جامعة بنها
BENHA UNIVERSITY
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SOCIETAL **ISSUES**

القضايا المجتمعية

Chapter (7)

Digital Media Literacy

Digital Media Literacy

Practical Applications

Many international and governmental institution call for teaching media literacy's course for students in different educational stages

Media literacy:

Media literacy is the study of the effects of mass media on both individual and society. Therefore, it includes analysis, criticizing and revealing of its media messages. Consequently, Art Silver Blatt defined it as "the awareness of the effects of mass media on individual and society. It includes realizing mass communication processes, developing strategies for analyzing and discussing its media messages, and developing a sense of content's aesthetic and appreciation. Others defined it through considering it as a mirror of the implicit purposes of media content. Within this context, Justin Lewis and Sut Jhally defined it as the studying of technological, political, social and culture factors that affect mass media' production, distribution and creativity. Mc Dermott(2007) expanded this definition to include reading, analyzing, evaluating and producing communication .Therefore, Mc Dermott clarified that mass media is not only confined to receive and analyze the content media, but also it includes reflective participation to generate this content media.

Implications of Media literacy:

Media literacy's skills are lifelong skills that require permanent development coping with the everlasting changes of the world of media and communication. Implications of media literacy can be highlighted in acquiring the following skills:

- Developing an awareness of the content of media messages and recognizing its implicit purposes.
- Understanding the goal and the mechanism of creating a specific content.
- Applying the analytical and critical approaches on media messages.
- Using mass media as a medium for freely transmitting ideas and viewpoints.
- Rejecting those media messages contradict with its morals, culture and principles.
- Recognizing that some media messages may reflect malicious political orientations.
- Developing students' awareness regarding participating on social media that can be either constructive or deconstructive of society's internal and external security.

Practical Applications:

- Working groups are formed to discuss the following topics and collectively writing down and discuss the results :
- In our daily lives, how do you get information and news? How do you test the accuracy of these information and news?
- Which websites do you interact with?

Goals of Media Literacy:

Media literacy's goals can be stated as the following:

1. Highlighting the role of media and information in the democratic field: It includes having an ease access to mass media. Moreover, it includes understanding the ultimate concepts of demarcating field such as free expression of ideas, ease access to information and basic duties.
2. Understanding the media content: This can be achieved by analyzing the stereotype templates, serving only some

groups, and the used techniques to maintain these templates and media messages included in these templates.

3. Evaluating critically media and information sources: It is about critically inspecting different sources of information for evaluating its reliability and developing critical and analytical thinking related to the received messages.

4. Applying new and traditional media forms: This can be easily achieved through using digital technologies and its tools in different contexts and   comparing it with different media using traditional forms such as (press, radio and television).

5. Specifying the social and cultural context of the media content: Because media content is affected by the social and cultural context, it is important to highlight that media content can be manipulated. Therefore, it is important to recognize the effect of social and cultural context in interpreting the media content.

6. Encouraging students to acquire media literacy' approach and carrying out suitable changes: This can be achieved by applying skills acquired from media literacy' course on different media messages with its three dimensions (source, content and its media medium) .Moreover, this media literacy's approach can be gained by encouraging production, creativity and interaction among different areas of communication fields with its different messages.

Practical Applications:

Prepare a one day personal report about your use of different media clarifying the numbers of hours you spend using these media, sources of information, your analysis and interpretation of the gained data and how each media are different from the others concerning presenting the content?

C)Different approaches for evaluating media sources and content:

Different studies concerning media literacy emphasizes the use of analytical and critical approaches to validate its reliability, objectivity and truthfulness.

1)Analytical approach (concept and related skills):

This approach is based on highlighting the analysis' ability defined as fragmenting the whole into parts and realizing its multi relations to recognize its related data and its subsequent organizations. This deepens the understanding of these fragmented parts and carrying out different process (such as classification, and organization).

The Stages of Analytical Approach:

Analytical approach follows certain steps:

1. Defining the media content with its general attributes, fields, sources and its media context.
2. Specifying important parts that have the same specific messages and identifying its related relations.
3. Analyzing the language and related elements of the media messages.
4. Considering the chronological, contextual and spatial order of the media content.
5. Comparing the media content with its related and other related similar levels
6. Classifying the results gained from the previous step.
7. Identifying the criteria used for evaluating media content such as (objectivity, transparency, source's reliability and clarity).
8. Interpreting the hidden meaning in content and purposes.
9. Specifying the relation between this media content and other similar media content in different events.
10. Clarifying possibilities
11. Extracting general results concerning media content.

Practical Applications:

- ▪ Choose an excerpt from your preferred media text such as news, video from YouTube or other news sources on internet. Analyze this text through analyzing the audience, the purpose of the text, the writer, the advantages reflected in this text, techniques, and context. Moreover, apply the news elements as the source of the news , its goal, its place, its targeted audience and its used techniques?

2) Critical Approach (Concept and Related Skills):

Glaser-Watson defined critical thinking as the ability to inspect suggestions and believes based on supported evidence. Therefore, critical thinking requires understanding of language and realizing rationale behind these issues. Moreover, it is defined as the ability to interpret data, extract results and evaluate evidence.

Based on Glaser-Watson' classification of critical thinking , critical thinking skills are:

1. Identifying assumptions : This can be achieved through discriminating the
2. trustfulness of the given data, distinguishing between facts and opinions, and determining the purposes of the given data.
3. Interpretation: It is defined as the ability to identify the problem and its logical explanations. It, also, includes specifying whether the given results are based on accurate data or not.
4. Deduction : It is defined as the ability to extract results from certain or assumed data.
5. Evaluating arguments: It is defined as the ability to evaluate the proposed ideas and take decision for rejecting or accepting them. Moreover, it includes discriminating between main and secondary sources, and strong and weak arguments. Then, determining the efficiency of the given data.

