Course Name: Communication Theories

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New media theories

Public sphere theory: −

The theory of the public sphere emerged as a social and political theory at

the hands of the German philosopher and sociologist Jürgen Habermas in ١٩٦٢.

He is considered one of the most important pioneers of the Frankfurt School

(critical theory) and developed the theory of communicative action . Habermas's

idea of the public sphere emerged from his historical analysis of the emergence

of communication spaces over time . The concept of the public sphere became

influential in debates about how to create and contain structures to ensure

people's freedom of communication. The ideal public sphere is a guaranteed, institutionalized space in which people can communicate without being distorted by threat or force. Nineteenth-century social spaces, such as coffeehouses and pubs across Britain, resembled what Habermas called the public sphere because they were places where important and unimportant business matters were discussed, excluding traditional political conversations. Women were not allowed to frequent these spaces in particular, and when they were, they served as hostesses and did not interfere in the conversation .

According to Habermas, the public sphere consists of a group of individuals who come together to discuss public issues in public places such as cafes, clubs, and other spaces. This sphere can be social or political. The public sphere then transformed with the emergence of the media, which replaced personal interactions with a one-way model. In other words, individuals relied on broadcast media instead of participating in public community organizations. However, Habermas expressed his criticism of the media's representation of the public sphere, as he believed that the flow of information through it was one-way, as it did not provide the public with a real opportunity to participate in dialogue and interaction. With the development of communication media and the emergence of the Internet, a public sphere emerged, providing individuals with direct access to a global forum that enables them to express themselves freely and engage in open discussion without mediation, selection, or censorship. Social networks and their applications, such as Facebook , Twitter, and YouTube, have contributed to creating a public sphere that facilitates the exchange of electronic content. They have also become a means of expressing student and mass protests, as

happened in Britain in ٢٠١٠. They also played an important role during the outbreak of the Arab Spring revolutions. Political discussions conducted through social media focused on the power of mass protests . Therefore, social networks have worked to support civil society and the public sphere. Many studies have indicated the importance of social networks in monitoring government performance by individuals, obtaining political information, and understanding the political reality in its various dimensions, in addition to enabling citizens to make decisions about a candidate, politician, or issue and to participate effectively in . political discussions

Habermas believes that the public sphere in Western societies first emerged in the salons and cafes of London, Paris, and a number of other European cities. In these places, people met to discuss current issues through the publications and newspapers that were beginning to be published at that time. Political discussions gained special importance, despite the small number of participants. However, salons played a vital role in the growth of democracy in its early stages, because they provided an opportunity for the exchange of opinions on political issues through public debate and the new reality, which consists of mixed and intertwined images that derive their meanings and connotations from . other images and scenes whose basic reference is an external reality

The proliferation of mass media and the dominance of the mass entertainment industry have greatly distorted the nature of the public sphere. The modern public sphere of communication is now dominated by commercial interests, mass entertainment, and technocrats. Discussion of political issues is

no longer limited to what is discussed in the media and parliaments, given the entrenched dominance of commercial and economic interests over the public good .

The theory of the public sphere of communication indicated that there are four hypotheses for the formation of the public sphere, which are:

The first hypothesis: Providing a space for individuals to discuss and debate important issues, and exchange information and opinions, based on the principle of equality, as their social and economic status was not a condition for participation in the dialogue.

The second hypothesis: It believes that the large number and diversity of audiences in various public spheres detracts from the idea of the democratic public sphere, which should be a single, comprehensive public sphere that connects all individuals in society.

The third hypothesis: It believes that the discussion that takes place in the public sphere should be limited to focusing on dialogue about common public issues that concern the public interest.

The fourth hypothesis: It holds that the democratic framework for the public sphere requires a complete separation between civil society and the state.

The concept of the public domain :

The concept of the public sphere states that:The abstract space in which citizens and diverse societal groups discuss and debate various issues and public concerns. According to this vision, the public sphere assumes open discussions of all public concerns, through which rational and logical debate can be employed to ensure the achievement of public interests. The public sphere encourages freedom of expression, dialogue, and discussion, affirms the right to freely participate in political decision − making in society , and encourages marginalized . people to engage in public dialogue on various issues and topics

Habermas identified **three basic features** to define the public sphere : the public sphere is formed through discussions about an issue or topic, it provides a space of freedom that allows individuals who were excluded from participating in those discussions to express their opinions , and the issues raised in the public sphere are discussed based on their importance regardless of the social status of . the participating individual

Habermas divides the social system into three subsystems : the political system , then the functional systems such as education, health, and services, and finally civil society . Here, the public sphere works to link and document the state . of interaction between these systems, as this sphere enjoys independence

Habermas pointed out that the : **Criteria that constitute the public sphere** : success of the public sphere depends on

. The reach and spread are close to the idea of globalization −١

2– Degree of autonomy : Citizens must be free, free from control, domination and coercion.

3– Dissolving the hierarchy: Every individual participates equally .

4– The role of the law should be clear and effective .

5– Equality in participation .

6– The presence of an appropriate social context .

7– Understanding, confidence and clarity in the media content .

The public sphere theory also emphasizes two basic concepts :

1– **The concept of the inseparability of the individual from the group** The individual in the public sphere is not separate from the group with which he can integrate via the network. The independent rational individual is the core of the idea of the public sphere.

2– **Dispersion of speech** The discourse presented through discussion forums about the public sphere is characterised by a degree of fragmentation, and sometimes dispersion, and may rely on statements and theses that are not related to each other in order to clearly express postmodern thought that elevates the value of the individual in the face of the institution .

Criticisms of the public sphere theory :

Habermas's vision of the public sphere has been subjected to many criticisms, including the following:

– The theory of the public sphere applies to certain periods of European history , before the late eighteenth century, and this in turn makes Habermas' conception of the public sphere very narrow .

focused on the formation of the public sphere on the bourgeoisie, and Habermas ignored other popular classes that existed from the seventeenth to the nineteenth century, such as the working class and the proletariat. The public sphere included the educated and the wealthy, and excluded women and marginalized groups, and thus there were no equal opportunities for expression .

The development of the capitalist system has revealed many problems related to Habermas's vision of the public sphere. It is noticeable that the growth of capitalism has been accompanied by many economic problems and contradictions, and the latter in themselves represent difficulties for the model of the public sphere. The bourgeoisie , which used the public sphere as a means of liberation and political change , now shows a tendency to adapt the public sphere to changing circumstances in order to hide the contradictions between its private interests and the general interests of society. Moreover , once social contradictions appear within the public sphere, the dialogue loses the character of rational discussion free of authority and sovereignty. Here, a process of penetration between both the state and society appears increasingly, and thus this penetration destroys the foundation of the liberal public sphere .

presented an exaggerated ideal image of the bourgeois public sphere , Habermas as it is based on rational, logical discussions, ignoring the irrationality that affects the discussion. The discourses presented through this sphere express the social power of the participants, who are burdened by their ideologies, such as the wealthy elites and the bourgeoisie , which generates dominant discourses that express the private interests of the most influential social groups. He glorifies the public sphere as a world of self −communication based on communicative interactions .

The term separation between the public and private spheres is an arbitrary − procedure , as the public sphere is formed through the private spheres, and the private sphere is formed from the public spheres. We find that the construction of the social sphere depends on the interaction and integration between the public and private spheres, whatever the degree of difference within this formed social structure . The coherence of the social system stems from the coherence of the social actions within it, as the multi−contextual actions transcend the distinction between the public and private publics, and thus contribute to the multi−polar social construction of this social reality .

