in society such as the definition of laws, legislation, regulatory procedures and information technology, and the development of strategic plans in terms of development in all aspects of all human and material media capacities and all public and private institutions, which are able to do a lot through the participation of people in seminars, workshops, discussions .As the challenges and obstacles are great, there is also a need to develop specialized studies and researches in this field in order to reach a sound vision about the role of the media in all subjects and real problems, what is today's media and how to deal with it.

### **The concept of political media**

The term political media is a new type of media, which requires much deliberation. Therefore, experts and researchers in the field of media and politics have differed from finding a specific and agreed definition.

But through the above and through our readings, we can define the political media as one of the branches of the media, which is characterized by its ability to influence and change and persuasion and is interested in covering political issues and seeks to achieve political objectives and is one of the effective tools and the main depends on which political system used in the achievement of various strategies.

The media's connection with politics and its role in the political arena is not the result of this era, but it dates back to the era of the Soviets, who used the media and communication tools of the time to influence public opinion and disseminate a kind of political culture to contribute to the change they intended. They support every innovation that helps them communicate with the masses directly, and helps them influence them. But in general, political media as an academic and scientific field in the media is a modern phenomenon.

The concept of the end of the Second World War was gradually developed and developed. The desire to establish media or communication was crystallized independently and thus promoted by scientific approaches centered on scientific schools, each based on a different method and method.

The first mention of political media as an independent field was in 1956 when a book entitled Political Behavior appeared that discuss the exchange of political influences between the government and the citizen. There have been important developments in the wake of this equation, including the field of applied research such as the effects of media in the political elections, the effects of propaganda and analysis of political language, and among the current research areas include :

- Political speech.
- Political debates.
- Political formation.
- Election campaigns.
- Political movements.
- The relationship between the government and the media ... etc.

After that, the study of the political power of the University of Michigan by Campbell and his colleagues, who was the first to define the concept of

political competence as "a sense of political reality that can have an impact on political processes, carries the definition of social and political change, Participate in this change.

In the beginning, the media was determined in the media and the contacts of governments with the authority and then determined in the exchange of political dialogue between the ruling majority and the opposition. Then it expanded the study of the role of the media in the industry of public opinion and the interest of opinion polls on political life. The present includes the study of media and communication in political life in its general sense, which includes:

- The media.
- Polls (public opinion).
- Political marketing.
- Publicity with special attention to electoral periods.

### **The importance of political media**

Political media is considered an authority capable of influencing and changing. Therefore, it plays a special and effective role in the political awareness of the society and its various means of newspapers, radio, television and other new electronic means, the success of political and social awareness, the strengthening of political values and political participation.

Political media is highlighted through its importance during times of war, peace, elections and political campaigns in developed societies. It plays a key role in the transfer and flow of information from the political elite to the public, as well as transferring the problems and aspirations of the masses and their perceptions to the political elite.

### **Security Media**

There are a number of definitions that the researchers dealt with about the concept of security media, depending on the number of their views and in their handling of the concept. There are in fact three orientations trying every direction to know the security media according to their own visions. The first approach sees that the security media is one of the specialized branches of the media, In this context that the security media (a branch of specialized media, which aims to inform the public or a particular sector of the topics related to security and carried out by the security men themselves, as well as the media if it is related to security men .This means that the media is persuasive through information, figures, statistics and facts. Media has no particular purpose in publishing or broadcasting to people. It offers abstract facts. This is what distinguishes it

from the propaganda man. Hence, we can say that "media is essentially a form of mass communication Conveys the reality as it exists to a wide audience with different experiences, attitudes and values.

While the second approach believes that the security media in the first place is the professional use of the media by the security services as the definitions in their studies indicate that the security media is intended for all media activities intended and planned and the preparation of media messages in order to shed light and introduce all The efforts and achievements of the Ministry of the Interior in the framework of its comprehensive security strategy through all media and communication.

The third approach is that the security media is a product of the interrelationship between the concept of contemporary security and the concept of contemporary media. The security information is that the communication process of direct and indirect messages designed and produced according to a specific model commensurate with the security content to be delivered to the community or transferred from the community to the security services and media agencies, and thus the three parties share the crystallization of the moral foundations of public security culture.