Classification of Critical Thinking:

Critical thinking can be classified into three categories:

1. Deductive thinking: It is defined as the skills related to the logical proof to reach a conclusion based on given premises or assumptions. It is based on providing an evidence that leads to a specific and intended conclusion. For proof's trustfulness, it is based on examining these premises structure and components.
2. Inductive thinking: It is related to generalize what is related to parts to the whole. This generalization does not confine to the available evidences derived from specific premises.
3. Evaluative thinking: It is about proving a general state of specific issue based on tangible and organized criteria such as evaluating a subject as being good or bad, successful or unsuccessful.

Skills Related to Critical Approach:

Based on "knowledge of the basics of information and media" issued by UNESCO , the skills expected to be gained from the application of critical thinking are:

1. Inspecting the given data and comparing them from different sources to evaluate their reliability, accuracy , truthfulness , origins, time frame and the extent of their bias.
2. Using a variety of criteria such as (clarity, accuracy, effectiveness, and relevance of facts) to evaluate the data of mass media (such as websites, documentaries, advertisements, and news programs).
3. Recognizing the manipulation made in media content (news and information)
4. Recognizing the social, cultural and other contexts, upon which data are prepared, in interpreting media content.

5. Identifying media related technologies and examining the interaction between these ideas.

6. Comparing new knowledge with prior one to determine the added values, discrepancies or any other unique characteristics of the information.

7. Determining the potential accuracy of the data by questioning its sources, imposed limitations of its tools for gathering information and strategies and determining the accuracy of the concluded results.

8. Using different strategies to interpret media messages such as deductions, generalizations, summarizing the presented content, using images and information presented by visual media to support a specific viewpoint, and deconstructing media content to identify underlying biases and decipher implicit text.

Practical Applications:

-   In a work group, apply the critical approach on a news and specify its trustfulness and reliability.

2- Digital Media (Concept , Characteristic and Advantages).

A) Concept of Digital media:

It is that type of media that uses e-media, facilitated interactivity among users on one hand and between them and sources of information on the other hand, to transfer and store any media content. This kind of media is distinguished from traditional media such as press, radio and television for being asynchronous, openness and its rapid spread nature . This kind of new media is affected by the spread of world wide web, computers and smart phones and social networks as (Facebook, YouTube , Instagram, Twitter, Blogs and Websites). Digital media takes many forms such as citizen journalism, institutional media and e- marketing. To sum up, digital

media is that kind of media free from sole source of media content. Therefore, any individual or institutional source publish or interact with news and information transcending time and geographical limits using media techniques such as writing, geo-photography, audio, photo, and video.

B)Characteristics of Digital Media:

Digital media has important characteristics distinguished it from traditional media such as:

1. **Interactivity:** Digital media reflects a kind of multi directions reflected in the relation between the content, recipient and medium. For example, the recipient shares his opinions, criticizes and analyses the media message and modifies it by adding or omitting or republish this media message , or create new media messages. Moreover, such interactivity is reflected in the multiplicity of the digital media provided different sources for interaction.

2. **Universality:** Digital media allows global communicative environment transcending the limits of time and place.

3. **Internationalism:** Digital media enables those with the same ideologies, believes, and ideas to communicate transcending the limits of time and place.

4. **Variety of communicative platforms**: The communication platforms for digital media combines multiple systems of communication, various digital means and content in one system that provides recipient with multiple choices such as methods for sorting and presenting data through using the internet and its multiple sites.

5. **Addressing different audiences**: Within this new media , media messages are directed to specific audience or specialists rather than the whole audience. Moreover, the abundance of the

displayed media materials enable recipients to have different choices relevant to age, creed and profession elements.

6. **Asynchronous:** It means that the interaction between the sender and receiver of the media content transcend the limits of time. In other words, the boundaries of time is neglected between sending and reading the content read and recovered at any time and place.

7. **Communicate with special groups :** Methods presented by software corporations facilitate the use of digital media content for children, elderly people, those with special needs and intellectual disabilities and the blind.

8. **Freedom for expression:** Freedom of expression, one of the core element of the digital media, provides discussion boards to freely express ideas. Such freedom is not affected by any censorship that may prevents expressing ideas. In other words, such discussion boards enhances freedom of expression for supporters of the media content , opponents and neutrals.

Advantages of Digital Media:

Digital media has achieved different advantages for humanity in general. The most important advantage is developing awareness of positive aspects of digital media in supporting freedom, democracy and humanistic, cultural and scientific development.

Other advantages include:

- Providing different communicative channels enhanced interaction among individuals, institutions and highlighted social interaction.
- Obtaining information from different sources varying from supporting and opposing sources.
- Availability of information and knowledge on websites, which provides a wealth of useful information for Scientific and

humanitarian development, and to facilitate teaching and learning.

- Facilitate informed dialogues and discussions between the various social parties, and encourage the resolution of disputes by democratic means

- Providing the means by which the image of cultural identity can be embodied, preserved and disseminated across borders.

- The possibility of accountability for governmental and institutional work in a framework of democracy

- Opening unlimited economic fields and electronic markets to achieve economic popularity for individuals and countries and to urge the development of competitiveness.

- Spreading the values of democracy, tolerance, human rights and developing the spirit of loyalty and belonging.

- Freedom to express personal opinions and beliefs and communicate with those who are similar across the entire world.

- Changing the traditional media system, and its keenness to achieve greater transparency, discipline, objectivity and speed of interaction with events.

- It provided the political authority with accurate follow-up of the trends of public and private opinion of the masses and to take the necessary policies to adapt to those trends and meet the needs.

There are many features that are always renewed and presented by current events, which correspond to the peaceful aspirations that always seek to achieve reconciliation and social security.

Practical Applications:

- Imagine what would happen if the entire media disappeared one day, from the Internet, computers, mobile phones, newspapers, shops, radio and television, analyze in small groups, and imagine how people can be informed of news, facts and events?

