



The role of the new media in raising awareness and protecting society

دور وسائل التواصل الاجتماعي في رفع الوعي وحماية المجتمع

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ABSTRACT

The society is living massive shifts in the field of Media and Communication which led to significant changes in the methods of producing distributing and receiving information in recent years. As a modern communication techniques and methods has appeared and through them a new communication characteristics and tasks have spread the most important of them are the transformation from the mass communication with one way and homogenized content to the interactive communication techniques with two ways and the multiple Implications and then the term of the new media or digital media has appeared for expressing these new phenomenon. This research seeks to detect new media attributes in terms of the evolution of the concept and functions under these rapid developments.

الخلاصة

يعيش المجتمع تحولات هائلة في مجال الإعلام والاتصال أدت إلى تغييرات كبيرة في طرق إنتاج وتوزيع المعلومات وتلقيها في السنوات الأخيرة. حيث ظهرت تقنيات وطرق اتصال حديثة ومن خلالها انتشرت خصائص ومهام اتصال جديدة أهمها التحول من الاتصال الجماهيري بطريقة واحدة والمحتوى المتجانس إلى تقنيات الاتصال التفاعلي بطريقتين وتداعيات متعددة ثم ظهر مصطلح الإعلام الجديد أو الإعلام الرقمي للتعبير عن هذه الظاهرة الجديدة. يسعى هذا البحث إلى الكشف عن سمات وسائل الإعلام الجديدة من حيث تطور المفهوم والوظائف في ظل هذه التطورات السريعة.

Keywords

الكلمات المفتاحية

new media, communication, society, modern communication, cultural identity, development

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1. Introduction

Interaction and communication have been a human trait since ancient times, and there were many means of communication in the past, from oral and written communication until the means developed after the industrial revolution and the invention of newspapers, radio and television, and the matter continued for decades until the discovery of the World Wide Web (Internet), which is the most important event that changed the course of history and made the world a small village. Narrow parties to what is known as new media or alternative media,

the use of websites and social networks to convey the course of events, and the emergence of a group of electronic influences that convey different ideas to individuals.

Despite the development witnessed by the new media technology, it did not abolish the old means of communication, but rather developed them, but rather changed them in a huge way, and led to the merging of the various media, which in the past were independent means, not related to each other, in a way that abolished those boundaries separating those means Mass communications are of an international or global character.

The media, within a cultural, historical and civilized framework, has the characteristics and characteristics of the era in which it is born. In fact, the information age has produced a new media style that differs in its concept, features, characteristics and means from previous media styles, and differs in its extensive media, political, cultural and educational effects to the extent that some of them called Our era is called (the media age), not because the media is a new phenomenon in human history, but because its modern means have reached far goals in depth of impact, strength of direction and severity of danger that have led to fundamental transformations in the role of the media, and made it an essential axis in the community system .

Society became open and available to everyone, even to non-specialists and students of this field, which required more effort in critical thinking, as these technological means have changed all aspects of life and created new activities for individuals and societies. Technological development has become the source of information in a dangerous situation, so we do not know what the correct source of information is and how to deal with it[.

The importance of the study of new media stems from the extent and strength of its recent impact on social, political, security and cultural reality, as well as the modernity of the field. As a result, theoretical literature and studies have tended to address this new field, which has imposed itself on reality and has become a competitor to other media, which calls for attention to it.

This study seeks to investigate the nature of the new media in the controversies of this concept and what are the patterns of change that occurred in the media in its traditional form to turn into the new media and what are the problems posed by this concept in our living social and political reality.

2. The emergence of new media

New media emerged as a broad term in the latter part of the twentieth century to include the amalgamation of traditional media such as films, pictures, music, spoken word and print, with the interactive ability of computers and communications technology, and the applications of the scientific revolution witnessed in the field of communication and media, where the technological revolution in the field of communication contributed to Overcoming geographic space and political boundaries, which have brought about a structural change in the quality and quantity of the media. What is meant by new media is simply digital media, in order to differentiate it from interactive and networked media .

