

Media Means and Its Role in Shaping the Behaviors and Awareness of Arab Youth

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The research is financed by Asian Development Bank. No. 2006-A171(Sponsoring information)

Abstract

The paper has handled with identifying media means, media theories, the behaviors and awareness of Arab youth and the role of media in shaping the behaviors and awareness of Arab youth. The problem of the current paper is to identify the role of media in shaping the behavior and awareness of Arab youth. The descriptive method has been used to gain an accurate and detailed knowledge of the role of media in shaping the behavior and awareness of Arab youth as a subject of study, and to achieve a better and more accurate understanding of the content related to it and determining their significances. The paper concluded that media's ability to influence the amount of the Arab youth's awareness and influence their behavior did not come from a vacuum; it came from the large role that the media has played in supplying Arab youth with information. The results of the paper have shown that media has a significant impact in shaping the behavior and the amount of the Arab youth's awareness; it contributes in developing the knowledge and different cultures, and contributes in upbringing the young Arabs. The researcher has clarified that the issue of facing and trying to limit the impact of Media modes on the family and the community, especially on the Arab youth, should not be only limited in special occasions and seasons. In addition, the researcher clarified that because of the media's importance and its role in shaping the attitudes and awareness of Arab youth, there must be a continuous talking about it, and a continuing attempt to address its effects.

Keywords: Media means, Arab youth, behaviors, awareness.

1. Introduction

Media in its all forms, whether it was audio, visual or printed, plays a major role in influencing public opinion and shaping its direction towards specific issues (Nalewajek and Mącik, 2013). Media are important tools in the processes of social, political and economic change, so it is used as a means to influence and change the attitudes of the target group (Anzi, 2014).

Media became penetrates all areas of life, it has also become a favorite practice among Arab youth. Some people think that media can influence the minds and hearts of young people as if they were dead body with no ability to think or interact with their surroundings. In the other side, there are those who believe that young people are not receiving all the negative aspects of the media; but they interact with it, and choose what fits with their characteristics, and cast aside what is not worthy with them (Boumaazh, 2006).

Because of the revolutions of information and media development at the level of the whole world; there must be an increased aware of the importance of Media sector on the youth in particular (Mourtada and Salem, 2012). Human beings are always in need of modern communication means in order to know the events and the facts surrounding them (Anzi, 2014). Hence, the proliferation of media constantly pushes the question about the actual role that the media plays in its different shapes, such as newspapers, radio and television, in shaping the attitudes and awareness of Arab youth.

This paper aims to illustrate the role of media in shaping the behaviors and awareness of Arab youth. The paper has handled with identifying media means, media theories that are related to the subject of the current paper, the behaviors and awareness of Arab youth and the role of media in shaping the behaviors and awareness of Arab youth.

2. Research Problem

The problem of the current paper is to identify the role of media in shaping the behavior and awareness of Arab youth. The main problem of this study is to answer the following question: What is the role of media in shaping attitudes and awareness of Arab youth?

3. Research Methodology

The descriptive method will be used to gain an accurate and detailed knowledge of the role of media in shaping the behavior and awareness of Arab youth as a subject of study, and to achieve a better and more accurate understanding of the content related to it and determining their significances. Data collection would be from secondary sources, collecting secondary resources will be from books, Arabic and foreign references, journals, articles, published researches and scientific proposals.

The present paper is mainly concerned with identify the role of media in shaping the behavior and awareness of Arab youth, the search handle with identifying media means, media theories, the behaviors and awareness of Arab youth, and the role of media in shaping the behaviors and awareness of Arab youth.

4.0 The theoretical literature

This section of the paper will handled with identifying media means, media theories, the behaviors and awareness of Arab youth and the role of media in shaping the behaviors and awareness of Arab youth.

4.1 Media means

Media plays an important role in society's life. It is considered as the element that provides individuals with information and new events constantly (Safar, 2011; Napoli, 2014). Media modes are still the most dangerous means of guidance and education; they are tools that reach into all people's hands. Media modes, in its different displayed issues from story, theater, art, literature, religion, are able to carry readers to accept and convince them through the experience, image, cartoon and comment, as it is able to offer a view that it deems consistent with the line that defended it (Eesani, 2011).

The press, radio, television are tools of mass media that aim to send public messages issued by the public media organisation of mass communication across the mass media to a wide audience of people in order to influence their behavior, attitudes and knowledge. The material of Mass Communication consists of ideas that include information, beliefs and experiences (Abu Shanab, 2013).