How will you make important decisions in your studies or work? And what would you miss most personally in this case? What will society lose as a result

- Discuss the difference between a news story that carries an individual opinion written on social media, and a news report that appears on the electronic version of a daily newspaper.

Digital media between freedom of expression and social responsibility.

The right to freedom of opinion and expression is one of the basic rights of man and citizen. Peoples have struggled for it, and it is stipulated in international charters, treaties, and state constitutions, and it is a fundamental component of liberal democratic thought.

The right to freedom of opinion refers to the freedom to hold different opinions without interference from others, and the right to freedom of expression refers to the freedom of the individual to convey his opinions, beliefs and ideas, express them and announce them to others by any means, whether by interacting with various media, or through artistic originals or commercial advertisements...etc.

But it should be noted that there is no absolute right, for every right has limits, transcending it is an infringement on the rights of others, the spread of chaos, and the relapse into a primitive and brutal state, in which rights are lost, and in the light of digital media, many of those who interact with it bypass the determinants of that right, those determinants that It is stipulated in international charters and state constitutions as it stipulates the same right, in order to preserve and protect the rights of others and national and social security.

The theory of social responsibility is the criterion for commitment to the right to freedom of expression and achieving the highest degree of credibility, transparency and ethical commitment to interaction on traditional and digital media.

With the lack of awareness of the determinants of the right to freedom of expression and the values of social responsibility, images of abuses that amount to electronic crimes spread on the digital media, such as insults, slander, defamation, human trafficking, spreading rumors, and revealing important secrets that may harm the country's internal and external interests, which requires Spreading awareness of that right and its determinants.

The right to freedom of expression and its determinants

Article 19 of the Universal Declaration of Human Rights issued by the United Nations in 1948 states that everyone has the right to freedom of opinion and expression. This right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas by any means, without regard to borders. As stated in Article 19 of the International Covenant on Civil and Political Rights, restrictions on freedom of expression must be established by law, and the issuance of this law must be necessary to serve its purposes.

- Respect the rights and reputations of individuals.
- Protection of national security and public order.
- Protection of public morals.
- Public health protection.

These determinants are often violated on the digital media, in conscious and unconscious ways, and their repercussions may reach the collapse of states, the dispersal of peoples, the spread of chaos and ethical and moral deterioration, especially if these violations are organized and have predetermined goals, and strategies prepared in

advance by groups and countries to achieve those goals, which require developing the awareness of individuals and institutions that interact with digital media about the values of social responsibility.

Social Responsibility:

The theory of social responsibility emphasized that freedom of expression is a right, duty and responsibility, which requires the media to abide by duties and responsibilities towards society, and to set professional standards for media and media professionals, to raise the level of media performance, within a legal framework and in the context of charters and media work ethics.

ME Quails defines social responsibility in his book Mass Communication as "the important features that must be characterized by the media to work towards democratization in society, by applying some undocumented, but implicitly recognized duties and obligations, and it is the set of ethical principles that make the media A platform to present the truth to society."

ME Quails, in its definition of social responsibility, refers to the implicit, undocumented application of social responsibility standards, but today, in light of the multiple violations via digital media, we need two things.

The first : the existence of documented procedures and legal legislation that protect human rights and freedoms, security, and individual, community and global peace, through the various and multiple means of communication and media.

Second: The existence of a societal dialogue between those interacting on the media platforms to determine the values and standards that are compatible with the cultural and moral values in each society, to form a media code of honor for the citizen journalist, to create media awareness that evaluates social responsibility and commitment to it in all practices on digital media.

In the context of traditional media, the universe is devotional, social responsibility is directed to the media institution, its employees and those in charge of it, while the role of the public is limited to its right to obtain information and correct news, and to have a role in expressing opinion and comment within the limits of what is available from traditional means. While under the mass media, the only thing is that the principles of social responsibility must be directed to the public itself represented in each individual member of society. This is the most effective role of the theory of social responsibility.

Practical Applications:

- Put with your colleagues in work groups and discussion sessions some of the moral obligations that must be fulfilled when interacting on social media, in terms of social responsibility, values, ethics and beliefs in our Arab world to ultimately represent a media code of honor for interaction on social media that we put ourselves.

Third: Challenges Arising From Digital Media:

We will first present electronic crimes, then fourth generation wars as challenges to digital media.

Electronic Crimes:

Electronic crime is an act that causes serious harm to individuals, groups or institutions with the aim of blackmailing the victim and tarnishing its reputation, to achieve material gains or serve political goals, using modern means of communication. Electronic crime can take place without the presence of the perpetrator at the scene of the event.

One of the most common and widespread of these crimes:

Insult, Slander and Defamation:

In certain circumstances, social media platforms have turned into platforms for exchanging insults, slander and defamation without knowing that they are acts that are punishable by law with imprisonment and a fine. Insult is defined as deliberately insulting a person's honor and does not include attributing a specific fact to him. As for slander, it is based on a specific fact for a person that requires punishment or contempt. Without the truth, the law punishes these crimes in most countries. As for defamation, it includes all forms of expression that injure the dignity of a person or institution. These crimes constitute a set of penalties, including insults, slander or defamation, and the crime of intentional abuse through Publication, and finally, the crime of misuse of technology. Therefore, awareness of the danger of attacking others with insults, slander and defamation must be spread, as these practices represent psychological and moral destruction for the victim, a moral collapse of society, a violation of human rights, and finally subjecting the perpetrator to legal accountability.

