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## **Mechanism of Utilizing the Media: it's Role in Political Communication and Impact on Public Opinion**

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### **ABSTRACT**

The study is designed to analyze the pillars, mechanism, role and effects of the political communication on public opinion, in the fields of international relations, public administration, media and political science as well as communication science studying the relationship between media, politics and governance in all its forms and effects. The increasing influence of media on society in general and on the behavior of politicians and the functioning of political and administrative institutions specifically, is defined as a process of media. Moreover, there is no doubt that the human being has a mind through which it seeks to reveal the facts of things and knowledge of various manifestations and phenomena. This requires finding an ideal way to satisfy his curiosity and heal his glories which lead to the emergence of so-called media machine or the media in various forms and varieties. In this context, the media revolution or the information technology that the world has witnessed has turned all balances. The media has become a cornerstone in the building of the state, but it is considered a component of symbols of national sovereignty. Furthermore, the "media is an effective tool and an integrated system" that must be activated in building a state and consolidating its national constants and citizens as well. Media nowadays is the main focus of people's minds and their attitudes. They are surrounded by means from all sides and everywhere, from written and audiovisual means, such as radio and television, to various websites made available by the spread of the Internet and technological advances. The media is also the fourth authority after the legislative, judicial and executive authorities because of its great influence on changing and shaping the intellectual, political and social attitudes that constitute the public opinion. In this paper, the researcher is discussing the influence of the media on public opinion. The study depends on two main questions, and answering them is the goal that the paper seeks. This goal is achieved in the result of facts, recommendations and conclusion of this study, in order to confront this media disinformation which affects the Arab and Islamic nation.

**Keywords:** Public Opinion; National Sovereignty; Information Technology; Political Communication.

### **Introduction**

The majority of people believe that the media is an example and an educator that we must be influenced by, and that it says the truth that should be followed by many people. So, the media should be careful and honest when spreading awareness in a cause or spreading positive ideas among the general public. Therefore, feeling the responsibility is the most important motive in this field.

Hence, the person who addresses people through the various media channels is a member of the society that influences and is influenced by it. He must make influence objectively so as to raise people's awareness about one of the issues without ambiguity or lies, nor should he take sides with his interests, influence, or seek the popularity of the masses by addressing what they like to hear. He should not resort to defamation or provide an idea collides with the community directly; because this will exclude people from his message, and he will lose the possibility of influencing people's opinion.

In terms of specificity and focus, we specifically mean defining the media for the purpose of addressing public opinion and identifying the topics to be discussed. In this sense, the media controls the fate of the society through its interest in presenting other issues and marginalization. It is not reasonable to talk about the fashion week, for example, at a time when the country is experiencing an increase in unutilizing. The focus is on giving the media vital and crucial issues, and

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the size and time of coverage and transmission. It is not important to go through these issues within an hour or so, but the media has to manage journalism in connection with the reality of people and their concerns through a comprehensive and integrated plan of action.

From this point we would like to say that the media occupies a distinguished position due to its ability to influence and persuade, to form ideas and to formulate public opinion, where media has become an element of development and an increasingly important factor in political, economic, social and cultural development.

We can say that the great development of the media, communication and technology has contributed to the emergence of modern media, characterized by the element of speed in the transfer of news and information, which penetrates the borders and barriers between countries, and reach all people through the use of new means such as the Internet, mobile and programs. This strengthened the role of the media in all areas, especially the political issue.

Thus, Political Communication is based on interaction and influence in the people, "either by giving them political knowledge, or influence in their decisions and choices; which requires in all cases, reaction or feedback or inevitable from the consignee, equivalent to the status of multiplication, permanence and exchange.

#### **Problem of the Study:**

The issue of the mechanism of utilizing the media, and its role in political communication and the direct effect on the public opinion is a major analysis of important factor in political, economic, social and cultural development in the matter of public opinion. It is a return to problematic rather than a new issue.

Thus, the increasing political and social mobility in the Arab World, and in this turning point of the Arab history marked by the increasing role of media influence in determining the course of conflicts, leveraging one side on another by covering news and how this news was presented to viewers and circulated among them, there is an urgent need for more academic research focusing on media disinformation on public opinion.