### **What is Political Media?**

As the world has become a small village or small cottage, it has become the fingers of your hands, as soon as you press the computer button or throw the television, but open your eyes worlds of cultures and vanities at the same time, after the new media (New Media) reality coexists with it all the peoples of the world, and the confusion was confused, poor and rich, and educated ignorant, and local world. In the era of satellite television, the Internet, computer, fiber optics and satellites, the information revolution has been the preserve of the rich countries, and the flow of information in one direction from the rich north of the impoverished south has been restored. Interaction, exchange, realism and freedom have become necessary attributes of freedom of navigation on the modern media.

In the age of globalization, the concepts, visions and communication functions have changed. At the sender level, it is no longer confined to an individual sender who has the skills to prepare a media message for a large audience. The term "citizen journalism" has come into existence. This means that anyone who browses the Internet can form and communicate messages. And even the public is no longer as passive as with other means of communication, but has the ability to respond immediately through e-mail and communication programs and forums and it identifies communication scientists five key features that distinguish the Internet connection from other

types of communication : Multimedia, hyper textually, packet switching, synchronicity, and interactivity. These five features may come together at a Web site, some of which may be missing from another site; these features are not necessarily good or useful to all network users.

In order to arrive at a clearer and more comprehensive concept of the political media, we found it is necessary to clarify a number of concepts related to political media, and sometimes it is one of its means or cause of appearance,

**First: The political environment:** In its general concept, the environment means the center and the spatial area in which the person lives, is affected and influences it, and this center may extend to include a very large area. It may be narrowed. It includes only a small area that does not exceed the area of the house it inhabits. The sociologists see that the concept of the environment is not only in the natural dimension, but also in the social and political dimension. The environment in the limited sense refers to the vital natural environment that supports man and other living organisms in order to survive.

The media is a reflection of the political environment and a mirror of conflicts and political interactions. Without these means, members of society outside the political circle cannot see the political events. The political environment is adopted by the media. At the same time, it is this political environment that governs the nature of the work and functions of the media. In the political function, through a set of legal legislation that regulates its activity.

**Second: Political Propaganda:** Political propaganda is one of the most important and prominent phenomena in today's world. It is important in that it contributes to changing attitudes and attitudes of groups and individuals and influencing them in line with the interests of the political and intellectual line adopted by the political group to achieve its objectives. To induce emotions in order to reach the confusion of the logical sequence and assume a kind of manipulation, which must be subject to a certain philosophy and aims to generate publicity attitudes and behaviors of groups and individuals to whom they are directed and modify their perceptions and assessment judgments.

The aim is to make these groups accept all the actions of the political man based on this propaganda and also on the indoctrination of individuals a number of theories and political principles that motivate their enthusiasm for cooperation and support and concerted efforts for the targeted action plan to ensure the impact on public opinion and manufacture. The role of propaganda is to become a reference and a guide and plays an important and fundamental role

in the political activity leading to increased popularity of an individual or group.

**Third: Political Declaration:** The political declaration defines the communication process in which the advertiser pays a price in return for the opportunity he has in a media outlet to present to the public specific political messages with a specific purpose in order to influence their positions, ideas and behavior that have affected people and societies. Many leaders and politicians employing the media to serve their goals and achieve their ends. Therefore, this type of media is accused of being the direct cause of many of the problems suffered by the people, such as the emergence of Nazism, which succeeded in employing the political declaration and political propaganda to deceive the masses, such as the marketing of candidates and movies and television series, and exaggeration in giving them untold qualities.

**Fourth: Political participation:** These are the political activities by which members of the society contribute to the selection of their rulers and in the formulation of public policy directly or indirectly. It means the participation of the individual at different levels of the political system. Political participation of citizens constitutes direct political activity (Secondary), and examples of participation in direct political activities (political position, membership of the party or the nomination in the elections, voting, discussion of public matters, participation in demonstrations ... etc), indirect activities are the knowledge of general problems and participating in the development of some forms of work groups in the primary bodies.

Political participation means, in its broadest sense, the citizen's right to play a certain role in the political decision-making process.