Violation of Personal Data and Information:

Social networking sites depend on personal accounts on the Internet, and to create them, they require entering personal data for the integrators and identifying themselves, including name, e-mail, date of birth, occupation, and place of residence, phone number and personal photo. Through what the individual publishes on his account, his financial ability can be deduced, His habits, tendencies, and data related to his health, his family members and his social relationships, with the interactions not realizing that there are those who follow, monitor and classify that personal information and draw full features about the owner of the page, but track his movements across places, and it can be used either in a personal context such as theft and fraud or for a marketing purpose by means of electronic marketing, which sends unwanted content, services or

advertisements, or in the framework of analyzes of public opinion trends that may be used for security, espionage or intelligence purposes for other countries, as we will explain later.

On the other hand, the availability of full information from people on the Internet and social media, some of whom may use it to steal the account or impersonate other people, and create pages and files with their names and photos, carrying ideas and behaviors calibrated to their true owner.

Online Drug Trade:

The drug trade has found a new market for it on social networking sites globally and locally, using anonymous pages that are difficult to track by security, and communicating on their private mail. What is worrying is that drug dealers promote their goods and attract children and young people to use them, in attractive forms and names, and suggestions of pleasure, taste and sense resulting from their use. , thus exciting the curious nature of these age stages.

And the British newspaper "Daily Mail" revealed in an investigation of drug dealers in Britain, that they exploit social networking sites, especially Facebook, Twitter and Instagram, to sell drugs to children and adolescents and publish pictures of drugs on these sites, and drug dealers can hide their identity, and ask the buyer to follow the steps of using networks Encrypted for purchase, such as the TER network for invisibly browsing, a network that was developed by the US Navy to protect military intelligence on the Internet, and then became a guerrilla weapon in the so-called dark web, which makes it difficult to track security to protect the citizen.

Human Ttrafficking:

It is considered one of the most dangerous electronic crimes, given that it may end the lives of some users or change them for the worse and deprive the victims of their basic human rights. Estimates

indicate that the crime of human trafficking in its various forms represents the third largest criminal activity in the world that reaps profits after the arms and drug trade, and the phenomenon of human trafficking has become a phenomenon International gangs organized via the Internet take advantage of the poor living conditions of some, or their unstable political conditions in their countries, as a result of the wars and internal conflicts of those countries, and those gangs transport their victims from their original homeland to other countries in preparation for their illegal use Covenant on Civil .

There are gangs at the global level that also carry out these crimes within the countries themselves, and Amnesty International has defined the crime of human trafficking in terms of the human rights that it violates as a violation of human rights, including the right to physical and mental integrity, life and freedom, and the security and dignity of the person, Freedom from slavery, freedom of movement, health, privacy, housing and security. There are many crimes of human trafficking, and the most prevalent of them are:

Immoral Acts:

It is intended to use or employ a person for the purposes of debauchery, and one of the most prominent forms of it is trafficking in women and forcing them to engage in prostitution via the Internet or sending them to other countries with the so-called sex tourism. Through social networks, girls are deluded to obtain remunerative job opportunities in one of the countries. They are deported to countries where they will be exploited for illegal purposes, and they pay money to some families of the poor and ignorant class in exchange for agreeing to travel their daughters on the pretext of work or marriage.

There are terrorist organizations such as ISIS and others that are working to broadcast messages to Muslim women in European societies who may not receive sufficient respect and privacy in those societies, and they invite them to go to what they see as the supposed justice, the land of the caliphate, so they find themselves slaves and the fighters who use them physically.

The Involvement of Children in Armed Conflict:

Some children are kidnapped to participate in armed conflicts in which they have no place, and they are used by terrorist groups in bloody conflicts, and communication is carried out freely through social networking sites. UNICEF estimates that there are approximately 300,000 children under the age of twelve who are currently being exploited in more than one area of armed conflict in the world. Rather, these children advance in the military ranks to protect the real armies, which constitute a humanitarian crime against children.

Illegal Immigration:

It is a crime in which the poverty of some young people and their need for work is exploited, in light of the spread of unemployment globally, and offers to migrate to them via websites, to European countries in exchange for sums they pay, and they are deported at the beginning of the journey by small unsafe sea boats to sea ships on which they are smuggled and depositing them in secret warehouses without the knowledge of those responsible for them. Illegal immigration means the illegal entry of a person into a country that is not his domicile, in order to obtain a financial benefit. Often this labor is exploited after being smuggled, and their dues are not paid, and they are housed in the dwellings are overcrowded with workers, and they live in a state of near servitude.

Organ Ttrafficking:

One of the most widespread and profitable human trafficking crimes, and the Internet facilitated communication between members of these gangs, and allowed them to communicate with victims, as gangs either exploit the poor classes in societies and bargain with them to sell their body parts, or kidnap children and young people to steal parts of their bodies, and they are transported To places with medical equipment where surgical operations that may lead to death are performed, to meet the needs of the global waiting lists for organ transplants in exchange for exorbitant money. The poor in developing countries are the target group of organ dealers, according to the data of the World Health Organization, as these groups exploit poverty and unemployment to inflict victims and make lucrative offers to buy their body parts, and the victims are often children and adolescents to ensure the safety of their organs and to be free from diseases.

All monotheistic religions reject human trafficking in its various forms. Several conferences and agreements were held between representatives of religions in this regard. Al-Azhar Al-Sharif participated in meetings with the Pope and representatives of other religions. An international agreement to prevent human trafficking was signed in March 2014, proposed by the Vatican State with representatives of the major religions in the world, to eliminate those crimes, especially in the Middle East.

Therefore, it is important for the educational, religious and official media institutions as well as institutions of civil society to spread awareness of those dangers and crimes, educate and train children and youth on how to deal safely with the modern means of communication.