#### **Importance of the Study:**

The importance of this study stems from addressing the subject of Mechanism of Utilizing the Media: it's Role in Political Communication and Impact on Public Opinion.

However, in the modern digital revolution, political communication has given another touch in the way of communication with peoples, which has raised the political awareness of individuals in countries that enjoy free democracy and whose peoples enjoy more informed and interactive cultures with political and social events alike. While the opposite is true in developing societies, that practice dictatorships that aim to dominate and control the behavior of individuals and groups.

The process of political decision-making is one of the most important and dangerous tasks undertaken by any political system as the result of the fusion of many of the interactions of the pillars of the entire political system. This is not only the executive power, but it would be very necessary to allow the role of trade unions, organizations, parties, civil society and the media on the basis that they are channels expressing public opinion.

The concept of political communication is the political activity carried out by politicians, media and community members that reflects specific political objectives related to the political environment issues and affects the public opinion and the private lives of individuals and peoples through various means of communication. This is reflected by the activity of politicians inside and outside the government who take the means of Media that is a platform for communicating their voices to the people, or the activity of the media who share power in decision-making and in the political process.

The significance of the current study stems from its attempt to shed light on the nature of the role played by media in public opinion disinformation. In doing so, the study tracked the methods used in news coverage, thus, to raise awareness among public opinion, particularly Arab public opinion concerning media disinformation to be able to get the news from the original sources or credible, indifferent and unbiased news sources while covering the news; providing the public opinion with true news.

### **Questions of the Study:**

The study attempts to answer the following questions:

First: What are the stages developments of political Media?

Second: What are components, types and characteristics of public opinion?

Third: What Media tools are most influential on public opinion?

### **Objectives of the Study:**

The study focuses on the following objectives:

First: To identifying the foundations and bases of political role and its effect on public opinion.

Second: To study the terms of specificity and focusing, specifically defining the media for the purpose of addressing public opinion and identifying the topics to be discussed to the public.

Third: To transfers and analyzes political activities and allows politicians and opinion leaders to obtain information and receive reactions from people towards their policies, decisions and positions which is associated with political decision-making as well as people's dependence on it in its composition, beliefs, attitudes and attitudes towards events and policies that

### **Hypothesis of the Study:**

The study starts from the assumption that: "the view of mechanism, role and effects of the political communication on the public opinion, moreover, the public opinion is contrary to self-taste can be the subject of discussion, but it can be said that each discussion is a struggle between different views, and this explains the failure of those who have an opinion to impose it by force, but trying to make others accept it by any attempt to support the relative reasonableness".

### **Methodology of the Study:**

To validate the hypothesis and answer the questions of the study, the study relied on the use of descriptive analytical method which aims at diagnosing the phenomenon, analyzing its components and the results thereof. The study also adopted the method of organizational analysis, Inputs interacted with the elements of a process to produce certain results in the form of Outputs that affect the environment in which they exist and the framework around them.

### **Previous Studies:**

The most important studies related to the subject of the study are the following:

- **Joseph Kahne& Benjamin Bowyer, (2018)**, the Political Significance of Social Media Activity and Social Networks.

- **Taj Addin (2015)**, "The fourth generation of wars and public opinion disinformation". The study addressed the various functions the mass media channels serve, particularly their role in creating opinions and attitudes among individuals, groups and nations.

- **Al Taiey (2012)**, "The fabrication of news and media disinformation methods". The study clarified the basis of disinformation, how to fabricate misleading news using experts or individuals to gain some material gains, or to hide the consequences and wars in our society. These bases were used in the current study.

- **Ilona Grazywinska.(2011)**,The impact of social media on traditional media agenda setting theory – the case study of Occupy Wall Street Movement in USA.

- **Jurgent Habernaas, (2006)**, Political Communication in Media Society: Does Democracy Still Enjoy an Epistemic Dimension? The Impact of Normative Theory on Empirical Research.

- **VasilikiTriga and KonstantinosVadratsikas, (2006)**, The Impact of Media Representations of the EU and its Policies on European Identity.

- **Carey, S., & Burton, J. (2004)**. Research Note: The Influence of the Press in Shaping Public Opinion towards the European Union in Britain. Political Studies.