Technological determinism and hyper−globalization :

Technological determinism can be summarized as the belief in technology as a major governing force in society , with the premise that technological development determines social change, altering the way people think and how

they interact with others . It can be described as a logical proposition of three words: technology determines history, Social progress is driven by technological innovation, which follows an inevitable path . The idea of progress or the doctrine of progress revolves around the possibility of solving social problems with technological progress, and this is the way in which a healthy society moves forward. The proponents of technological determinism believe that no one can stop progress , meaning that we are unable to control technology. That is , we are somewhat weak , and society allows technology to bring about qualitative social changes while those societies fail to realize alternatives to the values embedded in them, such as technology .

Technological determinism can be defined as an approach that identifies technology, or technological progress, as a central causal element in processes of social change. As technology stabilizes, its design tends to dictate user behaviors and thus reduce human agency . However , this position ignores the social and cultural conditions in which technology was developed. Sociologist **Claude Fischer** (١٩٩٢) identified the most prominent forms of technological determinism as "billiard ball" approaches, in which technology is viewed as an external force introduced into a social situation , producing a chain of feedback effects .

Technological determinism posits that society's technology advances following its own internal logic of efficiency, determined by the development of social structure and cultural values. Technological progress is therefore essentially an anti − democratic force . The term is thought to be coined by American sociologist and economist Thurston Veblen (١٨٥٧−١٩٢٩). Note that

the first major articulation of the technological determinist view of social and economic development came from the German philosopher and economist **Karl Marx** , who argued that changes in technology, specifically productive technology, occur through a fundamental influence on human social relations and organizational structure, and that social relations and cultural practices ultimately revolve around the technological and economic base of a given society . Marx's position has thus become an integral part of contemporary society , and the idea that rapidly changing technologies change human life has become widespread, although many authors attribute this view to human history technologically .To . Karl Marx, although some question whether Marx himself was inevitable

Clarence Ayres was one of the most radical theorists of technological determinism. He was a follower of Veblen's theory in the twentieth century . He is best known for developing economic philosophies, but he also worked closely with Veblen, who formulated the theory of technological determinism . One of his prominent theories is the concept of "technological drag , " in which he explains technology as a self−generating process and institutions as ceremonial. This concept creates an excessive technological determinism in this process.It seeks to show technological developments, media, or technology as a whole, as the main driver of history and social change . It is a theory supported by hyperglobalists," who claim that the widespread availability of technology makes " accelerated globalization inevitable , so technological development and innovation become the main driver of social, economic, or political change. Strict adherents to technological determinism, however, do not believe that the impact of technology varies based on how much of the technology is used or can be used.

Instead, they consider technology part of a larger spectrum of human activity.Technology is the foundation of all human activities .

Marshall McLuhan believed that printing helped produce the nation-state, as human society was transferred from an oral culture to a written , literate culture , but it also introduced a capitalist society .It confirms the existence of clear class discrimination and individualism .Phenomenon : The printing press, the computer, and the television are not just machines that transmit information. They are metaphors through which we can visualize reality in one way or another. This is whatIt changed the processes of classifying, sequencing, framing , zooming in and zooming out the world for us, just as it changed what societies are now , through these media metaphors, soWe do not see the world as it really is, but rather we see it according to our coding systems. This is the power of the information form in our lives today and tomorrow .

Marshall McLuhan and the theory of technological determinism in the media:

McLuhan's technological theory of the media is one of the modern theories that emerged about the role of the media and the nature of its influence on various societies . While McLuhan believes in what he called " technological determinism , " the question remains: does this determinism cancel out the human feeling that he is a creature with an independent entity capable of overcoming this determinism that arises as a result of people ignoring what is

happening around them, as important technological inventions have an impact ?

This opposing trend between the inevitability of technology and its independence

Can technological change be considered inevitable ?   : raises another question

McLuhan answers this by saying that if we understand the elements of change,

technology can be controlled and used at the time we want instead of standing in

But the most important question that McLuhan answers is: Can the   . its way

media address the problems of society? He explains that the media that a society

uses or is forced to use will determine its nature (i.e., society) and how to

address its problems , and any means or extension of the human being creates

. conditions that affect the way he thinks and acts accordingly

McLuhan's theory links the message to the media. While some media

researchers believe that the medium is the determinant of the quality and impact

of communication, McLuhan believes that the medium is the message, indicating

that the content of the media cannot be viewed independently of the media

technologies. The topics and the audience influence what these media say, but

the nature of the media that people communicate with shapes societies more than

If we address the **four stages** proposed by   . the content of communication

McLuhan regarding the development of human history: **pre-learning oral**

and writing or ,   **communication** , i.e. the pre-educational or tribal stage

copying that appeared in ancient GreeceIt continued for about two thousand

years , **and the age of printing**Which lasted from the year (١٥٠٠) until

approximately the year (١٩٠٠) **, and the era of electronic media**Which began

in approximately the year (١٩٠٠) and is still continuing until the present time

We will see that McLuhan indicates that the nature of the media used at each ,

.it stage helps shape society more than the content of those media helps shape

McLuhan sees in his theory that the way in which media institutions present

topics and the audience to whom their message is directed influence what those

media say, but the nature of the media that people communicate with shapes

. societies more than the content of the communication shapes them

McLuhan divides the means of communication into:**(Cold and hot)** , **the first**

means: that which requires the recipient to make a positive effort to participate,

coexist and integrate with it, such as writing, telephone and television, and that

which requires the recipient to make a positive effort to participate, coexist and

integrate with it,**The second means**: ready−made means that are finally

determined , so the recipient does not need to make an effort , participate , or

they are ready− ,So . experience them , such as: printing, radio, and cinema

made means with finally determined dimensions, and they do not…It requires the

. viewer or listener to make any effort to participate or experience it

:McLuhan and the Explanation of Technological Determinism

McLuhan gave the example of the light bulb to illustrate this. Using a broad

definition , McLuhan claimed that the light bulb was a form of media but without

content ,There is no message addressed to the light bulb , but it radically

changes the world around it , thus enabling , encouraging, and rendering obsolete

various forms of human interaction .The light bulb is a form of media without

content , as it creates a new form of environment without**say**Anything that

changes the light bulb changes us and how we organize our time and our level of safety, but it also changes the knowledge and skills that we think are important to always ask (which is easier, lighting a fire or changing a light bulb).

McLuhan moves from media as a tool for transmitting content to an environment of great social influence . From this point , McLuhan claims in media studies that human history has been largely determined and propelled forward by changes in the media around which society has been built . This means that history is not driven by human action but by technological change , making McLuhan a technological determinist , someone who believes that human history and behavior are largely determined by changes in technology .

As we approach the Internet and social media, McLuhan asks us how the Internet has changed human history and behavior more than how we use it . He is more interested in how technology affects us rather than how humans affect it. From a career perspective, we might think of the Internet as providing a variety of uses , such as access to information, increased social capital, and allowing us to present our identities in new ways . McLuhan would pose a different set of equally important , but often overlooked , questions , such as : How does the increasing speed of information affect our lives? What is the psychological impact of being constantly on display? What is the experience of living within the age of mass information? Understanding the experience of being within an Internet-age environment is as vital to the development of the profession as the new tools the Internet-age gives us . This may point to new needs for support as the Internet changes the world around us and therefore who we are . It may also pose new

questions if we look at the Internet as a new possibility for how we deliver professional content and interact with our clients .