Practical Applications:

- Write about a crime of encroaching on personal or practical data and information, you read about it, then discuss the ways of protection that are taken to prevent you from falling a victim to such crimes
- Write a real or fictional story about a victim you know or imagine who was subjected to one of the crimes of human trafficking.

b- Fourth Generation Wars:

The fourth-generation wars are an American method developed by the American army which is called Asymmetric Warfare not symmetrical because it does not take place between two regular armies on the battlefield, but rather in a new war through which all economic, political, media and cultural means are used to destroy the enemy or potential enemies. In addition, forcing them to benefit specific things without engaging in an armed battle. In addition, some interested people believe that the events of September 11, 2001 were a reason to start using those wars where the American army found itself not fighting a country, but terrorist organizations spread around the world (Al-Qaeda and others), possessing capabilities and information that qualify them to strike vital facilities within countries, create chaos in them, and weaken their governments in front of the public opinion.

While others see that the concept of fourth generation wars appeared in the late eighties of the twentieth century. It became clearer and was used after the American war on Iraq in 2003 which inflicted the United States of America huge material and human losses. Thus, it realized that the indirect confrontations are better than military confrontations.

Antulio J.Echevarria, the US military academic defined fourth generation wars as wars that depend on a type of insurgency in which the irregular forces use all technological, political, economic

and social means to force the enemy who is an organized force to abandon its policy and strategic objectives.

The fourth-generation wars are distinguished from the three previous wars.

Its distinction does not mean the end of the occurrence of previous forms and stages of wars but the distinction aroses from the different parties battling in the wars.

First-generation wars: it is a war between two traditional armies of warring countries in direct confrontation on the battlefield.

Second-generation wars: it is a war between a state and no state, i.e., a war between a state and terrorist groups or irregular forces such as the wars of Latin America and it is called a guerrilla.

Third-generation wars: it is a preventive or preemptive war in which countries are aware of the attack of other countries on them and take the initiative to attack them and destroy their weapons on their lands such as the American war on Iraq where the war wanted to expect Iraq to possess dangerous weapons threaten the security of the United States of America.

Fourth-generation wars: it is a war that uses the mechanisms of managing minds and arousing feelings, exposing propaganda and directing public opinion, promoting rumors and political satire and obscuring cultural identity.

Fifth generation wars: there are those who believe that the world has crossed the boundaries of the fourth generation to the fifth generation wars which is a description of wars that depend on creating a gap between the state and society and disrupting its relationship by using available means without resorting to weapons. It can be considered a development of the mechanisms of fourth generation wars and the use of new plans by the same means which is not very different from the fourth-generation wars. President Abdel Fattah El-Sisi, President of the Arab Republic of Egypt, indicated in his speech in the 31st educational symposium of the armed forces on October 13, 2019, saying that:

"There are sources that want to ignite the situation which is the fourth generation of wars. The mobile phone provides all the user's personal details, then these details are turned into computer studies turning users into segments. In addition, the characteristics of each segment in terms of age and gender are determined as well as the ways to influence each segment. The segments are divided into categories, and any category can be used to ignite strife within it and its coefficients among individuals and finds who walks behind it and forming a huge mass that may destroy the country. Thus, the citizen who receive these messages should not harm the institutions of his country instead of the presidential institution to any other institution as there is a system, a constitution and a law to follow" .

Through his speech, the president is trying to aware the citizens about the organized operations that aim to strike the security and continuity of the country through digital media. He adds that the personal information of individuals can facilitate targeting some groups in society. He indicates that country has its legitimate channels for expressing opinion and obtaining the rights guaranteed by the law and the constitution. He also refers to the peoples' responsibility to preserve the security of their countries by saying:

"What happened in the neighboring countries of interference in their affairs was caused by the peoples themselves without their knowledge. This is due to the surrender to the fourth-generation wars of rumors that ignite the situation and destabilize security and stability".

Therefore, the citizen should be aware that he has a very important role in preserving the security and stability of the country. He has to investigate the accuracy of the temptations and rumors he is exposed to and not to be drawn into destructive campaigns. In addition, he has to adhere to his religious and national principles, his affiliation and trust in the homeland, its security services and political institutions, and the preservation of social cohesion and political consensus. So that the people are the first shield of protection from strife and face those wars.

Psychological Wars:

The psychological war is the use of psychological and moral factors in creating specific perceptions, judgments, thoughts and feelings enacted by others. It has been used in peace and war since ancient times. It was used in peace positively sometimes to raise the morale of members of a group or society, and evoke strength, social cohesion and belonging. It was also used negatively in the time of no war during the cold conflict between states without the need to use weapons to break the morale of the peoples of the hostile countries, to delude them into the enemy's superpowers, cause dissension among the members of the same people, question the justice of their issues, their powers and political, economic and military achievements, cast doubt on their cultural identity and other goals that are in the interest of the person carrying out psychological war to achieve moral victory over enemies.

Moreover, it is used during wars to discourage hostile armies and make them aware of the enemy's exaggerated strength and that the war is settled in his favor by propaganda, rumors, false news and strategic evasion. In addition, these wars have often achieved a more dangerous effect than military means. It is defined by Joseph Nye as "the ability to form the perceptions of others ,namely, getting what we want through attraction rather than coercion or spending money".

The United States of America has established a school to train the military on its arts and curricula in defense and attack. The psychological war is flexible according to time and place, the nature of the target audience, its culture and beliefs, its suffering, the needs and ambitions where the truth merges with falsehood and psychological stimuli motivating that audience. In addition, the methods of propaganda, rumor, irony and others are used to provoke pre-planned feelings and attitudes of the target audience such as feelings of hatred, discontent, rejection, fear, loss of confidence... or vice versa according to the nature of its objective.

The new means of media has facilitated the spread of psychological wars mechanisms in an accelerated and dangerous

manner. This is because propaganda, rumors and jokes are launched at the speed of broadcast, and the interacting users of social networks are republished and repeated without investigating accuracy. This leads to the threat of the security and stability of the society, the spread of violence, the loss of confidence, patriotism and belonging, refraining from Political participation, wasting reform and development efforts, increasing the feeling of poverty, deprivation and destitution. The psychological wars focus on the suffering of peoples from local problems that many countries of the world suffer from such as unemployment, low standard of living, delayed education, jokes, irony, and the invasion of cultural identity.