- **Beck & Beck-Gernsheim, (2002)**, The Article title: As the rise of a “network society” exceeds the nation-states that played such a large role in 19th and 20th century Western history.

**- Characteristics of the study**

One of the most important features of this study is the role and the impact of public opinion in Arab societies. However, the researcher seeks to reach realistic logical solutions to reveal the true impact of the media on the Arab public opinion.

Meanwhile, the strength of the public opinion among public with respect to a specific cause, issue or situation, the reasonability of the public opinion and whether it is based on reasonable acceptable basis, the direction of the public opinion, which is a characteristic pertaining to the course of public opinion and its acceptance or rejection for an ideas, a cause or an issue when assessing it and this characteristic measures the acceptance or rejection of a specific cause or issue. (Bird, 2011).

**I. The Stages Development of Political Media:**

The development of the political media came with the development of the various media as it became interested in how to utilize and exploit these means in the political process. It transfers and analyzes political activities and allows politicians and opinion leaders to obtain information and receive reactions from people towards their policies, decisions and positions which is associated with political decision-making as well as people's dependence on it in its composition, beliefs, attitudes and attitudes towards events and policies that is within the surrounding reality. (Al Reda, Ramez,1998)

Political media can be defined as one of the branches of the media which is characterized by its ability to influence, change and persuasion and is interested in covering the political issues and also seeks to achieve political objectives and is an effective tool on which any political system depends on the achievement of different strategies. (Al Qasabi,2004)

There is a strong relationship between the political media and the political process, where the media is the link between the public and the decision-making regime, and these means are contributing significantly to the success or failure of the political system through its functions and political activities.

The political participation of individuals through the political activities by which members of the society contribute to the selection of their rulers and in the formulation of public policy directly or indirectly an important framework in political work, especially in the tradition of political positions, membership in parties or running in elections, and participation in demonstrations. Without the media, these political elites cannot play a strong and effective role. Therefore, political participation, in its broadest sense, means the citizen's right to play a certain role in political decision-making and participation in the various levels of the political system. (Al Shmairri, 2015)

Political media aims to influence public opinion, targeting specific targets at the national and international levels. Sociologists believe that the concept of the political environment is the spatial area in which man lives and is influenced by and affects it, and may expand this medium to include a very large area, and may be narrowed only includes a simple area that does not exceed a few meters around it .The environment is all what our senses tell us everything surrounds man. The environment in the broad sense refers to the social environment that includes social systems and ideologies. (Rababa'a,2018)

Moreover, political media is talking to people through the media to impose power practices, and individuals participate in the political process through the media to express their views on national issues. Therefore, the flow of information From the media to the opinion leaders are considered the best means of political information, citing the information transmitted by the media through analysis and interpretation of views of information and media messages. (Oweimer, Yousef S. Al-Mseidin, 2017)

TV is one of the most popular media outlets in the political media. It is a more popular audio and visual medium compared to other media. It is also used to raise important political issues, whether through conferences, seminars, lectures, exhibitions, posters and visits.

## **II. Public Opinion and its Components:**

Despite the agreement of politicians, international relations, sociology, economics and social psychology on the importance of public opinion, they differed about the definition of public opinion and to find a precise and precise definition of this term, and this difference on the definition of public opinion is due to different opinion of public opinion due to the different nature of the specialization of intellectuals in politics meeting, economy, or social psychology. Psychologists treat public opinion as an individual phenomenon. (How the individual has an opinion and what is the relation of opinion with direction, values and beliefs), public opinion is the distribution of views of individuals. While sociologists treat it as a social phenomenon, their interest in public opinion stems from its being a social phenomenon, it is the final product of the process of social interaction between individuals. As political scientists treat it as a mass phenomenon, they are concerned about the role played by public opinion in political decision-making. (Al-Tahat.2017).