As the Earth has become a " global village ," McLuhan asserts that this has led to what he calls the " Age of Anxiety . " McLuhan 's theory explains that electronic media has helped shrink the Earth in time and space, to the point that it has been described as a " global village . " Human awareness of their responsibility has increased to an extreme degree , and this situation has led to what can be called the Age of Anxiety, because the new, immediate electronic revolution forces the individual to commit and participate deeply .

This vision of McLuhan has been subject to criticism and skepticism from some researchers in recent years. Some of them believe that the global village needs to be modified to suit the times and be consistent with its data. **Richard Black** pointed out that the global village no longer has a real presence in contemporary society , explaining that the technological development that McLuhan relied on when describing the global village has continued to develop further , leading to the destruction of this global village and its transformation into fragments. He indicated that the world is now closer to a huge building that contains dozens of residential apartments in which many people reside , each of whom lives in isolation and does not know about his neighbors who live with him in the building .

This indicates that technical development, as some researchers confirm, has shifted from (**aggregation**) to (**fragmentation**) , as modern communication technologies have made possible a number of diverse communication services

(all of which have merged into the global network " the Internet ") to address

individuals and satisfy their personal desires. This new technology has resulted in

a decrease in the number of audiences watching the programs of the main

As .networks and the traditional over-the-air broadcasting services and television

an explanation for the vision of aggregation and fragmentation, the new trend of

communication and the flow of information globally has begun to move towards

decentralization in communication, as it presents multiple messages that suit

individuals and groups, through an appearance controlled by the sender and

another controlled by the receiver , after the previous trend of mass

communication media had tended towards unifying messages and multiple

These visions about what was put forward by opponents of . receiving audiences

some of McLuhan's visions do not negate the fact that his theory is one of the

. most clear media theories in linking the message and the media

Everett Rogers' Diffusion of Innovations Theory

:introduction

Throughout the ages , many innovations and theories have emerged that

have helped in the progress and development of societies . Since ancient times ,

societies have developed due to the ideas and innovations of thinkers and

inventors who have contributed to the development of societies. Some of these

innovators faced difficulties in the way they presented their ideas and innovations

to society. Some societies do not accept these ideas and innovations and insist

on remaining behind without adopting these ideas and innovations. They believe

that they are ideas that are foreign to society and conflict with their customs and

traditions . There are other societies that have accepted these ideas and

contributed to their spread in society . However, the question that arises is how

.these ideas and innovations spread in society and how they are received

:Content

This phenomenon has been studied by many thinkers since the late nineteenth

century AD , including the French Gabriel Tarde , the German Friedrich Ratzel ,

and the Austrian Leo Forbenius .toEverett Rogers , a professor of sociology,

wrote a book called " The Diffusion of Innovations" after relying on (٥٠٨) studies

. The theory of innovation explains how, why, and at what speed innovations and

scientific and social developments spread in societies . He based his ideas on

examples provided by one of the researchers, such as the spread of postage

. stamps and the unification of moral norms in schools

: The basic elements in the spread of innovation theory

:First: Cooperation

Rogers offered the following definition of innovation : " It is an idea,

practice, or project that is perceived by another individual or unit of adoption as

new . " The innovation may have been invented a long time ago, but if people

consider it new , it remains an innovation . The novelty of adoption is closely

related to the three steps of the innovation decision process : knowledge,

.decision persuasion, and

Furthermore, Rogers emphasized that there is a lack of published research

on technology clusters ,According to him , "A technological constellation consists

of one or more distinguishable elements of technology that are perceived to be

closely interrelated," " uncertainty is a major barrier to the adoption of new

innovations , " " the consequences of innovation can be unpredictable," and "

outcomes are the changes that occur in an individual or social system as a result

of adopting or rejecting an innovation . " Individuals should be informed of the

advantages and disadvantages of innovation so that they are aware of all its

consequences , as well as Rogers ' emphasis that outcomes can be classified as

desirable versus undesirable, direct versus indirect , and expected versus

. unexpected

Second: Communication channels: −

It is the second element in the process of diffusion of innovations , and

communication according to Rogers is "a process in which people create

knowledge and share it with each other in order to reach a common

understanding . " This communication takes place through channels between

sources ,A source, according to Rogers , is "a person or entity that creates a

message . " A channel is a path that a message takes from its origin to its

destination .Rogers asserts that diffusion is a type of communication that includes the following communication elements (invention, two people or other units for adoption, and a communication channel) .

There are two ways of communication, mass media and interpersonal communication . Mass media channels include media such as television, radio and newspapers .On the other hand , personal channels involve two-way communication between two or more people .

Third: Time:

Rogers (٢٠٠٣) points out that most behavioral research ignores the time factor , and he claims that incorporating the time dimension into diffusion studies demonstrates one of their advantages ,The time dimension is present in the process of diffusion of innovation.Adopter classification and adoption rate .

Fourth: The social system:

It is the final stage of the diffusion process . Rogers described a social system as "a set of interrelated units engaged in cooperative problem-solving to achieve a common goal , "Rogers believes that the spread of innovations is affected by the social structure of the social system because they occur in the social system (structure) , which Rogers defines as the typical groupings of the system's components . He went on to say that the nature of the social system

affects people's creativity, which is the basic criterion for determining the adopter
.

Rogers said in his book, The Diffusion of Innovations, that the diffusion of
innovations goes through five stages of decision-making , and these decisions
are made in a series of communication channels over a period of time between a
group of units in a similar social system . A person may reject the innovation at
any stage of these stages , and these stages are divided into five parts , which
are:

knowledge or science	At this stage the person is exposed to simplified information about the invention but has no ability to search for more information about the invention .
conviction	At this stage, the individual becomes interested in this invention and begins searching for information and details about it .
decision making	At this stage, the individual thinks about the principle of change and studies the advantages and disadvantages resulting from using this innovation and then decides to accept or reject the innovation .
Application	At this stage, the individual uses the innovation in a way that varies depending on the situation , and on this basis determines the usefulness of the innovation and may also

. search for more information	
At this stage, the individual finally decides to continue using the innovation . This stage is also a self-affirmation stage , so it may create cognitive dissonance and confirmation among . several people as well that the group made the right decision	**confirmation**

also mentioned five characteristics that contribute to decision-making. A distinction must be made between the characteristics of decision-making and the : stages of decision-making . These characteristics are

Superiority : the extent to which the innovation has developed over the ١- . previous innovation

٢-**Compatibility: The extent to which the innovation fits into the** user 's life .

Difficulty or ease: If the innovation is too complex , it will not receive much ٣- . attention, and if it is too simple , it will not receive much attention either

Experimentation: How easy it is to experiment with the innovation. If it is easy-٤ to experiment with, the chance of adoption of this invention or innovation will . increase

Note: The extent of this innovation's brightness in society. If it is apparent , it ٥- . will cause a stir in the communication channels between individuals

Rogers defined the group of users of an invention as a personal classification in the social system , and divided this classification into five sections in order to unify the user sections in research on the diffusion of innovations.These sections are:

Inventors (innovators) : Those who are willing to take risks and are the first ١- to **try** new ideas .

Early users (early adopters) :They are individuals interested in experimenting with new technologies and determining their usefulness in society .

The first majority (early adulthood) : those who are part of the general ٣- population and pave the way for the use of innovation in mainstream society .