Malicious Propaganda Policy:

Propaganda is a form of persuasion. It is an important means of influencing individuals' hearts, minds, behavior, attitudes, and perceptions. Leonard Dob defined it as "an organized attempt by a person or persons to dominate the attitudes of individuals and groups by means of suggesting the intent to control their behavior".

This does not mean that all kinds of propaganda are negative and lending. Rather, there is positive propaganda which is clear, open and well-known that aims to have positive effects on the public and provokes high behaviors of society. But what is meant here is the malicious propaganda made available by social networking sites and via satellite channels that affect public opinion making a schism in society and strife acts of violence which the enemies of the homeland resort to.

Those with ideologies that are different from what is prevalent in a country, are targeted by political groups. They are supported and sponsored by stakeholders from countries and governments. Rather, social media has become a tool for the emergence of media leaders who are used through media platforms and television programs on those means displaying campaigns of skepticism in people and political institutions within the targeted countries inciting strife and directing individuals towards violent policies to bring down states. All allegations of government corruption, highlighting one of the negatives, exaggerating its presentation and repetition across several

sites, and withholding other practices and procedures that prove the integrity of the government.

Perhaps the social media and websites follower will notice the practices of some extremist groups to corrupt the political life in our Arab countries and their use of some paid media professionals to broadcast turmoil in these countries. Some of the most prominent of these practices noticed by all followers are:

- Allegation of government corruption, highlighting one of the negatives, exaggerating its presentation and repetition through several sites and blocking other practices and procedures that prove the integrity of the government.
- Urging individuals to demonstrate and protest against existing authority fabricated grounds.
- Using slogans and hashtags that affect the feelings, needs and suffering of the masses, in addition to the incitement to row and instigating revolutions against the governments of the target countries.
- Touching the problems that the society groups suffer from and exaggerating them as well as managing discussions and dialogues about them which increases the congestion of that group and its rejection of reality in addition to its rebellion against it.
- Going to the owners of certain professions persuading them of the state's squandering of their rights, and their failure to obtain adequate wages for their jobs, so the shouts of professionals rise on social media without consideration of the state budget and its economic situation.
- Suggesting that there are upcoming dangers that will afflict citizens such as the high prices of some vital commodities, or the spread of epidemics as a result of the neglect of the concerned ministries and other malicious rumors that frighten individuals and their loss of confidence in the government.
- Discrediting officials and exaggerating their mistakes, no matter how small.
- Raising doubts about the government's political procedures and villages claiming that its results will be a failure.

- Raising the status of leaders and symbols against the state and belittling the symbols and leaders supporting it as well as questioning the electoral process and party politics.
- Claiming the dominance of political capital over the political process and withholding the social and civil role of the owners of capital and their institutions.
- Questioning the constitutional constants, legal procedures, legislative and parliamentary authorities and security institutions such as the police and army of the targeted countries.
- And many other practices of countries and terrorist groups that practice drifting political propaganda and spreading violence and disturbances in society to achieve their goals in overthrowing the current political systems.

Practical Applications:

- Review media coverage of Al Jazeera and CNN, or other satellite news channels on a particular topic on a specific day, and compare similarities and differences in the way the topic is presented, the point of view being promoted and the type of processing (i.e. information provided - sources mentioned - interviews that are shown - financial support for charity) in each of the two nominations.

Rumors:

Rumors are faster and dangerous as a means of psychological war. They do not need to spread to convince, expand or prove their truth, but they hang as if they are bullets in the air hitting a share that have to believe them, want them and rebroadcast them, or not believe and neglect them. If they agree with the fears and doubts inherent in the souls of the target audience, they are believed and spread fast, rather adding more lies to them. Its danger lies in its effects that may fall on economic, political and security obedience

for a period of time, so a rumor about the stock market collapse or the escape of a political official, or the occurrence of security chaos somewhere within the state leads to the union of individuals attitudes and behaviors that may harm the state institutions as a whole and may lead to harming international relations.

Alport and Postman defined a rumor as "every case or specific phrase that is believable and is transmitted from one person to another by the spoken word without standards for pasting". Moreover, a rumor is defined by the Dictionary of Psychology as "a vague or inaccurate report or story or a description that is transmitted among members of society through the loudly spoken word in addition, it tends to spread in times of crisis and revolves around people or events important to members of society, in light of general information about these people or events.

It is noted here that the previous definitions of the rumor that use the spoken word are confirmed that the rumor was not authorized in the traditional media. It was based on personal contact between one person and another and then to others. But after the development of media and communication as well as the spread of social networking sites, the launch of rumors are not subject to any precautions. In addition, their source is not known, and the rumor is no longer spread by spoken word only, but by using all modern means and advanced technologies on the social media has become more prevalent and deadly.

Positive or negative rumors may occur according to the nature and subject of the rumor. On one hand, they are positive when they aim to spread a spirit of mutual support among individuals urging community cohesion and working to satisfy it such as rumors that exaggerate military heroism in wars and the sophistication of political and diplomatic symbols n international discussions or scientific advances in a field. On the other hand, they are negative such as rumors that lead to sedition, violence, and protests for misleading reasons.

Ways to Counter Rumors:

There are means to verify the authenticity of the news or to consider it a malicious rumor including methods satiated by the individual and means that the other countries follow.

One's means of verifying the truth of the rumor:

- Count on reliable sources on the internet by entering keywords for the news and obtaining information from different parties.
- Reading comments written by social media users as some of them may come up with proof that it is false such as a video denying the incident or pictures narrating his presence at the scene of the event at the time when it is alleged to have occurred.
- Ascertaining the credibility of the source and its objectives was pending not to re-publish the rumor of doubtful validity.