**Fifth: Political marketing:** It is an overlapping process. It is paradoxical and contradictory. In the current era, it is regarded as the political pillar in the media because it is the most effective type. It is usually accused of neglecting it and its moral aspect, but it often employs false promises that exceed the size and potential of the political candidate. The various political media and political marketing tools can be linked in a way that enhances the process of political development from the systemic institutional perspective of formulating the concrete aspect of formulating integrated programs beyond the past, providing new economic and social conditions, It is well known that all political parties have a presence in civil society whether in the form of student organizations, trade unions or associations of service nature.

In addition, we would like to summarize the three most important theories of political media:

**First: Public Theory:** This type of theory is related to the public used for information materials. This type of theory is based on the fact that the public uses the media because of psychological or social motives. The most prominent of these theories are:

A. Theory of uses and rumors.

B. Information Processing Theory.

**Second: The theories of the communicator:** Some theories are classified as linked to the sender or the contact person, the most important of which are:

a. The theory of cultural implantation.

B. Theory of prioritization.

**Third: The theories related to the type of media influence that the media in the public:**

a. Direct effect (short term).

B. Theory of cumulative effect (long term).

**Main functions of political media:**

### **1. The function of political formation**

Political education means how to transfer the political culture of society from one generation to the next. It focuses on the personality of the individual and develops it according to a pre-standard model to deepen the common and stable political trends and values in society.

### **2. The function of political education**

Consciousness is not created in a state of crystallization. It is crystallized in accordance with a special dynamic that reflects internal and external factors. Political awareness is built on the accumulation of perceptions, opinions and concepts acquired before. Political media contributes to the consolidation of some of them and the development of others. Social, including political, to effectively influence social existence by providing individuals with the knowledge and concepts relevant to the political matters.

### **3. Political mobilization function**

Political media plays a big role in political mobilization. It prepares individuals psychologically, morally and mentally to receive political events, for example, ahead of some unexpected election results that citizens do not like. They are preparing to accept something in the framework of policies and strategies that have been drawn up before. Ahead of electoral dates of all kinds.

#### **4. The function of political development of individuals**

Political media plays an important role in political development and the dissemination of political culture through the provision of information materials and programs that contain either news, educational, recreational and various means such as newspapers, radio, television and the Internet. These media play a major role in influencing millions of people. Is a powerful force to influence and guide public opinion by defining its behavior in society on the one hand, and on the other, it is very effective in its participation in political and electoral battles.

#### **5. Function of media**

The media function is one of the important functions of the political media, which is one of the influential elements in political participation and political culture.

#### **6. Political Support Function**

Political media employ the media to achieve political stability and political legitimacy.

#### **7. The function of political development**

Political media allocate good space by means of its various means of political education and political formation in order to encourage the public to participate politically.

#### **8. National Awareness**

Through the use of all different media to create national awareness of the public and urged them to national affiliation and national loyalty.

#### **The components of the process of setting the agenda in the political media**

The agenda process includes three distinct trends:

The first trend: setting the public agenda.

The second trend: setting the policy agenda.

The third trend: setting the media agenda.

#### **The theory of public agenda includes the following basic concepts**

- The media may not always succeed in defining people (how they think), but they succeed in effectively defining people (as they think).
- There is a relationship between the concentration of the media on certain subjects and the concentration or

prominence of the same subjects among the receiving audience.

- While this theory seems to be correct, there are exceptions to it, most of which depend on the general conditions or conditions for setting the agenda. The most important of these conditions:

1. If the subject is not presented prominently and repeatedly, the most likely occurrence is to disappear in a crowded environment

2. Public biases play a key role in setting the agenda. It has been found that, despite the importance given to some subjects, the public has given these subjects little attention because it deems it inappropriate. Liberals in Egypt, leftists and others are rarely influenced by a newspaper or channels that reflects brotherhoods or Salafis and vice versa, and the lesson here is not what the channel broadcasts, but the principled position of the viewer or the reader who imposes himself on the media content.

3. The needs of the different sectors of the public are essential to the agenda. Political debates on issues of constitutional amendment, human rights, environmental issues and others may not be as important to Egyptians as they are to other issues such as wages, prices, employment and other life issues.

- The development of the agenda or the consolidation of the agenda is a process that does not go in one direction only from the media to the public, under certain circumstances affecting public opinion on the media agenda, and perhaps the biggest evidence is that the issues of the Egyptian and Arab press radically changed as a result for the event of the revolution, which imposed itself on the way of thinking of journalists and it is no longer possible for the journalist to ignore what is happening.