Late majority: They are a subset of the general population who follow the ٤- early majority in adopting innovation as part of their daily lives .

Laggards : This category is the last to use the invention, unlike all the ٥- previous categories. This category does not show any signs of leadership . These people do not like change and are usually elderly and cling **to** customs and traditions and their relationships are with their relatives and friends only .

Conclusion:-

There is no doubt that this theory explains an important Which does notphenomenon, which is how society deals with innovations and inventions , or everything new that appears on the scene, and how these innovations pass

through organized and divided stages mentioned by Professor Everett Rogers in

his theory .This theory is consistent with how people accept ideas , inventions,

and anything new that appears, whetherWhether it is in social networks , media ,

or other , this theory is linked to several sciences such as information science,

sociology, psychology, and even marketing , and it must be taught or mentioned

in several specializations.Social sciences , and even should be focused on in

scientific research , as they illustrate an important phenomenon in societies at the

. present time with the emergence of many new and innovative inventions

:Frame analysis theoryMedia

It is one of the theories that studies the conditions of message influence ,

and it is based on the fact that media events and content do not have meaning in

and of themselves unless they are placed within a media organization, context,

and framework . These frameworks organize words , texts, and meanings and

use prevailing social experiences and values . Framing the media message

provides the ability to measure the content of the message and explains its role in

influencing opinions and trends . This means that when a particular incident

occurs, the event may not have great significance for people, but the media

describes it within a media framework in terms of language, formulation , and

focus on a particular element until it becomes important at the heart of the entire

social framework . For example , but not limited to, interpreting the event within

the context of the ongoing bloodshed of young lives , the recklessness of drivers

or driving without licenses , or in the case of drug use, street chaos, or police

negligence . Thus, the media uses part of the content to place it within general and important social systems to define and exaggerate the event, then simplify it and find a solution for it.

Goffman defines the frameworkMedia : It is a specific construction of expectations used by the media to make people more aware of social situations at a certain time . It is therefore a purposeful process by the communicator when he reorganizes the message so that it falls within the category of people's perceptions and their persuasive influences.

The media framework tries to resemble and match what people perceive in their daily lives with the construction and formation of the message, as the media does , meaning that the media does not aim to change or build new values, but rather aims more to benefit from the existing general understanding.As Entman sees it , the most prominent aspect of this theory is the effect of media frames on the message , as it is not only achieved through the deliberate formation of the frame , but rather through deletion, disregard, and intentional and perhaps unintentional omission by the communicator, meaning that the framing process affects: (the communicator , the text of the message , the audiences of recipients , the cultural and social framework) .

media plays the same role that some mothers play when they give their child a choice , what do you think … do you go to bed at eight or nine? And the child will choose nine o'clock , which is what…He wants this in advance without feeling forced to do so , but rather he feels that he is the one who made the choice , and the same method is used in politics and the media .

The media plays the same game in our societies exhausted by ignorance and lack of awareness , and this is consideredOne of the many ways that makes you see only what he wantsThe other, a powerful style of community leadership. Public opinion , by setting up imaginary options, restricts the thinking of the other party, and so does the media. It always places the event in a framework that supports the cause it wants . Pay attention to every question that is said to you, or every piece of news or information that reaches you, because it may rob you of your mind, your decision, and your convictions . Many broadcasters will restrict you by putting their guest in the corner and row that they want .The more a person's awareness and knowledge increases, the more he can break out of these frameworks and restrictions . These frameworks are the game of the media politics, preachers and writers, so that they can lead you to what they want, not , what you want. In conclusion, this method falls under the concept or what…It is . known as framing theory

Frame analysis theoryMedia theory is a theory that studies the conditions of the message 's impact. This theory is based on the fact that the events and content of the media do not have meaning in themselves unless they are placed in a media organization, context, and frameworks . These frameworks organize words, texts, and meanings and use prevailing social experiences and values . Framing the media message provides the ability to measure the content of the message and explains its role in influencing opinions and trends . It means thatIf a certain incident occurred and the event did not have a major significance for people , but the mediaDescribe it in a frameMedia in terms of language,

formulation and focus on a specific element that you see as becoming important

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The framework is defined asMedia : It is a specific construction of

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: Types of media frameworks

have presented several types of media frameworks that are often

associated with media coverage of news. Among these frameworks we mention

:the following

The frame defined by an issue: The focus is on an issue or event whose −١

aspects are clear to the audience because it is an event linked to tangible facts.

Then the frame focuses on the personal approach or presenting the elements of

the event and its repercussions.(Like bird flu , event : spread of symptoms , tips

. (Behavioral and medical procedures , roles and decisions of officials:

The general framework : It views events in a general, abstract context that ٢–

provides general interpretations of facts , linking them to cultural and political

standards . It may be burdensome for the recipient's psyche from a professional

standpoint, but it is important for understanding problems, providing solutions ,

. and persuasion in the long term

Strategic framework : It views events in their strategic context that affects the

national security of the state . This framework is compatible with political and

military events and focuses on many values that vary in meaning and ideas,

:including, for example

The principle of winning and losing, progress and backwardness, and renaissance

. or collapse

. The language of wars, conflicts, and national and international competition –

. The principle of influence and power, its sources, persons and manifestations

. Presenting major achievements or major failures and criticisms –

The framework of human interests : It sees events in the context of their ٤–

general human and emotional effects . Messages are formulated in dramatic

.forms and stories with an emotionally moving tendency

Economic results framework : **This** framework places the facts in the ٥–

context of the economic results that resulted from the events . It refers to the

expected or existing impact on individuals, countries and institutions carrying out

the communication . They use the material outcome to make the media message

more effective on people and more related to their interests, such as (selling a

public sector company is framed in: treating current material losses, operating

. (individual capital, creating new job opportunities for young people

Responsibility framework : The communicator sets the message to answer ٦-

the question "Who is responsible **for** ? " Individuals , institutions, and the state

are concerned with knowing who is responsible for the event and identifying it in

.a specific person, institution, law, behavior, or government

Conflict framework : Events are presented within a framework of intense ٧-

competition and conflict, so media messages may ignore important elements in

order to highlight the context of the conflict .Corruption and distrust of officials are

prominent .You see people before you see events , you monitor interests before

you monitor goals, and you often measure the message on the scale of loser and

winner, victor and defeated, which is a dimension that journalists and

. broadcasters often exaggerate in making a framework for events

The framework of ethical principles: presenting facts within the ethical and ٨-

value context of society, addressing the deeply held beliefs and principles of the

recipient . The communicator responds directly to the ethical context of society .

He may cite religious quotes and evidence that support his presentation of facts

.or reference sources and groups that confirm this framework

The media exerts psychological influence by creating illusory acceptable

patterns whose goal is to exert intellectual and mental pressure on the masses by

using psychological knowledge to discover the social psychology of phenomena

and events and exploiting emotions through feelings . Due to the abundance of

media, the minds of viewers are filled with a lot of information, not all of which

. rises to the level of truth

The media misinformation that many channels are following today stems

from political purposes or the ignorance of media workers . Or the pressures

. exerted on the media

Finally, it can be said that this theory, like other theories, can be employed

in a …positiveOr negative , as the media sometimes plays a role in directing

society towards a specific idea or goal that serves the state's goals and achieves

important results in its path .Or it may have a negative impact when it seeks in its

media message to serve certain goals or spread chaos to serve foreign agendas

.