The following definitions dealt with the concept of public opinion in the light of two main categories:

### **The first Category:**

They are definitions which dealt with public opinion as a set of common perceptions among individuals. The focus of this category was to view public opinion as synonymous with common beliefs or perceptions among individuals about a particular subject, and this resulted in some confusion between public opinion and some other concepts, such as customs and traditions, are patterns of ideas and behavior that are transmitted by generations and are of a general nature. However, customs are not the same in general opinion because they are not an opinion on a particular problem, a group may become accustomed to eating a particular type of food, but this habit is not a public opinion, not collective opinion, as some always imagine but the views of the group both supporters and dissenting. The total consensus of public opinion is that total consensus often refers to common customs, traditions and customs. Public opinion is the basis for dialogue, debate and interaction. (Alkhaddam, Alrawashdah. 2018).

### **The second Category:**

These are the definitions that deal with public opinion as being about a particular controversial topic. Examples of these definitions include:

- The Prevailing opinion among the majority of the informed people in a particular period in relation to one or more issues, in which there is controversy and discussion and affects the interests and basic value of the majority directly.
- The judgment reached by the group in a particular case.
- The view of the majority towards a particular issue at a particular time of public interest and be discussed and debate, in search of a solution to the public good.
- The percentage of approval or opposition within a group on an issue. (Al Taiey,2012).

### **Types of public opinion:**

The study shows them in light of the following dimensions:

- Public opinion is according to the element of time, there is daily or temporary public opinion, which is linked to accidents or emergency situations, and ends with the end, and there is permanent public opinion.
- Public opinion according to a fixed degree, and is divided into fixed public opinion and changing public opinion.
- Public opinion is according to its movement, there is static or rigid public opinion, and active or dynamic public opinion, which arises from the desire for change.

Public opinion as a geographical scope. Local public opinion, which is spread in a specific region, national public opinion, is linked to a particular country, and regional public opinion, which is the dominant view among a group of geographically contiguous peoples such as Arab states and world public opinion, a number of societies, Arab, European and American. (Saleh,1998).

### **Characteristics of Public Opinion:**

Public opinion has many characteristics, the most important of which are:

Individuals who adopt the expressed opinion are aware of it when expressing it:

Because the view is only a translation or expression of a judgment, the judgment in essence confirmation of the

opinion. Before expressing an opinion, there is something in the mind of each member of the group, as well as in his feelings did not reach the point of opinion, and shows the opinion of individuals when we are confronted with certain questions, revealing a rule that was the subject of a feeling of mystery before. Thus, emotions are determined and ideas become more rigid and cohesive. The public opinion that we are searching for it may change it or form it. It has become recognized in observation of social phenomena that mere intervention to examine that phenomenon may change them. (Al Taiey,2012).

-The public opinion carries with it a certain intent that makes it reasonable:

It tends to find a reasonable justification for itself, that is, to recognize a certain type of objectivity. A language that reflects the experience of peoples throughout its history can allow us to make important distinctions in the way it expresses all tastes and opinions. The tastes and ways of each person to recognize the tones and colors cannot be discussed, but there is no doubt that if it contacts with very high tastes, the person may search for a way to defend them because it will assume that what is developed through it carries the objectivity of aesthetic values.

Opinion is contrary to self-taste can be the subject of discussion, but it can be said that each discussion is a struggle between different views, and this explains the failure of those who have an opinion to impose it by force, but trying to make others accept it by any attempt to support the relative reasonableness. (Abu Zaid,1989).

- Public opinion includes the existence of opinion or other opinions contrary to:

The discussion is not added to the opinion by accident, but closely linked to it, since the person does not confirm an opinion only in exchange for another opinion contrary, and can be expressed by saying: The public opinion is always divided, but when it tends to become a total it turns to A deep faith that is related to the community and is one of its characteristics.

It cannot be said that the belief in the existence of God is a common opinion among members of a religious group because this doctrine is one of the elements of the existence of this group as a group, but the opinions of members of this group may differ in some political events or the usefulness of participation in politics. It is not intended to use a term of opinion to refer to deep beliefs that we are prepared to sacrifice ourselves for, because the word of opinion means artificial adoption.

- Public opinion is not merely a theoretical assertion:

It is between the theoretical assertion based on conviction and reasonableness and the irresistible emotional rush that there is no opinion of a neutral, pointless problem.