4.1.1 Radio

Radio is one of the most influential media in shaping the attitudes and awareness of Arab youth. Radio is an instrument of mass communication; as it can pass the geographical, cultural and political barriers, therefore, it is has powerful influence on young people's behavior and attitudes (Alchenovi et al., 1995).

4.1.2 Press

Journalism is a Semitic career that aims to educate the community and guide them through the various publishing means, whether they were traditional or modern means. It is also dealing with different topics that are not limited to publish news only; but beyond that covers all fields and areas which interest people of different categories (Glasser and Gleason, 2013). Press occupies a prestige and important status, as it is considered as a tool that affects the public opinion, making it immediately affect the behaviors and the amount of the Arab youth awareness.

4.1.3 Television

Television is one of the main media modes that contributes in formatting the various trends. It provides a diverse and multi programs with negative and positive aspects (Eesani, 2011). Television considered as one of the audio-visual media modes that plays a serious role in media through image and sound effects; it is characterised by attracting individuals' attention through their visual and auditory senses. Some hypotheses confirm that the effect of television is beyond the influence of other media modes, where it combines sound image, movement and color, as it has become invades all societies, and addresses all the family members, and affect positively and negatively in terms of behaviors and ideas (Safar, 2011).

Most television materials that are followed up by children and young people in different age groups are characterised by being entertaining materials provided in the form of representative dramatic materials of serials and films, as well as songs and programs competitions, which has the potential to attract children and young people in the various stages of education (Abu Arjh, 2006).

Television is one of the most dangerous media modes, and this is due to its effect on the viewer. Television has the ability to attract attention and focus on the live images, motion and stills. In a report conducted by UNESCO, indicated that individual's get (90%) of their information by watching Television, this emphasises the critical role of television in the influence in shaping behaviors and Arab youth awareness (Eesani, 2011).

4.2 Media theories

The enormous developments in electronic digital communication techniques during the last two decades have imposed several changes in the elements of resolvability process, which includes (sender, message, medium, receiver and the reaction). The invention of any means of communication requires a change in the meaning nature. Media theories have evolved significantly so that it enables the researchers to interpret the various media phenomena (Taylor and Harris, 2008).

Media influence on the behavior and attitudes of individuals in different ways. Many theories have appeared to explain this effect. There are two main theories that are related to the subject of the current paper, which are the influence theories of media and the dependence theory

4.2.1 The influence theories of media

Some of these theories are (Taylor and Harris, 2008):

1. Direct impact theory: This theory looks at individuals as passive creatures that can influence them once injected them with media messages, and that the media can achieve its objectives once they send the media message.
2. Limited impact theory of media.
3. Moderate impact theory for media: This theory relies on to seek information.
4. Theory of set goals carefully to produce consistent messages with goals: depends on the re-send media messages repeatedly, and focus on a particular audience media message.

4.2.2 Dependence theory

Dependence theory focuses on the means and its relative importance of individuals to receive information; which means that the amount of media impact on people depend on the degree to which they depend on the information provided by these means. This means that there is a direct relationship between the amount of reliance on the media and the degree of media influence (Stanley & Baran, 2006). The idea of this theory is based on the use of the media is not in isolation from the impact of the community in which we live inside.

The areas of this theory identify according to the following (Taylor and Harris, 2008):

- 1- Cognitive effect: remove the ambiguity resulting from the lack of sufficient information to visualize and understand events.
- 2- Emotional effect: mimic the feelings of the audience and their sensibilities.
- 3- Behavioral effect: movement and action.

Dependence theory focuses on the relationship between the media, the public and social order; therefore, the basic idea of the dependence theory is based on that media's ability to achieve greater cognitive, emotional and behavioral effect will increase when these means are transferring information seamlessly (Bernard, 1998).

4.3 The behaviors and awareness of Arab youth

The concept of Arab youth in this paper means a social group in age and stage stretching from 16-29 years. Members of this class feature with some of the psychological, social and cultural characteristics that make them different from other social groups. The most distinguishing feature of youth people is the vitality of them and their movements in life, as well as they always look forward to all that is new, and left all that was old, in addition to their tendency towards changing reality. They also features with feeling in anxiety, tension and instability, but once they have the responsibility of marriage; most of them tend to calm and stability.