:Elements of the media framework

Etman points out that the four elements in the communication process are:

. the communicator (the journalist), the text, the recipient, and the culture

The communicator (journalist): He may − intentionally or unintentionally − −١

make judgments through frameworks that govern him, called (schemas) that

organize his values and beliefs, and he plays an important role in constructing

and shaping the news in terms of linguistic choices, quotations, and information

that leads to emphasizing certain elements or aspects of the news story.

Journalists frame news stories through the choices they make while writing and

editing those stories, and these choices in turn affect the way readers interpret the stories through them.

٢- **Text:** It includes frames that emerge through the presence or absence of key words, certain structures, stereotypes, sources of information, and sentences that contain certain facts and judgments .

٣- **The recipient: The recipient's thinking and conclusion** may or may not reflect the frames in the text, and the communicator's intention or framing purpose.

٤- **Culture:** It is a set of common frameworks presented in the speech or thinking of individuals in a certain social group. It is defined by **Entman** as (a set of frames that are cited) , and it is possible to define it **empirically** as (a set of common frameworks that appear in the speech and thinking of most people, or a certain social group) . The latter states that framing in the four elements or sites includes similar functions: selection and highlighting, and using those elements to build arguments about problems and their causes, ending with evaluating them and providing solutions for them .

In general, the media are active participants in the selection and framing of the world. They transmit that selection through cultural practices and represent communication networks for the development of discourse, doing so in ways that build on important psycholinguistic processes in human cognition . The external pressures to which these media are exposed create the need to reconcile differences—not only at the level of professionals in newsrooms—but also at the

level of newsroom culture. External pressures may be represented by owners whose motivation stems from political and economic considerations .

Steps to create the frame :The process of media framing of content is carried out through four main steps, which are as follows :

١- Communicators make conscious or unconscious judgments , intentionally or unintentionally , about the message through the cognitive and perceptual structures of the media professionals .

٢- The message is formed within professional frameworks in terms of form or content in phrases , concepts and source quotations .And here it isWithin its controlling frameworks, not in itself , but in the message , the presence or absence of images of the event or the space for publication and broadcasting , the ease or lack of ease of obtaining information and the reward resulting from the work, all of this and more affects the steps of building the framework.

٣- The sender expects special frameworks for the receiver , which guide him and influence the current and expected framing process .

٤- The framing message represents the common stock of all the framing steps, it is often the common representation of the general social framework .

Therefore, the media framework is not the media outlet (television, for example), but rather it is the product of existing media policies and practices, the culture of the communicator, the type and sources of news, the prevailing

ideological and cultural trends, the degree of ruling political freedom, the nature of

events, their size, and their connection to the masses .

Functions of frameworks and their importance: The importance of media

frameworks and their significance are highlighted in the following :

A – Researchers' interest in studying news production and news discourse has

revealed that journalists rely on framing in producing news stories. According to

these researchers, journalists try to write objective news reports and organize

news material in an effective manner. They tend to participate in the framing

process through construction and synthesis, highlighting certain aspects of reality

and isolating other aspects. Researchers who use frame analysis acknowledge

that power relations are often reflected in these adopted frames. Some framing

research assumes that the frame can dominate coverage for long periods of time

.

b – Frameworks define problems, diagnose causes, determine their force that

creates the problem, make ethical judgments or evaluations, assess unintended

factors and their impact, suggest and justify treatments, and predict their various

effects .

C – The frame determines the extent to which individuals notice and understand

the problem, and how they evaluate and act towards it. It is worth noting that the

framing of events and news in the media can systematically influence how

recipients understand news related to these events. The frame's focus on

highlighting specific information increases the recipient's ability to perceive it, grasp its meaning, and then process and store it in his memory .

D − Framing literature has demonstrated its powerful effects on social perception and political preferences of individuals. This has been demonstrated through the study of newspaper and television reports. The choice of frames is important in determining the readership of newspaper articles.

E − Framing theory emphasizes that news framing mediates the way people use social knowledge and prior experiences, and therefore the basic assumption in the structure of the message in news texts may restrict the way individuals use their knowledge in interpreting it .

a vacuum, but is shaped by the influence of multiple social factors, including political factors and the role of social organizations and movements.

Z − Frames influence attitudes by focusing on certain values, facts, and other considerations, giving them greater relevance to the topic or issue. The media also constructs multiple frames to cover different events, and this is influenced by the editors' attitudes and the influence of values on the style in which they write.

H − Frames play strategic roles in institutions and social movements, influencing behavior, attracting members and resources, and helping to connect the individual to the group, its values, and its ideology, which is consistent with the idea that the frame has social power.

Institutions and social movements use frames to try to influence the perception of the principles, beliefs, and actions of different target groups. Part of

this power comes from the media's ability to frame without the public knowing

about it. However, the multiplicity of frames may erode the potential power of any

.frame to influence media coverage or subjugate public opinion

Factors affecting the media framework: There are five internal and external

:factors that influence how journalists frame a particular topic

.Social customs and traditions −١

.Institutional or organizational restrictions and pressures −٢

.Pressure and interest groups −٣

.Routine press restrictions −٤

.Ideological and political trends of journalists −٥

According to the Ganz model (١٩٧٩) and the study of Schumacher and

Rice (١٩٩٦), there are at least three sources of influence in the media framework,

: which are

First: Influences from the journalist: Frame formation is mediated by variables

such as ideology and attitudes, and reflects the way journalists frame media

.coverage

Second: To influence: The choice of frameworks as a result of factors such as: the type of political orientation of the medium, and institutional or organizational constraints.

Third: To influence: External factors represented by political factors such as: authority, interest groups, other elites, and "the economic context including the pressures of ownership, financing, and advertising, as well as the social and cultural patterns and values present in society".

Power features in media frame analysis theory:

A– According to (Baran and Davis), the features of power are manifested in the theory through:

١– Its focus on individuals in the mass communication process.

٢ – Although it focuses on one community in the study , it is a small study , but it is easier and more capable of reaching topics or issues of influence on the broader and more comprehensive level.

٣– Its extreme flexibility , as it can be applied in many political, cultural, social and economic fields.

٤– Its consistency with the current results of cognitive psychology studies.

B- **The concept** of frame analysis is one of the most prominent modern concepts that explains the role of the media in shaping the public's knowledge and attitudes towards various issues. Thus, attitudes and knowledge can be studied through this theory.

C- The strengths of the theory are as follows :

١- Its potential to penetrate the field of monitoring and measuring the behavioral effects of media framing on the public.

٢ - The richness and fertility of its research applications in parallel with the axes of the mass communication process, represented by the communicator, the media message, the audience, the cultural context, and the echo.

٣ - Its flexibility , as it can be combined with other media frameworks, or an integrated theoretical approach can be adopted on the one hand, and its suitability for application in various branches of media sciences, such as: editing, international media, advertising, public relations, and image studies on the other hand.

٤- It can be applied in different types of studies such as: historical and contemporary studies.

٥ - Its research applications can use any quantity or type of approaches, methods and tools to collect, analyse and interpret various data.

D– The theory provides benefits for studies of public opinion, electoral behavior, cognitive and cultural studies, and sociological studies.

٢– Weaknesses in the media frame analysis theory:

A– **Baran and Davis** believe that the weaknesses of the theory are represented in the following:

١– Its flexibility makes it lack definition.

٢– It does not have the ability to determine the presence or absence of effects.

٣– It prevents causal explanations because of its greater reliance on qualitative approaches.