- The media can create the public's concerns independently and away from the real circumstances of the surrounding world, and this is the false influence of the media and through it

- The short-term media impact may lie in setting the agenda, but over time, with more focus on the same issues, building the agenda may turn to building new social values and ideological trends that could not be built in the absence of a selective media focus.

- The influence of the media is not in the sudden dramatic transformation of the issues and concerns of the public opinion, but it is the establishment of the boundaries or the general framework for discussions and public debates of controversial issues ».

- The media does not account for the agenda, but there are different sources for it, including the

individual's personal experience, the influence of the group, and the circumstances surrounding the individual in his or her environment. Therefore, any model for interpreting the agenda should include the overall characteristics of the audience and the characteristics of individuals and the surrounding circumstances in the outside world potentially affecting the case. The model that equates the media with setting the agenda will not come to the fore. Two individuals are likely to react to the same media coverage differently, due to their predisposition to the issue. ?

### **The implications of social security (cultural security and media globalization).**

#### **First: the concept of cultural security**

Cultural security is one aspect of social security, and even more important in our view, it is ahead of military, political and economic security, because if cultural security is achieved, security and protection can be achieved in many other areas. Perhaps the defense of existence is before the defense of the border.

"*Dominique David*" defined the term as: "There is no threat or any form of danger, and it provides the necessary means to counter that threat if it becomes a reality."

*Kenneth Walt* defined it as "State Security and Survival," focused on the narrow meaning of security. Ken Booth defined it more broadly: "This means liberating people from constraints that hinder their efforts to move forward their choices, among which are war, poverty, persecution, lack of education and many more." We say that security means calm and the end of fear.

The word "culture" is mentioned in the lexicon of the medium: "The thing that has been created, the distorted and the like, and the" culture "of man, ie, his literature, his knowledge and his delight.

*Edward Taylor's* defined it in phrase "complex society that includes knowledge, belief, art, ethics, law, custom, and any other abilities and customs acquired by man as a member of society." Dr. "Jalal Amin" mentioned that: "habits and patterns of behavior, inclination, values and a look at the universe and life." Culture is a clear pattern of behavior that human beings acquire and are transmitted to by symbols consisting of the distinctive achievements of human groups.

"*Cultural security*" is defined as: "Preserving the original cultural components in the face of suspicious foreign or foreign cultural currents", which in this sense protects and protects the cultural identity from penetration and containment from outside. In other words, "the self-sense of national belonging, which

creates reassurance for the existence of individuals belonging to one nation, lies in the preservation of identity and defense against those who try to destabilize the nation's culture .

#### **The importance of achieving cultural security is reflected in the following aspects:**

- Preserving the cultural identity through the values and norms surrounding the society and its stability and distinctiveness from other societies.
- Achieving cultural security contributes to the building of a good citizen, protects it from all currents and destructive ideas, extremism, terrorism and political violence, and makes it able to participate effectively in the development of society.
- Achieving cultural security is at the top of the factors that protect young people from undesirable social behavior such as: crime films, violence, sex and others.

The achievement of cultural security protects our customs and traditions inherited over the past centuries, which in turn extend to human values of a religious and social nature. Through cultural security, an individual can understand many of the concepts from other cultures and work to elevate them in a way that suits the society and its circumstances.

Achieving cultural security contributes to the economic development of society. The conscious individual encourages the use of local production instead of promoting Western industries that cause damage to the local economy.

#### **Cultural security is based on six basic components:**

**A) Language:** it is system of symbols and signs used by people to communicate with one another and to achieve cooperation among them and to express their thoughts, perceptions and desires. It is also a system of thinking that regulates their emotions which are issued voluntarily and helps to express, communicate, It means a curriculum for education and a system for the preservation of cultural heritage across generations.

**B) Religion:** It is synonymous with the word approach in modern terminology, with the inclusion of the meaning of faith and belief in the heart and behavior in practice, and the law for all aspects of human society. Religion is also a societal phenomenon, one of the fundamental aspects of most formal activities in society, and it has moral and systematic values. Religion is the foundation on which all integrated cultural security is based. It includes the fundamental tenets of religious and moral values that enable the individual and society to



move steadily in a coherent world without a single religion or dominant identity. It seeks to emphasize the identity and the formation of a good person in life, and is also the first codifier of moral values and standards.