3. New media concept

Social media, like the concepts of social sciences, there is no comprehensive and comprehensive concept, but the definitions and theses that dealt with the concept and the multiplicity of images of the concept go beyond. Some call it network media, some electronic media, and others digital media, while it is sometimes called network media or community media. The term new media has emerged clearly in recent times with the technological revolution and the means of communication. There have been numerous studies that dealt with the concept of new media and were divided into two axes, the first of which focuses on integrating traditional media with modern means (computer) and the information network, while the second focuses on digital communication techniques mainly, which led Inevitably, new forms of media and mass communication will emerge[.

.Among the most prominent definitions presented is the definition of (Logan), where it refers to the use of digital means, which are characterized by effectiveness and two-way, as opposed to traditional means, which depend on unilateralism such as television and radio, which did not require any technology in their work, and many new media have been created by using an old method And its development, for example, television appeared in 1948 and was considered a new media at the time, but it is no longer suitable now, but by integrating television with the computer through digital video recording (TiVo system) it becomes a new media.

The new media is also described as the communicative process resulting from the merging of three elements: computers, networks, and multimedia.

We conclude from the previous presentation of the definitions that there are two cases that separate the new media from the old about how the new media is broadcast and how its services are accessed. In the production and presentation process, the interactive is the main difference that distinguishes it and is the most important feature.

The idea of novelty can also be extrapolated from the fact that the new media refers to a state of diversity in forms, technology and characteristics that the new means have carried over the traditional, especially with regard to the promotion of individual cases and personalization, and they come as a result of a major feature (interactive)[.

.Through this presentation, we move to a clearer explanation of the differences between the new and old media

4. Comparing the new media with the old media

There is agreement among researchers that the most important characteristic of new media is interactivity and the ability to integrate, process, coordinate, send, receive and store media contents with high flexibility, and there are several aspects in the new media that distinguish it from the old media and make it a strong competitor and alternative in many cases. The comparison between the new media and the old media from four main aspects are as follows:

First: In terms of influence and inequality: where the new media differs from the traditional media in that it is more open and less monopolistic. Enabling access to the new media is easier and faster than the traditional media, and the information in it does not flow from one center to the extremities, nor from top to bottom only. Information in the new media comes from several directions, and is received in several directions as well. It is also known that governments do not control the Internet and new media and do not set legislation and regulations for them to the same extent as they do for traditional mass media.

Second: In terms of social cohesion and cultural identity: Given the diverse uses of new media and the great diversity of users in terms of their identities, places of residence, and their multiple cultures, it can be concluded that the Internet and new media lead to an increase in social disintegration and dispersal, but on the other hand, the new media allows the emergence of new types of relationships. It helps to form groups and networks of individuals who share common interests and goals in a way that was not available in the past.

Third: In terms of the ability to bring about social changes and contribute to development projects: From a traditional viewpoint, development and social change campaigns need central planning, one-way organization, and central collective efforts, in addition to huge budgets in most cases. These characteristics are not present in the media. The new, as it is predominantly decentralized and relies a lot on individual or small group efforts, but the tools and contents of the new media may excel in this area due to its diversity and attractiveness to the public and its interactive properties, and the public interacts with it in an optional or voluntary way, which is a more effective method than the method of delivery from one side.

Fourth: Dealing with space and time: With regard to overcoming the barriers of space and time, we find that the traditional media has, in fact, reached a stage of being able to overcome the barriers of space before the emergence and spread of new media. Thus, he achieved a remarkable superiority over the traditional means of transportation that preceded him, such as cars, trains and planes

But the spread of new media has doubled this capacity and reduced the burdens of traditional transmission, which requires equipment and huge budgets for its operation, and the new media has been liberated from the restrictions of place that impose on traditional media to be present in specific broadcast centers and specific reception places. anywhere to another place in the world at breakneck speed.

But in terms of cultural and social obstacles, we cannot say that the new media has overcome all of them or completely bypassed them. It is noted that most of the major companies that technically and technically control the content of new media are stationed in America and Europe, and that English is the first language of communication on the Internet

In terms of time control, we find that the new media outperforms the traditional media in terms of the speed of sending and receiving media messages in several ways, including sites dedicated to news and social networking sites in addition to conversations and chatting sites, and the new media tools provide the archiving feature to retrieve the content from a previous period of time. It is very far away, so old issues of newspapers can be retrieved at any time from the date of the newspaper's publication, and old radio and television programs can also be retrieved, listened to and watched in a way that is difficult for traditional media to provide.