٤– It underestimates the capabilities of individuals by assuming that individuals make many framing errors.

B– The theory is criticized for not having a common intellectual model agreed upon by researchers studying the theory, due to the existing controversy over the concept of the framework and methods of measuring it.

C– There are a number of trends in framing research that have ignored the relationship between media frames and factors related to political and social power. This neglect results from several factors, including the problem of defining frames, the failure to study framing contexts from broader social and political contexts, and the underestimation of framing as a form of media influence.

D− The abundance and diversity of elements and sources of influence in the process of building frames, and the mechanisms of influence, understanding and perception of recipients, and the difficulty of limiting, controlling and interpreting them, raises many questions about the extent to which the results of theoretical studies can be generalized.

E− The lack of precise definition of the boundaries between the different types of frameworks, which makes it a matter subject to the researchers' impressions.

. The framework remains in place under the influence of various factors .

The theory of absolute power : −

Absolute power is one of the systems of government, and it is represented by the rule of a ruler who does not believe in freedom or democracy and does not…It allows the people to participate in government in any way, and the authority is based on the idea of (sacred divine right) and the idea that (the ruler is God's shadow and His successor on earth).

Introduction to the theory of absolute power: −

It is agreed that the year (١٤٥٠) was the date of the birth of printed media, as sources indicate that it was the date of the emergence of printing, and printed media was subject to authority, and the extent of this subjection is linked

to the nature of the society in which it exists , so either the society is subject to
.absolute authority, or the philosophy that governs this society calls for that

The world witnessed various types of absolute power from these
philosophies , for example the control of the Church and the clergy in European
society.The prevailing system has created a society subject to absolute authority,
in which the state occupies a higher level than the individual on the scale of
social values. In such a society, the individual cannot achieve his goals or
develop his abilities and talents except by submitting to the state in a submissive
and servile manner , and his highest thinking is that of a subordinate, which
.eliminates awareness, reason, and personality

In an absolute monarchy, a few men hold leadership positions and enjoy
absolute power, while others must obey and submit to them. There is no popular
representation in such states , but what…Is it the source of truth in a society of
? absolute power

To answer this question, we can rely on the truth of divine mandate or on
the racist claim in such a society , which says that there is a certain race that
considers itself superior to other races and has greater wisdom than them . In
short, truth is represented in the ability of the leader or the group concerned to
assess circumstances, understand risks, and identify the possibilities of

overcoming them. Truth in this society is the preserve of this few who see themselves as the wisest and see that it is their right to direct the vast masses . That is, truth is centered around the centers of power and authority. In this case, it is not important to search for the source of truth from which the authoritarian state derives its philosophy and policy , since it is restricted to a limited class of people, and no individual has the right to take a path to it, because one of the goals of the authoritarian state is to maintain unity of thought and action according to the efforts of the authority, to keep the masses in a certain state as it wishes.

Foundations of the theory of absolute power: −

A− The doctrine of divine right: This theory goes back to the oldest ages of history. It is the theory that emperors relied on in ruling and was inherited by the nobles to maintain their positions, positions and privileges in politics and ruling . Islam came to abolish this theory and to replace it with Shura and divine law . The sovereignty of this philosophy or theory goes back to the eastern and western empires alike , except for some minor partial differences that occur betweenOne ruler and another in exercising power over society ,Some of them believed in truth, virtue, and the exchange of opinion and advice, and some of them practiced tyranny and cruelty in application of the philosophy of (the shadow of God and His successor on Earth) , and followedEurope adopted this philosophy in its system of government during the Middle Ages , during which the

people were transformed into serf slaves, absolutely subject to this or that
government.

B- The press and absolute power: -The press and its methods were unable to change anything in the theory of absolute power. Rather, the influence of this theory increased and it continued to exercise fundamental control over the press, its relationship with society, and its media function, which it exercised under the control of absolute rule. The government continued to strengthen the theory of absolute power to maintain its absolute authority and began to surround itself with the wise, the wise, and those with intellectual privileges who were able to understand the state's goals of control and stability . It began to grant them prestigious positions in society to work as advisors to the ruling leaders and to monopolize all intellectual truths for themselves and to harness their philosophies and ideas to serve the class controlling the state apparatus, which gives them the right to address the people and to be the mouthpieces of the rulers who communicate with the masses through the available means of communication and mass media, including the printed press, from which they prohibit all opinions that awaken the people from their deep slumber, in order to maintain the status quo.

, this theory was closely linked to communist, fascist, and Nazi regimes,

such as Hitler's regime in Nazi Germany and Mussolini's fascist regime in Italy.
The despotic state had complete control over the mass media and communication

devices and imposed on them an aggressive mobilization of the people to serve the expansionist goals it set for itself , which led to the outbreak of World War II, which claimed millions of innocent human lives.

C- Censorship and control of the press by the responsible agencies: -
Censorship is one of the important pillars of the theory of absolute authority , and its history can be traced back to religious censorship in the Middle Ages in Europe, when the Roman Church was at the height of its power as a source ofFor the divine mandate , the Church was able to control public opinion and freedom of expression in many countries for several centuries , and benefited from the invention of printing, until governments took control of the new media.

Control was achieved by issuing licenses to printers and publishers, and then governments controlled those who practiced this profession in general . At that time, the license was considered a privilege that obligated the publisher to print and distribute what the ruler wanted . However, this method was not effective , which led to the imposition of prior censorship and the examination of all manuscripts by government representatives before printing and publishing in order to issue the license to print, with the aim of tightly controlling what newspapers and publishing houses publish.

governments subjected the circle of communication with the masses to
many restrictions, obstacles and impediments, leaving the path open only to the
state, and closing it to individuals, thus abolishing any kind of freedom of the
media , under the pretext of achieving the security and safety of the state . Under
this pretext, all freedoms were abolished , and this is what fascist and racist
philosophies derived all justifications for squandering human rights.

**D- The long history of the political ideology of the theory of absolute
power:** -Plato believed that the equal division of power within a state was the
beginning of the disintegration and collapse of that state . Plato's argument was
that as long as man controlled his instincts and desires through reason, the rulers
of the state must, in return, prevent the material interests and selfish emotions of
the masses from dominating society.

Most philosophers in later eras emphasized the power of authority , such
as Machiavelli, who called for subjecting everything to state security .George
Hegel, who was called the father of modern fascism and communism, gave the
philosophy of absolute authority its image when he said that the state is (the
spirit of morality , will , and reason) and the state as an authority is an end in
itself that enjoys the greatest amount of rights and is above the citizens .

Thus, the theory of absolute authority imposed strict intellectual methods

stemming from the intellectual contributions of the wise, provided that their

theories serve society, which the state watches over with care and oversight .

This is what ancient philosophers such as Socrates, Plato, and Aristotle

formulated in philosophical theories that serve despotic authority . Plato , for

example, attributed the ideal to the aristocratic form of the state, believing that

human nature, material interests, and selfish emotions cause the deterioration of

rule from aristocracy to democracy—that is, to fragmentation and dissolution . He

believed that the state finds security only in the hands of its wise men and its

legal supporters, who possess the highest moral ideals that are imposed on all

elements of society, so that they remain on the straight path they have charted

for them. He believed that this elite group of humans allows reason to control the

.emotions of the heart and the instincts of the body

Uses and gratification theory:-

It is the theory that plays a major role in explaining the relationship

between the sender (i.e. , the one in charge of the medium) and the receiver

(i.e., the audience or recipient). It is considered one of the most important

theories that view the audience as positive participants who choose what they

. want to watch based on their psychological and social needs

This theory appeared in ١٩٧٤ , in the book (The Use of Mass

the actual beginning of the , R. Bloom. However Communication) by Katz and

.emergence of the theory of uses was through the study of Elihu Katz (١٩٥٩)

Theoretical assumptions :

The hypotheses are summarized in five main points that contribute to achieving the objectives of the theory :

1− The audience is an effective element in the mass communication process . Their use of a specific means meets the intended needs they aspire to achieve .