The means of country to counter rumors:

- Follow transparency and openness in dealing with important information.
- The presence of a media system in the important political institutions which monitors and publishes rumors and responds to them.
- The official media's handling of the rumor and its refutation.
- The existence of a security system to monitor and respond to rumors.
- Introducing a course on media education in all educational institutions as well as conducting training courses for state employees on how to deal with social media.

Practical Applications:

- Identify a rumor that you believed and published on social media and found out that it was not true, then analyze from your point of view the nature of its source, purpose and the impact it had on other individuals and explain the experience you gained.
- Mention a rumor that you were exposed to personally and caused you harm.

Terrorism:

Terrorism has crossed the borders of countries. Terrorist organizations have become international helped by the spread of means of communication and digital media which provided tools for terrorists to develop and expand their goals. There is no limit to the propaganda of the supporting ideology from direct communication or printed publications that are distributed whether by cassette tapes or videos that are circulated surreptitiously and for fear of security prosecution. In addition, the various governments controlled the traditional media and prevented terrorist groups from accessing or using them as a means of propaganda or incitement. The traditional media used to present terrorist operations in a limited way causing citizens to panic or sympathize with the barefooted. Moreover, they were keen to display pictures of terrorist events and victims and pictures of murder and blood taking into account the feelings of the masses.

While the technological revolution in the means of communication, media and social media has allowed wide space and digital fields. It has changed the strategies of terrorist groups and made them cross-border in an international relationship that connects the owners of the same ideas through websites and satellite channels without regard to their nationality or their countries. Even if the countries are different, it is better and more important than my citizens.

One state, and the interests of the extremist within another, take precedence over the interests of the moderated Muslim in his state, which replaces the values of citizenship and state sovereignty. In an attempt to implement extremist religious practices, a political ideology lies aimed at reaching power, destroying states and establishing an Islamic state that expands above the current states.

Extremist groups use terrorist practices to display power, incite panic and terror among citizens to surrender to their extremist ideas, sow division, strife and sectarianism, waste the efforts of the state, stress it by following them, and show the security authorities as if they are unable to achieve security, protect citizens and secure facilities, using surprise, vileness, and evasion in their terrorist acts. Moreover, damaging the national economy, hitting economic and political institutions, killing innocent tourists, and showing the country to the world that it is unsafe for tourism and investment. There are terrorist incidents that take place in most countries of the world, targeted by terrorists to achieve demands or show strength and ability.

Terrorism, as defined by the Arab Convention on Combating Terrorism, which was signed in Cairo in 1998, is every act of violence or threat thereof, whatever its motive or purposes, takes place to implement an individual or collective criminal enterprise and aims to spread terror among people, intimidate them, endanger their lives or freedoms, or their security, or harm to the environment or a public or private facility or property, or their occupation or seizure, exposing a national resource to danger.

The circle of terrorism and extremist thinking has expanded. The terrorists' goal is no longer to cause bombings or commercial operations only. Rather, they have armies in Arab countries that are rife with conflicts, such as Syria, Iraq and Libya, and young men are bound to join the ranks of those armies in bloody battles between parties in the one state.

After Al-Qaeda, the first terrorist organization to use the Internet for propaganda and recruitment, started using it in the mid-nineties of the twentieth century, and also used it in 2005 to promote forms of allegiance and pledge allegiance to Osama bin Laden.

Extremist groups have been keen on publishing videos of the killing, slaughter and burning of innocent citizens, which sparked panic and spread of terrorism across borders. Social networks provided terrorist groups with several things, the most important ones:

- Facilitating immediate and secure communication between the members of the groups and those targeted for recruiting, and provided opportunities for cooperation between different terrorist organizations, and some applications also allowed them to flee from under the penalty of law.
- Spreading propaganda for their extremist sects among a wide range of young people.
- Using some Arab electronic newspapers such as ***Dabiq and Inspire*** in publishing extremist narratives of ISIS and Al-Qaeda, and the mechanisms for carrying out terrorist operations and crimes.
- Showing videos on how to manufacture bombs and explosives, which led to their individual application in separate terrorist operations.
- Providing the element of secrecy needed by terrorist crimes.
- Expenses, as social networks do not need to be published or accessed any high costs.
- Creating the new information terrorism, which is capable of running information networks, institutions are important in the state and causing material and urgent losses to it.
- Gathering information about military and security figures and their families and threatening their security and safety.
- Using chat rooms on the Internet to identify new members.
- Attracting those who are able to make donations under the umbrella of zakat and alms to suspicious charitable institutions in arming terrorist groups.
- Producing video and talk shows on YouTube and some suspicious satellite channels to spread the ideas of terrorism, calling on the masses to engage in violence against the authority, presented by prominent media and artistic people who belong to the extremist groups.

Therefore, we must always be aware of the dangers of these groups and their propaganda means, and not to be deceived by them or to believe them, analyze the content of their messages, and confront the detection of exaggerations and lies in it, and the emotional charging mechanisms that include creating reactions to the homelands. In addition, we must believe in our national role to preserve the security of and the safety of the country, especially since the real experiences in many of the Neighboring countries confirm what these groups have done of destruction, violence and corruption in Iraq, Syria, Libya and Yemen.

Practical Applications:

- Determine the objectives of terrorism, describe its impact on states and individuals, and ways to confront it?
- What do you think that building and reconstructing homelands, development, sincerity in work, and preserving lives and souls, are forms of jihad in the Allah's path?

International Monitoring and Analysis of Social Networks:

Internet users believe that their blogs and posts on social media are just information stuck in a virtual world, personal or collective disputes, and that their right to expression allows them to broadcast what they like of information, photos and videos. However, the serious challenges posed by the tremendous development in the means of communication and the media go beyond the limits of individual rights, to collective rights, foremost of which is the protection of national security. As the reality confirms that there are many countries, led by the United States of America, harness military, political, intelligence and research agencies to analyze information on social networks, and reach results that are used in waging military wars. In addition to the use of fourth generation wars, and measuring the trends of public opinion within countries. Although these analyzes and their results are often useful in

confronting groups of extremism, terrorism and international crimes, and turning rumors in its infancy, it is not possible to know the limits of their use to serve the interests certain countries against others, up to a dangerous stage in human history that is more dangerous and destructive.