5. New media, political participation and public opinion formation

Since the emergence of the traditional mass media (press, radio and television), they have played public roles that have contributed to varying degrees in supporting the political conditions of countries. In Western societies, traditional media is an indispensable necessity in supporting the democratic process of these countries. It disseminates news and information on public issues and political events of interest to the public. It also informs government leaders and members of political parties about the public's views and trends.

6. Advantages of using new media in the political field

After the spread of new media in recent years, its use in several magazines has become among the options offered, especially as it provides new features such as speed and access to large numbers of people, in addition to the interactive feature. Here we will try to enumerate the advantages of using this type of media in the political field

- The communication can be interactive from two sides, and it can be unilateral as well, according to the desired purpose.
- The connection can also be horizontal between equal parties or vertically between the center and the parties.
- Reducing the role of the traditional media as a mediator between the citizen and the political authority.
- Reducing the costs of transmitting and receiving compared to the costs of traditional media.
- Immediate communication and rapid exchange of information and opinions.
- Reducing physical and social barriers and obstacles that impede communication in traditional media.

7. Disadvantages of new media

The disadvantages of the new media are the lack of scrutiny of the published material, and the lack of confidence in existing news and materials. The two most important challenges faced by new media are the quality of the content and the technology with which it can be displayed.

As for the forms of security risks resulting from the new media, they are: risks related to terrorist thought and spreading a culture of violence, risks related to spreading chaos and spreading a culture of overthrowing regimes, risks related to inciting sectarian and racial strife, and risks related to digital criminal crime. Disadvantages of new media

- The difficulty of trusting and verifying the validity and credibility of many of the data and information contained in some sites in light of the need to continuously enhance the cultural and educational capabilities of the recipient.
- Weakness in controlling the necessary controls to ensure that the religious, social and cultural values of societies are not compromised.
- Weak controls to control the spread of violence, extremism and terrorism.
- The imbalance between the volume and quality of media messages directed and the recipient's readiness for them with regard to the opinion and the other opinion.
- Atomizing the recipient's circle, and focusing on addressing individuals and small groups according to individual preferences and needs.
- Violation of copyright and individual property.
- Committing cyber-crimes using modern technologies.

8. Problems arising from the new media

The new media bears in its folds many problems, which, if they existed before, but these media clearly stimulated their emergence and increased their bottlenecks and crises. These problems are multiple, but this study will focus on some of them, such as identity, national security and information, in addition to political culture, and we will discuss this in some detail All of them separately.

9. The problem of identity

The pronunciation of identity is not clear, as it is an ideological concept rather than based on scientific foundations, although the expression of identity takes place through characteristics shared by one group such as religion, language, history, beliefs and a single culture. The identity has become in a very difficult situation today due to technological development that severely reduced the relationship between societies. The creation of a special language and a different identity that takes a different path than the one it is accustomed to, and then it becomes easy for the individual to lose his identity and personality and the individual becomes in this new environment without a distinct identity or culture for him. Individuals within one community, while the other creates diversity among multiple groups and societies.

The new media had a clear imprint on the identity, as these modern technological means led to the creation of virtual societies in a huge to an unrecognizable and restricted extent, and thus had clear repercussions on changing the thinking pattern of individuals and groups, and geographical distances and borders became illusory forms that could not stop this virtual technological invasion. These virtual communities have become the new reality that shapes the lives of individuals, and they have become closely linked to modern devices such as computers, mobile phones, and other tools, and this has produced what is called "the individual computer," an indication that he has become programmed and produced a new type of identity that did not exist and is not identified. It is a resulting mixture About more openness and overlap and the emergence of the virtual identity or the cyber space, which makes individuals "internet" people who withdraw into other cultures, even if it is at the expense of their identity. Different identities are unable to identify their authentic self to which they must belong.