2− Desires differ among the audience according to many foundations, including social class, gender, and others, as desire is what determines the choice of media outlet according to its needs .

3− The media does not use the public, but the public uses it. Individuals choose the media that satisfies their desires .

4− The audience chooses specific media according to their needs and desires .

5− The prevailing values in society can be identified according to the audience's use of media , and not only through the content they follow .

Theoretical objectives :

are defined in three basic points :

1−Learn how the audience uses the media .

٢- Identifying the motives for an individual to use a specific media outlet rather than another .

٣- Understanding the mass communication process by identifying the results of the individual's use of media .

Motives for public exposure to media :

Motivation is defined as a psychological state that directs an individual to engage in a specific behavior with the aim of satisfying a specific need . The uses and gratifications theory classifies the motives for the public's exposure to the media into two main motives:They are : **(utilitarian motives)** , which are the motives for acquiring knowledge and information, getting to know oneself, and gaining experience in life areas, such as watching the news , **(ritual motives)** , which are represented by breaking boredom, passing time, relaxing, and escaping from the reality of life and its problems, such as watching movies , series, and comedy programs .

Audience exposure to media gratifications :-

The uses and gratifications theory is based on the idea that an individual seeks to satisfy certain needs by choosing the type of media and content he desires .

: Lawrence Weiner divided gratifications into two main types

A- **Content gratifications** : **which** are **related to the content** presented in the
Content gratifications are divided into two parts :(Directional gratifications .media
are represented by monitoring the environment surrounding the individual and (
obtaining information . (Social gratifications) are represented by the recipient
. linking the information he obtains to his social relationships

It is divided .**Process gratifications** : which **are related to the media** itself -**B**
Such as reducing fear and anxiety, into (semi-directional gratifications)
enhancing the sense of self and defending it. (Quasi-social gratifications)
represented by increasing the individual's relationship with media personalities,
. and it increases for socially isolated people

Cultural implantation theory:-

Cultivation theory is one of the early theories to study the effects of media.
It focuses on the long-term cumulative impact of media. Cultivation refers to the
convergence of television audiences' perceptions of social reality, and the long-
term formation of those perceptions and beliefs about the world as a result of
.exposure to media

The theory of cultural cultivation is classified among the theories of the
moderate effects of the media, as it neither exaggerates nor diminishes this
power, but is based on the long-term relationships between the attitudes and
. opinions of individuals on the one hand, and their viewing habits on the other

Therefore, Gerben and his colleagues emphasized that the cultivation theory is not an alternative, but rather a complement to traditional studies and research on the effects of the media. In cultivation, there is no model before or after exposure, nor a model of prior dispositions as mediating variables, because individuals watch television from childhood, and it also plays a major role in these prior dispositions, which are then considered mediating variables .

Roots of the cultural implantation theory :١-

In the late ١٩٦٠s, American society witnessed periods of strikes due to manifestations of violence and crime following the assassinations of Martin Luther King and Kennedy and the growing interest in the state's involvement in the Vietnam War . In ١٩٦٨ , an American national commission was formed to investigate the causes of violence , its prevention, and the relationship of television to it . Therefore, we can say that the theory of cultural cultivation is linked to the efforts made by Gerbner and Cross through the Cultural Indicators Project, which began in the ١٩٦٠s at the University of Pennsylvania to identify the impact of television violence on American society after this period of strikes and a formed violence.So he asked forAs a result, President Lyndon Johnson committee to study the causes of violence and how to take preventive measures Through the Cultural Indicators Project , **Garbner** concluded that heavy .it against television viewers differ in their perception of reality and their view of the world from light viewers, which confirms the role of the media, especially television, in influencing the public's beliefs and shaping its mental images .

Researchers have conducted numerous studies since this period, most of
which focused on the impact of the content of prime − time and weekend
television programs on the public's perception of social reality, with violence being
the main topic of research.

The American researcher George Gerbner began his studies, emphasizing
that television has become a dominant force for many and a primary source for
building their perceptions of social reality . Thus, the relationship between
exposure to television and acquired ideas reveals the extent to which the
importance of the role of television is highlighted in the values and perceptions of
social reality. Thus, the media reality perceived by television has become what
the individual relies on in his relationships with others, which necessitates the use
of an approach different from the approaches used in studying the impact of
these media . This is due, in Gerbner's opinion, to the fact that television has
become the main center of mass culture, and that its influence has becomeIt is
fundamental to the socialization of the vast majority of viewers, as it presents
repetitive and stereotypical models of behavior and different social roles.

Garbner's exploratory experiment:

In ١٩٦٨ , Garbner conducted a survey to prove the implantation theory.TV
viewers are divided into three categories :   average viewers ,For less than two
hours a day),(And viewers watch at a rate of two to four hours a day) ,(and
viewers for more than four hours a day) , he found that heavy viewers had

beliefs and opinions similar to those portrayed on television rather than in the real world , indicating a compound effect of media influence .

Through these studies, Jarb N. R. and his colleagues developed their own project of cultural indicators, which focused on three interconnected issues:

A – Institutional process analysis: i.e. studying communication policies in relation to the content, selection and distribution of media messages.

B – Content analysis of media messages : This is a study of the prevailing patterns of mental images and the most frequently repeated behaviors reflected in the media message, such as the portrayal of violence, minorities, gender, profession, and other issues.

C– Cultural Cultivation Analysis: which studies the relationship between exposure to television messages and the audience's perception of social reality.

Cultivation theory holds that television, among other media, is the central cultural foundation of society, providing stories , events, and the primary designer of symbolic images that contribute to the formation of beliefs about the real world. Heavy viewers will therefore perceive the real world in a way that is consistent with the mental images presented in the television world. However, television cultivation works to change some beliefs in heavy viewers, and this occurs

through cumulative exposure to television, while maintaining these beliefs in others.

The concept of planting:

If culture, according to Taylor's definition, is "every belief in values, customs, traditions, ethics, and patterns of behavior," and the cognitive perspective defines it as "the ideas, beliefs, and types of knowledge in general among a people," and that culture is not a material phenomenon, nor is it things, behaviors, and emotions, but rather it is an organization of these components and what exists in the mind of images and forms of these things.

Therefore, it can be said that inculcation is the planting and development of cognitive and psychological components carried out by sources of information and experience in those exposed to them. Since the mid-١٩٧٠s, the term inculcation has become associated with the theory that attempts to explain the social and cognitive effects of the media, especially television . Inculcation is a special case of a broader process, which is socialization.

of inculcation is a type of incidental learning resulting from exposure to mass media, especially television, as the audience learns the facts of social reality as a result of exposure to the media. Also, continuous exposure to the media and…Watching television for long periods of time creates in the viewer the belief that the world he sees on the television screen is just an identical image of the real world in which he lives.