**C)Heritage:** It is the cultural and cognitive stock, which is the intellectual and ideological balance of the data of the mind, behaviors of the individual and the community, and includes in this stock and balances all forms of culture and civilization through the ages. Each nation has its cultural and cultural heritage, which represents its historical memory or its living record, which its experiences and experiences have deposited in an extended life spanning the ages. The heritage moves in education in the form of dogmas, language, sciences, literature, arts and traditions, but it does not transfer a fixed static heritage. Age and responds to its requirements.

**D)Cultural identity:** all the distinctive features of the nation, such as language, religion, history, customs, traditions, ways of thinking, behavior, etc., which preserves the nation's character and distinctiveness from other nations. Because of the importance of cultural identity, there have been many studies, such as the Michel Weldon study of 2002, which referred to the importance of cultural self-realization through teachers and public education curricula, as it is the basis for maintaining the identity, security and stability of mainstream culture in a globalized world of the different interrelations between cultures and nations.

**E)Affiliation:** A positive trend supported by love, felt by the individual towards his homeland, affirming affiliation and affiliation to the country, as a member, and proud and loyal to him, proud of his identity and unity with him

**F)Citizenship:** It expresses spiritual and psychological attachment between the individual and his country and its citizens, where they have ties and links with language, culture, spiritual, social, economic and political, and to the extent of attachment that is the loyalty of the citizen to his homeland. Citizenship is the status of a citizen who defines his rights and duties towards his homeland

### **Second: the implications of media globalization**

If we look at the media in the light of globalization, we find that it does not constitute a balanced international system because most of its inputs, centers of operation and control mechanisms come from the north of the globe, which led to the domination of developed countries in exchange for dependence of developing countries.

**Antony, Gardens** argues that the globalization of media means: "Pressure for time, place" the extension

of geographical areas with the provision of similar content, as an introduction to the pattern of cultural expansion. "

Herbert Schiller also defines the globalization of media as "the concentration of media in a number of transnational conglomerates that use the media as a catalyst for consumption worldwide."

**Dr. Mohammed Shoman** said: "This is a process that aims to maximize the media and information capabilities to overcome the political and cultural boundaries between the communities thanks to the availability of modern technology, integration and integration between the media, communication and information to support the consolidation and integration of the world markets.

**Dr. AbdulmalekRadman Al-Danani** defines it as "an expression of the expansion of international flows in the fields of information and the transfer of various social ideas, values and customs through the modern and sophisticated communication media that have emerged widely in the international arena and spread in the 1990s".

### **Media globalization is characterized by the following features:**

- It is technologically advanced and qualifies for more effective outreach in different societies;

It is also characterized by the dominance of American companies in terms of ownership, content and trends of content and forms of production. There are six major groups in the world working in media activities with a large international presence that varies from one institution to another. Four of them are: Time Warner, Bertelsmann, the Viacom group, the Disney Foundation), one European, one Australian-American;

- The feature of vertical integration, in the sense of the emergence of multinational and multinational companies and the ownership of multiple media and activities from the spread of books and newspapers to radio and television stations to the studios of film and television production .

- The existence of a relationship of complementary and cooperation between the media, communication and entertainment of the multi-nationality and the motherland to which they belong culturally and politically, meaning that the contents and programs of information and entertainment reflect the cultural specificity of that country, for example: cooperation and support between Ted Warner and the US government,

- The spread of the work of giant companies through local agents: Despite the technological revolution and

communication potential of the enormous potential to penetrate the national and cultural boundaries, but these media companies were keen to work through local agents without taking into account the needs of the local market, but seek to create local needs false in line with the contents and images Which is being marketed in accordance with the mass production mechanism and the achievement of competitive advantages;

- The decline of the role of the state in the international information system
- Expanding options and alternatives available to the public, for selection from traditional media (newspapers, radio, television) and modern (digital satellite broadcasting, computers, information networks, electronic journalism, multimedia
- From this, we conclude that the globalized media is not a balanced international system, because all its inputs, centers of operation and control mechanisms come from the North of the globe. This has led to the domination of the developed countries against the dependence of the developing countries.