-Public opinion expresses the feelings of helpless people who are not fully aware:

Thus, public opinion is created by a special force when there are strong concerns and attitudes are complex, and where people are affected by the different outcomes of possible actions or actions, without the appropriate means or the willingness to undertake a deep objective study of the problem (And) we can imagine supporters of a particular case who hold the same views looking for and organizing themselves in a way that varies in ambiguity, and may be used by one of the politicians or the press in the forefront of the ranks, In order to show new types of convergence and conflict. (Al Taiey,2012).

- Public opinion is a social phenomenon:

This is reflected in a group that is attributed to it as a group and is not the sum of its own views. In light of this, issues of interest to the public, which sometimes do not have sufficient information and are vague, help spread rumors? (Andreoli,1978)

### **III.Types of the media Influence on the Public Opinion:**

Media has a diverse impact on the public in building, communicating and shaping ideas and information for the manufacture of certain behavior .From here; we must know what the effect is. (Bennett, Entman, 2001).

The Effect: is the change that occurs in human behavior as a result of some of the information it receives and affects the store of knowledge and pushes it to do a different behavior to the work that he used to. Where it affects the whip of people in one way or another, here I would like to say that behavior is the work or say that is issued by the

human.(Barnhurst,2011). The information received by humans from the media and others is interacting with the knowledge repository and the outcome of these interactions is ultimately determined by the behavior of the people that, although it is difficult to determine the impact of the media in the behavior, the information provided by the media plays a catalytic role in this field. (Chadwick, 2013).

**Stages of effect caused by media:**

**1. Cognitive effects:**

The information is received by the human through the various senses, which capture the attention of the receptive frame of reference or reject it and the media provide the person with a large amount of knowledge and important information and receive information from the human channels other than the media, such as contact and all of the latter consists of a reference frame represents the world of human beings which is governed by their actions and thus mass communication that is an important source of human knowledge, especially in important issues and events. (Bird, 2011).

**2. Influence in the direction or mental image:**

The person evaluates the information that he accepts and then decides to accept or reject it. He often accepts information that is compatible with his tendencies, and knowledge. If the information contradicts with the cognitive stock, the person refuses these information, and does not accept it, or adjusts it or changes it or commensurate with the knowledge store. (Bijmans & Altides,2007). This leads to a fundamental or partial change in the nature of the knowledge stock of the human that the new ideas accepted by the mind of the human will expel old ideas, which leads to the formation of the units of stock knowledge again and the conclusion that the information received by the individual media that Plays an important role in influencing the trends and opinions that embrace them, which have formed over time, but the effect of the information received through mass communication may not be decisive, i.e. strong, such as the effect that directs the contact with friends, relatives and public leaders. (Bennett, Paletz,1994).

**IV. The Concept of Media and political Communication:**

In the modern digital revolution, political communication has given another touch in the way of communication with peoples, which has raised the political awareness of individuals in countries that enjoy free democracy and whose peoples enjoy more informed and interactive cultures with political and social events alike. While the opposite is true in developing societies that practice dictatorships, that aim to dominate and control the behavior of individuals and groups.

The concept of political communication is the political activity carried out by politicians, media and community members that reflects specific political objectives related to the political environment issues and affects the public opinion and the private lives of individuals and peoples through various means of communication. (Cook, 1983).

This is reflected by the activity of politicians inside and outside the government who take the means of Media that is a platform for communicating their voices to the people, or the activity of the media who share power in decision-making and in the political process. The members of society may participate in the political process through their participation in the various media and communication, public should show their concerns and problems that occupy a lot of the masses maximum importance. (Shapiro,1992).

Where political communication is a human, social and cultural phenomenon, as old as human gatherings and the latter's need for political, economic, social and other organization. Despite its introduction as a practice, the phenomenon was not subjected to epistemological analysis and cognitive scrutiny until the middle of the last century, especially in view of the emergence of political parties, trade unions and civil organizations in all their forms and trends. (Robinson, 2001)

This has resulted in various and sometimes contradictory definitions, but mostly focused on the consideration of political communication as a purposeful policy engagement that includes:

- All forms of communication by political actors to achieve specific objectives.
- Communication directed to non-political politicians, such as voters, columnists and others.
- Communication that addresses politicians and their activities, including news reports, editorials, and other forms

of media coverage of the policy. (Van Aelst & Walgrave, 2016).