The basic pillars upon which the cultivation theory is based : Gerbner established a set of basic pillars for the cultivation theory, which are as follows :
–

First : **Television is a unique means of instilling knowledge compared to other means of communication:** –

The importance of television and its uniqueness from other means of communication is due to its widespread presence in homes and ease of exposure to it. It also contributes to the upbringing of children to a degree that does not occur with other means, as the child finds himself immersed in the television environment from birth due to the availability of sound, image, movement and color. The child also spends most of his time in front of the television due to its ease of use. Television also differs from printed media in that it does not require the ability to read and write. It is distinguished from radio in the ability to provide vision in addition to hearing, and it differs from cinema in that it is a free medium that operates all the time and not at specific times and does not require leaving the house . Television is one of the most important media that leaves an impact in presenting ideas, values and various media images to all classes, segments and sectors of society .

Second: Television presents a similar world of messages and mental images that express the trend.Prevailing: –

Inculcation is a cultural process that leads to the creation of general concepts that unify responses to certain questions and situations, and are not linked to isolated facts and beliefs. These concepts come from total exposure to television programs, not through some selected programs.

Television plays an important role in our lives because it reflects the prevailing trend of society's culture, and reduces or narrows the differences in values, attitudes, and behavior among viewers, to the extent that they believe that social reality is proceeding in the manner expressed by the television world. Therefore, television is viewed as a tool that connects the elite and the general public, as the various television messages present many cultures, opinions, and mental images that are watched by all different social and economic classes and levels of society.

Third: Analyzing the content of media messages provides keys to instilling :

Survey questions used in implantation analysis should reflect what television presents in its messages to large groups of viewers over long periods of time, with an emphasis on measuring total viewership.

The survey questions used in implantation analysis must be geared towards considerations of the real world, which is the first requirement of

implantation, and there is parallel importance to the symbolic world presented by

television, which is the second requirement of implantation.

Fourth: Analysis of the implantation of television's contribution to transmitting mental images in the long term :

Cultivation theory is concerned with the importance of change brought about by television as a result of repeated forms and stories to attract audiences, and thus television is a tool for socialization.

Thus, television can create a state of harmony and homogeneity among viewers, through the recurring forms and models it presents, to create a common, unified viewpoint among the audience and dissolve traditional social and other differences.

So this theory is concerned with the cumulative effect, not the sudden effect. In this case, television can create what is called a "dominant tendency" among viewers , especially among heavy viewers who derive common meanings to a greater extent than light viewers.

Fifth: Technological innovations contribute to increasing the capacity of television messages: –

The advancement of cable systems, new independent stations, and video have increasingly dominated program reception and can replace magazine

reading and movie-going. Evidence suggests that although new technology offers alternative ways to receive programs and movies, it does not actually change audiences' exposure to program types; rather, it increases such exposure.

emphasizes that technological innovations help increase the capacity of television messages in all their forms, objectives and images.They all support the planting process and its objectives.

Sixth: The planting analysis focuses on general and homogeneous results:
–

presented by television through repeated messages and stereotypes is an important source for achieving socialization and developing concepts and behaviors in society . Television's independent contribution is homogeneous within different social groups . It also supports this homogeneity and the stability of concepts related to social reality, rather than changing or weakening these concepts and beliefs.

Assumptions of the implantation theory: –The implantation theory is based on Who says:**the main assumption** : –

Individuals who watch television extensively are more likely than those who watch it less frequently to adopt beliefs about social reality that are consistent with the mental images, models, and ideas about reality that television presents .

This hypothesis is based on the idea that increased exposure to television content, characterized by repetitive patterns of messages and images, leads to shifts in individuals' perceptions . This transformative process extends beyond mere entertainment, as it plays a pivotal role in shaping the cultural fabric by reinforcing shared assumptions about the world . Therefore, acculturation theory seeks to uncover the complex dynamics of how prolonged engagement with television programs affects collective views . This theory argues that television has taken on the role previously played by the family, schools, and churches in society: the educative function .

a set of **sub-hypotheses** are derived.They are:

A-Heavy viewers are exposed to more television, while light viewers are exposed to a variety of sources such as television and personal sources.

B - Television differs from other media in that implantation occurs as a result of exposure and non-selective use by the audience.

C - Television presents a uniform world of unified messages and symbolic images of society in a manner that is uniform or similar to the real reality.

D-Implantation occurs more often when viewers believe that the drama is realistic and seeks to present facts rather than fiction in models explaining the implantation process .

Concepts related to the theory of cultural cultivation :

1- The concept of the prevailing trend : –

The dominant trend refers to the homogeneity among individuals with a single degree of density in acquiring the common cultural characteristics of the society presented by television as a modern cultural channel and the images they see. Thus, the difference in perception of the outside world can be detected between those who watch television less and those who watch it extensively . Thus, the dominant trend is a fabric of beliefs, values, and practices presented by television in different forms, and with which heavy viewers identify, and no significant differences appear among them in acquiring these images or ideas, regardless of their social or political characteristics. Thus, the dominant trend indicates the dominance of television in instilling images and ideas in a way that makes the differences decrease or disappear between groups with different characteristics . It also indicates consistency between trends and behavior , as television is more influential than any other means .

So the concept of mainstream means that the media creates a common point of view among viewers, and heavy viewing leads to the dissolution of differences in perception of social reality caused by factors .

2- The concept of echo or resonance :

Resonance refers to the added effects of viewing in addition to the viewers'

existing original experiences . Viewing can thus confirm these experiences by

evoking them through television works to which individuals with these experiences

are exposed with greater intensity . In this area , J. R. Penner focused on the

increased perception of violence in television works and the description of the

outside world in viewers who live in unusually violent circumstances and are

exposed to television with greater intensity . This result was also confirmed by

psychological studies , which concluded that television affects the field of

aggression in those with an early tendency towards aggression, but in different

. ways

: Criticisms directed at the cultural cultivation theory

Although the implantation theory has been supported by many researchers, it has

faced many criticisms from the late ١٩٧٠s until the late ١٩٩٠s. These criticisms

:are as follows

Supporters of the uses and gratifications approach believe that the −١

cultivation theory ignored the motive variable, as they believe that Gerbner did not

make an effort to differentiate between those who watch television routinely and

those who watch television in an active, selective manner . Here , cultivation

becomes a variable dependent on the motive variable and not exposure to

. television

٢- the Hersh criticized cultivation theory for not controlling other variables accurately and sufficiently. This led to different results when the research was analyzed again using multiple correlation coefficients, especially after demographic variables were introduced, thus affecting the relationship between television exposure and cultivation effects . In an attempt by cultivation supporters to explain these demographic variables, statistical control was carried out for all variables at the same time. They also developed the concepts of trend and inflation .

٣- Some researchers have criticized the cultivation theory for looking at television influence in general , through the total number of viewing hours without considering the type of programs to which the viewer is exposed, as exposure to a certain type of dramatic entertainment program is more influential in causing cultivation than total viewing .

٤- **A number of researchers** have questioned the credibility of planting research, given that most studies have shown a weak or non-existent relationship between observation and planting effects. This is due to the weak correlation coefficients that many studies have produced on such topics.

٥- **Some researchers** criticize cultural planting research because most of it focuses on the results of planting more than it is concerned with the mechanical process that takes place through the planting process .

٦- **One of** the recent criticisms directed at the theory focuses on the effect of watching television on perceptions of social reality, as some researchers are

interested in the latent influences that affect the relationship between watching

television and judgments of social reality .

that implantation could occur anywhere othe doubt Many people −٧