#### **The foundations of social security**

Social security is an important necessity for overall human and economic development. A society threatened by its social security cannot achieve its goals and programs no matter how much money invested in it, and no matter how high the hopes of its leaders in achieving prosperity for its citizens.

The multiple forms of social security threat make it necessary to be exposed to the drivers of instability in society in order to besiege everything that prevents an acceptable and reasonable minimum of social security.

Social security in the Arab world varies from one society to another and from one state to another depending on the sociological and historical circumstances of each country. Achieving economic development, political participation and ensuring freedom of expression are all factors conducive to the emergence of stability within society, which in turn leads to an acceptable degree of social security.

On the other hand, high unemployment rates, increased social exclusion, disruption of social structures and loss of hope for acceptable social and economic development may pave the way for destabilizing society.

These lines attempt to limit the reality of social security in the Arab world from the theoretical and analytical approaches to the current reality, and propose mechanisms to overcome the imbalances that pave the way for a state of social security.

Social security is considered the cornerstone of building modern societies and a key factor in protecting its achievements and the way to progress and advancement. It provides a safe environment for work and construction provides peace of mind and creates an incentive for creativity and progress towards future horizons. Security is achieved by consensus and faith in national principles that unite the social and cultural fabric, where it is easy to direct energies to reach the goals and goals that fall within the values and ideals to strengthen the national spirit and achieve justice, equality and equal opportunities and the integration of roles.

It is worth mentioning that the establishment of security contributes to the social cohesion that contributes to the establishment of the rules of equality of rights and duties regardless of religion, race and religion while preserving the cultural specificities that embody the principle of diversity within the framework of unity and in this safeguarding freedom and respect for the human right to belief and worship, The rights of others in this context.

#### **The most important challenges facing the political media**

The evidence shows that the Arab world is currently undergoing a very difficult transition and the complexity of the global and international transformations are intertwined with the internal economic, social, political and intellectual and cultural currents. This is done in an Arab panorama scene full of contradictions where the old and the new coincide with the old and new, without the real interaction, and dominated by politics on culture and widens the gap between the traditional and modern in various areas of contemporary Arab life and subject to the whole tyranny of consumer culture exercised by the world powers controlling the means Audiovisual media are supported by Arab governments that continue to control media policies, sources of information and media ownership through a very strict legal arsenal.

This is the starting point of a great conviction confirmed by the reality day after day, that the information system - in each society with its functions, objectives and terminology - is a reflection of this society, it meets its needs, and if the objectives of the media message is mostly out of the media Education, recreation, guidance and guidance, their treatment varies according to the reality of societies.

If the West magnifies the entertainment aspect at the expense of other aspects, it should not be transferred this scene and planting in our Arab media without looking at the challenges facing us, as well as the needs of the Arab viewer, especially as the Western media is largely commercial in nature, Which is

incompatible with Arab societies. Hence, the existence of the state media in the Arab reality is a great balance in giving the public what it wants and what it needs at a time together, which we can call media security.

These include the role of the media in raising awareness of the various challenges facing our societies, in light of the blurring of the media landscape, in which social media outlets have been added to the monopoly of the official media institutions, and the term "citizen journalism" has emerged. On the dissemination and dissemination of an information material, at the same time to millions without verifying its credibility, which is an additional challenge to the official means, I mean the institutions that deal with the media, whether state or private.

In this climate, voices are calling for an end to the age of media monopoly and the need to adopt new policies based on diversity and media pluralism as a fundamental mechanism for achieving democratic reform. While it is difficult for democracy as a structure, mechanisms and rules to become clear and entrenched at the level of political practice, only in a community structure based on equality, justice and freedom of political action for all forces and social and political segments, the media as the main tools of political action and cultural enlightenment cannot be effective in The context of the democratic process without a socio-cultural framework helps to consolidate the values and principles of democratic practice. This is the greatest challenge facing multiculturalism and media. The cultural scene in the Arab world **indicates three types of culture** that overlap and intertwine and converge and are:

**First:** in the culture of submission resulting from the nature of Arab society, which grew within the framework of its educational, religious and political institutions, and this pattern, prevails in all Arab countries without exception.

**Second,** it is a culture of dependency that devotes tradition to Western culture, both Francophone and Anglo-American. This pattern is common in Arab and foreign media, where it prevails among the political, cultural and media elites in the Arab world.