Youth behavior of young people can be defined as the interaction of the individual with the social environment in a certain state through his organic, kinetic, emotional and mental responses, which is always motivated, whether the individual has felt or not felt in it, and it can be observed directly or note the consequences of it (Boumaazh, 2006). The behavior in the current study, from the researcher perception, is stems from the customs and traditions or practices that are carried by the media. In both cases, the law does not penalise such behaviors, but they do not conform to social norms associated with values.

Sampei and Aoyagi-Usui (2009) have clarified that the awareness issue is one of the most important issues that captured the attention of researchers. Functional theory is widespread in sociological thought despite its believed that the awareness is the basis of existence. Some researchers are ignoring the role of awareness in determining the actual paths of human reality, which is considered as a very wrong thing because the awareness affects effectively in the attitudes and ideas of Arab youth.

Awareness can define as the mental direction that enables individuals to recognise themselves and recognise the environment surrounding them. In addition, the awareness can be identified as the understanding and safety perception. Perception means here the human knowledge of himself and the community in which he lives. The Arab youth awareness represents a set of concepts, perceptions and views that are common in a particular social environment (Hillis and Mahdi, 2010).

4.4 The role of media in shaping the behaviors and awareness of Arab youth

Media plays a key role in shaping behaviors and attitudes of individuals about various issues. New behaviors are formed when individuals gain greater public information through media (Taylor and Harris, 2008).

There are supposed relationship between values, behaviors and media. From one hand, the values can be reference for the media and enable it to form acceptable behaviors for members of the community, and allow them to strengthen their values and behavior and adapt to their surroundings. On the other hand, media can work to consolidate the values at the individuals' level through socialization, thus linking the values with the times' requirements and the elements of creativity and innovation (Boumaazh, 2006).

A field study conducted by the Kuwaiti Ministry of Information on 104 young people have shown that 40% of them said that television increases their knowledge and contribute in feeding of their culture, so the media of radio, television and newspapers are the best ways to be followed to educate public opinion completely, and reinforcing their different cultures, and contributing in formatting positive behaviors and stay away from

negative behaviors, as well as increasing the amount of Arab youth awareness of various events and issues surrounding them, to make them able to understand everything that goes on around them. The media has many advantages that enable it to provide the media message on various issues in different shapes and templates (Anzi, 2014).

The media's ability to influence the amount of the Arab youth's awareness and influence their behaviors did not come from a vacuum; it came from the large role which the media has played in supplying Arab youth with information (Al-Abed, 1993). It was found from a field study conducted in Lebanon on a sample of 381 young Lebanese that watching TV has increased their political knowledge at a rate of 67%, and information literary and historical at a rate of 59%, and psychological and educational information at a rate of 56% (Al-Abed, 1993). This confirms the significant role played by the media in contributing the formation of Arab youth behaviors and awareness through their ability to increase their scientific knowledge in various fields and aspects of life. Media have a significant impact in shaping the behavior and the amount of the Arab youth's awareness; it contributes in developing the knowledge and different cultures, and contributes to the upbringing of young Arabs.

5. Conclusion

Media means today are considered as a factor which influence in the formation of consciousness and guide values, as well as its effect on the formation of morality and behavior. The Arab media businesses are doing this job away from the eye observation or accounting. These means are taken the profit-oriented direction in their content and programs, so it has become a concern to those who are responsible for security and ethics alike. The issue of facing and trying to limit their impact on the family and the community, especially on the Arab youth, should not be only limited in special occasions and seasons. Because of its importance and its role in shaping the attitudes and awareness of Arab youth, there must be a continuous talking about it, and a continuing attempt to address its effects, as it considered as religious, security, educational and moral issue, which will have a serious impact on Arab youth life in tomorrow and in the future.

It is shown by the results of this paper that media have a significant impact in shaping the behavior and the amount of the Arab youth's awareness; it contributes in developing the knowledge and different cultures, and contributes to the upbringing of young Arabs. However, what is worth noting that there must be caution in some cases from the impact of media means on the behavior of Arab youth, especially in the absence of supervision by parents. The role of upbringing social institutions, such as the family, the school and the mosque are contributing effectively in upbringing the Arab youth category properly, and make them able to choose what fits with their traditions and customs, and contribute to the promotion of positive attitudes in the Arab youth, and try to overcome the negative behaviors.

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