And talking about the problem of identity is not separated from language. We do not find a group of people who have the same identity but have the same language. In many cases, they seek to impose this language. Perhaps the famous model on that Kurds, although they are distributed over more than one country, they belong only to their nationality and identity and speak one language. Despite its difference from the rest of the regions of the countries in which they are located, language is the one that preserves and protects identity and it lives by use and circulation. As a result of these modern technological means, identities are scattered so that a single cultural model prevails and becomes the center, which is known as acculturation, where the different identities recede in a new dress, and this is certainly negative as what is It is nothing but the elimination of one culture in favor of another.

10. The problem of information security and national security

Previously, the concept of national security was closely related to the extent of the ability to control the borders of the state and the possession of powerful intelligence services and large military tools, but at present the term information security and cyber security has appeared pivotal in security and strategic studies because of its center of gravity and influence, and technological means have become the common language of war. And the protection of technological devices and state information has become a matter no less important than protecting the land borders of the state, but even more dangerous.

1. First, information security

Under the traditional media, we can set the boundaries between each of the available information, the national security and the information security of the state, and thus the possibility of limiting the surrounding risks, but under the umbrella of the new or digital media, the matter differs in total and in detail, as all security competencies fall and all boundaries disappear and information becomes available in a huge way with The inability to know its original source along with the dominance of tendencies and beliefs in judging the merits of existing events. It informs the individual, not the institutions, and is dominated by the ideological and ideological character, which makes each individual free to take a path that differs from the rest as a result of his tendencies and tendencies. The image is completely of individuals, but based on the parts he sees, his inclinations and his ideology, he begins to form an opinion and point of view that may or may not be correct and begins to express it through the means of social networking sites. That and therefore it informs opinion and ideology.

2. Secondly, national security

Social media is used to carry out operations after operations that threaten the safety and security of citizens, such as publishing frightening images or broadcasting criminal acts, which raises concern among individuals. These operations include:-

A- The spread of cybercrime: where social media is used for threats, electronic extortion, hacking, and the threat to make and publish personal data of individuals available to bargain for a fee, in addition to theft and murder through Facebook and electronic terrorism.

B - Threat of cybercrime: Social security is an inseparable part of national security in general. Social media had a clear impact on social security, as it spread ideas that stimulate separatist desires and spread hatred among individuals, which threatens harmony and social communication.

Thus, the electronic awareness factor and the correct use mechanisms are the best solution to deal with these cultural attacks, and recently many countries have tended to establish units called (cybersecurity units) in order to properly deal with these electronic operations.

11. The problem of awareness and culture

At the outset, we do not deny that the awareness of individuals is not to the same degree, but rather different from one person to another as a result of many factors, and this awareness is what shapes his culture in general and his political culture in particular, and it is an intertwined process, just as the media works on psychological, social and age variables in individuals, at the same time it tends to Individuals for the communicative material that fits with his thought and trends.

There are many means that work to form awareness among individuals, and the media has the greatest possession of the information it provides to individuals and the formation of public opinion. Here, the problem of false information that is disseminated through the new media appears, and this information drowning that we cannot definitively verify its credibility, and among the available methods. To form the political culture of individuals, electronic newspapers and the freedom of practices they contain in the sense of the flow of news, and in recent times the number of individuals using these sites has increased.

12. Conclusion

Through our analytical research, we find that new media is a double-edged sword, so we must improve the use of new media and all new media and modern communication with what is beneficial to society. We need to publish new theories of the new media that know the current and future generations about the nature of the media and how to use it in the correct manner that contributes to directing and educating society, not demolishing society.

In this context, we find that the new media has made the formation of awareness and culture in a crisis, so we can no longer accurately determine whether the information dumping on social networking sites and the multiplicity of common opinions is the awareness of individuals or the beliefs and ideologies espoused by individuals that direct them to adopt a certain intellectual belief and thus participate in materials A specific communication and another thesis, which is whether these multiple opinions create more intellectual contradictions and enrich the societal dialogue and the exploitation of these means to strengthen respect for points of view and make them a paving path for social peace, or do they establish the concept of non-acceptance and destructive criticism.

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