**Thirdly:** In the culture of participation, which is the cornerstone of democratic practice, it is witnessing a marked decline in the Arab world in light of the dominance of authoritarian cultural and political structures, the rule of the culture of adherence to power and the system of traditional heritage values.

On the other hand, **some of the challenges facing media pluralism are:**

**First: Political Challenges:** In addition to the continuation of government policies to impose their authority on the ownership of newspapers and direct them and to directly control and control the freedom of publication, distribution, and advertising, the government authorities resort to the siege of journalists, media and intellectuals and monitor their activities through laws and special procedures that are not limited to administrative procedures only. In addition to the above, the innovative approach adopted by some Arab governments is to give a calculated margin to the opposition forces to criticize the symbols and practices of the Authority and to detect financial and administrative corruption and social injustice while at the same time to unload the content and effectiveness of any criticism by completely ignoring and not responding to the slogan (let them say what And we do what we want) which led to the spread of frustration and despair among the masses of intellectuals and media and make pluralism a mere decoration to complete the alleged democratic form.

**Second: The demographic challenges** are characterized by the disparity in media saturation within the Arab societies due to the centrality of the media in the capitals, the deprivation of rural and Bedouin people from the newspapers expressing their concerns and ambitions, as well as the scarcity of regional radio and radio broadcasts and programs directed at the rural people, The doors of mail readers in the Arabic newspapers.

**Third : Economic Challenges - (Advertisements)** Advertising is a major source of funding for the Arab media and comes in the next position for government funding, although it surpasses it in some Arab countries, such as Lebanon, Morocco, Tunisia and the UAE. Currently, advertisements account for about 65 percent of the funding of many Arab government and private newspapers, as well as large budgets for the visual media, although advertising revenue on the Internet is still relatively small. The commercial television commercial is one of the most important contents broadcast by Arab satellite channels, and is represented in so-called guaranteed programs, i.e. funded by advertisers.

There is no single international advertising agency in the Arab world, but international advertising agencies exert influence and influence through many branches. Arab countries are no longer just consuming societies for foreign products. They are becoming an important competitive consumer space in which international advertising companies compete to impose their methods and their reflective values and behaviors. In light of these conditions, we find clear the many images of the hegemony of the international advertising agencies on the Arab media in the interest of market economies at the expense of the freedom of the media and the rights of both media and the public

in freedom of opinion, expression and participation. It is clear that this situation deprives the Arab media of any ability to play the role of active participant in shaping the features and orientations of the international declaration, but rather turns them into a trap for the practices, orientations and interests of international companies.

### **Conclusion and Recommendations:**

Political media has become a media concept specialized in modern societies, which has preventive and social media and plays an important role in establishing the security and stability of societies. It meets social needs that contribute to awareness, education, and guidance to stand up to phenomena and social variables that occur in thought, behavior and values. But it cannot achieve its desired goals and noble goals only when its efforts are integrated with the efforts of other media, social and educational institutions and others.

Because social phenomena in human life are intertwined, interconnected and influenced by each other, this holds true for media and security. It can be said that without a planned statement, there will be no real security, and without solid security, common in society, there will be no balanced and balanced media.

Political media plays an important role in building the national security of the state and in planning its strategy, which is based on interaction with the challenges and threats to national security. In order to emphasize the country's strategy in facing these challenges, political media has an influential role in confronting the problems and issues of society. To discuss these issues and find appropriate solutions to them, and even has an important message in the face of the intellectual and cultural invasion hostile to the aim of undermining the unity of the homeland. The role of security media is clearly highlighted in wartime, in order to counter propaganda and psychological warfare.

The political media plays some distinctive roles, such as broadcasting directives and disseminating instructions to the masses in order to deal with the consequences of the crises, to monitor the target audience and to observe the changes that may occur in their midst to confront the crisis caused by the crisis, and to link the information to the context of contemporary events. From the spread of rumors and news about the events of the security crisis, and this media is in coordination with various security agencies to cover events security crises and the size and quality of information targeted to be covered.