First: Using the results of social media analysis for political purposes:

The US Congress recommended the US Department of Defense to conduct a survey and research to analyze the results of all previous studies that dealt with social media analysis, identify the best studies, and study the legal and ethical restrictions imposed on social media analysis. The RAND Research Foundation prepared a paper on the importance of social media analysis entitled "Future Monitoring of Social Media in Support of Information Operations" The research recommended that the Department of Defense undertake and use such analysis.

The RAND Corporation conducted this study with the support of several official bodies, justifying the importance of the study, that people around the world, including civilian populations, and US allies and adversaries as well, use social media platforms, to exchange information and persuade others. The rapid technological growth of technology communication that supports social media also led to the use of non-governmental opponents of it, which creates compelling reasons related to national security to deploy the ability to analyze social media, and the US Department of Defense do must this.

It is noted that the analysis includes the allies and enemies of the United States, and non-governmental opponents, such as extremist and terrorist groups, which means analyzing the data and information of all countries or groups with which the United States

has interests with or against. Which confirms that the privacy of information is not universally achieved, and that what you consider a joke or chat is a fertile material for predicting the conditions of governments and peoples, and even taking decisions with them or repelling them according to American interests, and the national security of America or any other country becomes. There are many examples of American military moves against Terrorist outposts as a result of information published about them on the Internet. In 2015, the US Air Force unit took advantage of information received on an account bearing the name "Fighter" on social media and saw a link to an aerial bombardment of a building that extremist groups in Iraq and the Levant are based, which is not limited to Terrorist groups alone have targeted countries and peoples.

Second: The benefits and risks resulting from analyzing the content of social networks:

The benefits derived from analyzing information on social media can be extracted according to the study mentioned below:

- Determining the intelligence efforts of the adversaries and identifying the networks that are most important to them.
- Availability of insight into the daily lives of individuals and the attitudes and behaviors associated with social networks through analyzing their profiles such as age, gender, family members and workplace.
- Determining the points through which to influence the decision-making of potential opponents and to protect US decisions.
- Obtaining information about a group's demographics, size, organizational structure, and areas.
- Determining the centers of support for extremist causes determining the geographical spread of ideas, and areas of support for an issue.
- Identifying the attitudes and concerns of a group in a particular region.

- Identify influencers in a social network, to target the most effective groups or individuals for influence. As well as paying attention to text analysis of the content of social media messages, network analysis, geographical analysis and analysis of photos and videos combined.

Furthermore, the military's posts on social networks, may lead to the identification of Soldiers and their families and their habits by terrorist groups and targeting them, as opponents use the social messaging center to collect intelligence information. Taliban account on Twitter spreads accounts of multiple US employee accounts. In addition, the Islamic State movement in Iraq and the Levant called on followers to use social networking sites to gather information about military figures, and the report calls on the US Department of Defense to take preventive efforts to protect critical data. Thus, the analysis of information on social networking sites is not limited to the US Department of Defense alone, but extremist groups do the same.

As for misinformation on social networks, the study indicates that these networks disseminate misleading information by malicious actors to encourage violence, manage panic, and spread false narratives and rumors, especially after major terrorist attacks have occurred. Some official and major media means may unintentionally err in spreading some of this misinformation. Social media monitoring and analysis allows governments to identify and combat the spread of misinformation in their countries more quickly.

Therefore, the report demands that the military and their families to refrain from publishing sensitive information through social media. Therefore, the military must be trained on the possibility of opponents using personal information on networks and improving the preventive efforts.

It is a very serious study that illustrates the challenges and dangers resulting from the use of social media. It also can be greatly benefited from the use of all means to train users of these means in dealing with information, no matter how simple, and it can be used to destroy nations by other countries or extremist groups. Concentrating on analyzing that information and extracting the output from it.

Practical Applications:

- Discuss the type of news and information that a person may publish that is dangerous if analyzed and linked to other information better in the interest or national interests of your country by other groups or countries.
- Analyze some news and information on social networks to obtain sensitive information about one of the institutions inside or outside your country.

Commentary:

The word is a responsibility. The news is credible. The information is reliable. The home is a trust. This is the most important thing that the citizen should know well in the struggle of information and wars of rumors, penetration of ranks and dispersal of masses. Its goals are clear, which is to protect the homeland and its institutions first, then protect society and individuals, because without a homeland, there is no human dignity. We must realize our rights and the rights of others, and our freedoms in a manner that does not conflict with the freedoms of others and interact with the other out of social responsibility. And that we set ourselves ethical standards for interacting with the new media and abide by them and punish all of those who go out of it by neglecting and ignoring them and exposing their fallacies, crimes and motives.

We protect our personal and practical data and information and investigate accuracy in interacting with some unknown or

suspicious accounts on social networking sites that call for extremism, terrorism, crimes, and psychological wars, which are promoted in direct and indirect ways, declared or hidden, apparent or implicit. Then, knowing its sources and motives, we apply analytical and critical thinking skills to the media messages received, before interacting with it, or re-publishing it. We preserve our cultural identity, stick to it and promote its positives and values that call for love, tolerance, and advancement among other cultures, as soft forces that express our identity to the world. We must realize that the world does not live in a state of permanent and comprehensive peace, and that wars have types and armed and non-armed means. And when it targets a state, it penetrates the state through its citizens, then the structure will collapse as well as the states.

We must hold together and cooperate in the face of the fourth-generation wars and any generations of previous upcoming wars, and to be innovate and participate fully consciously.

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