Political media plays a positive and sound role, which contributes significantly to the security of the state, especially if it is implemented within well

thought out plans and a set of principles, values and constants that achieve more common understanding and close cooperation between them. It can interact to lead to good awareness, guidance and sound guidance, ensuring an informed public opinion about the activity of the politician and its role in society on the one hand and strengthening the efforts of prevention and the establishment of security and justice on the other. Especially after the great development that has taken place in the media and communication and the spread of satellite channels, it is very easy to see all what the media from all over the globe. Hence, the seriousness and the utmost importance of the media (visible, read and audio) as well as the dangers it poses constitute the ultimate responsibility and the weight of the Secretariat in the hands and minds of those who rely on the media and control the media.

Today, at the beginning of 2018, we are witnessing a one-way information revolution, mixed with enormous social transformations, especially in the Middle East. The influence of hundreds of television channels is changing the habits, values, traditions and concepts of people consuming media and cultural materials, reshaping their culture and social values, In front of its viewer's aesthetic paintings in their appearance and may be dark black in their content. It is no secret that the process of forming visions or shaping public opinion and contributing effectively to the process of social change is an incremental process in which the media play an important role, especially in the visual means. The audience of television is multi-age, cultural or ethnic. In the lives of members of each family, where they spend long hours with him and interact with the positions that broadcast through the screen and the characters who encounter them (negative and positive).

The role of the political media in community awareness and theories that explain the impact of the media in awareness raising and the role it can play in increasing the sense of belonging to the homeland, providing the individual with information and creating opinions among the members of society about new and updated topics, raising awareness among NGOs and civil society institutions to play an active role in serving the community.

Media plays a very important role in preserving national security. This role is to deal positively with the threats of national security and the sense of self-confidence in taking responsibility for the security of the homeland and maintaining its social security through the issues raised through the various media and through the published issues and events In the field of national security.

As mentioned earlier, modern political information is the result of the integration of the performance of different sectors. The professional, social, and

national functions of these media are dictated by the various print, audio and video media to inform the public about the various developments in society, including security events, as well as public awareness of the dangers posed by deviant behaviors and the role of the public in the face of these behaviors.

The most important recommendations to activate the concept of political media and its impact on community security:

We try to make some recommendations and suggestions on activating the role of political media in the society because it is important to achieve the desired goals in development and prosperity in all its aspects.

1- Developing a strategy for political media and forming a political media, security system with scientific foundations managed by specialists in this field.

2- Activating the role of political media as a specialized media in dealing with all the security issues of the society during crises and continuous training of individuals working in the field of security media on how to deal with crises and disasters.

3. Conducting future studies and research on the role of security media in monitoring security crises and evaluating their role from time to time.

4. To work towards removing the obstacles faced by the media and its employees when covering the events of crises and disasters; developing the spirit of full responsibility between the media and members of the society and the security services, and protecting the society from social pests and dangers and consolidating the concepts of social, institutional and media cooperation to achieve prosperity, success and stability.

5. To develop the political culture of the political class in the state and to consolidate the concepts of community participation in security duties and responsibilities.

6 - Work hard to reduce the violation of law within the state for all residents and those present on its land.

7 - The importance of communication and cooperation between the political and security agencies and the various media on the holding and organization of lectures and seminars for the public (students - bodies - private institutions - voluntary centers - unions - clubs and communities ... etc) to educate them security and political and awareness and protection against dangers.

8. Support direct communication to all segments of society through the means of communication, read and audio, video and electronic media, such as the Internet and direct text messaging service.

9 - Activating the role of political media in raising security for parents and parents councils in schools and students of schools and universities.

10 - Monitor and analyze the various media, and try to identify the negative trends and behaviors of members of the community and conduct questionnaires analyzed.

11 - Reduce the negative effects of information programs that promote violence, aggression, crime, and moral decay.

12- Extending the media with all the necessary information about phenomena and political issues and the appropriate awareness requirements thereon.

13- Providing dialogue programs based on intellectual dialogue to discuss issues of concern to the society in all its aspects, including experts from society, politics, economy, psychology, law, security forces, parties, writers and ordinary citizens.

14 - Activating the role of political media in the consolidation of concepts of community security and enhance the citizen's sense of responsibility, and confidence in the political and security.

15. Developing and disseminating the legal and security culture aimed at establishing respect for public order in the country. The citizen should know the difference between the government and the homeland and being in opposition to the government.

16. Include in various programs and information materials the values of maintaining security, social peace, family cohesion, belonging, preservation of national identity and education.

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