It seems, through this definition, that politics is the area of political communication and communication excellence, but rather: it is the raw material that works in its form as in essence. (Castells, 1996). In the sense that the political discourse remains abstract and limited and limited in effect, as long as it does not undergo a process of resorting to the medium to achieve the same goal, either traditional written instruments, or radio or television media, or the new media structure carried by the digital revolution, and translated on the level of the Internet and social networks that have sprung up about her. (Fishkin & Luskin, 2005).

Thus, the communicative dimension behind which politicians are left is of little use if it does not depend on media and communication platforms that allow it to flourish among the masses. Constant conviction, therefore, means that there no policy without continuity, and do not continue politically without the availability of a political speech installed media and communication tools intended to prolong the receiving audience. (Van Dalen & Van Aelst, 2014).

There are three methodological observations, which must be expressed here, in order to raise all ambiguities and overcome all ambiguities regarding the use of the words of communication:

**First:** To say that the concept of communication is the closest to talk in this section of the concept of communication, because communication is based on interaction and influence in the people, "either by giving them political knowledge, or influence in their decisions and choices; which requires in all cases, reaction or feedback or inevitable from the consignee, equivalent to the status of multiplication, permanence and exchange". (Groeling, 2013)

**Second:** is that the character of the line that characterizes communication that has fallen to the point of disappearing "either because of the general openness of the states to the democratic choice, the decline of dictatorships and totalitarian regimes, or because the modern means of communication and media offer enormous possibilities for interaction with the public, and programs to engage listeners and viewers in expressing their opinions freely ". (Jacobs & Shapiro, 2000).

**Third:** it is to say that the evocation of talk about communication refers to the language of discourse, which is often of a vertical, superego and somewhat patriarchal nature, whereas communication often refers to proximity, engagement and interaction, and the discourse is interactive, and may be networked, considering the utilizing of social sites from the candidates and the public. (Green & Stubager, 2010)

These preliminary observations are essential, not only in terms of their focus on the two elements of the communicative equation, but also because they refer to the centrality of the interactive dimension that prints the same equation, which has eliminated the dimension of the instrumental dimension without being discharged into the public space for a long time. (Joly, 2014).

#### **V. The Role and the Effect of Media on Public Opinion:**

As a result of rapid scientific, civil and technological progress in all aspects of contemporary life, the importance of the media and the necessity of informing the members of society about the events and developments in order to achieve social cohesion and to strengthen the links between the ruler and the governed through the media have been highlighted. Cross-border values to the United Nations From this point of view, media scientists have concluded that the modern media has functions limited to the following: (Lengauer & Plasser, 2014)

- Expanding the horizons of knowledge through the media by bringing the nearness of what is near and facilitate what is nearby, it can help to bridge the gap between traditional and modern society.
- Inspiring ambitions: The media create the aspirations of the imagination and perceptions of the people as a result of surpassing and exceeding the achievements of the community, which gives them a sense of dissatisfaction with the reality and generate the motivation to change it without arousing ambitions and urging individuals to struggle for a decent life and for development Functionalism is unlikely to occur the desired development.
- Establishment of social norms: through the media can be established standards of development behavior in general governance and control deviations from these behaviors.

Contribute to national planning: Developing countries should learn new skills and new ways of life. The media will convey information and discussions through which the nation can understand and agree on the need for plans that have brought accusations by many that the media has occupied the role of parliament. (Hallin, 2010)

- Formation of trends: The media is not just a preacher of information and knowledge but it is intended to change trends and move groups to work in a certain direction to achieve the desired goals i.e. that the media crystallizes the image of the future image capable of pushing a person to do what must work and capable of community change.
- Training and education: i.e. through the skills and programs crisis that is learned where the training of members of the community as a whole and according to their desire and specialization according to the development plan required.
- Participation in decision-making: In order to achieve a collective agreement on the decision, this requires a change in social trends and norms. Therefore, communication mechanisms between people are the main factor governing. By conveying the word to the leaders and by clarifying the social issues, i.e. the media can contribute to the expansion of political dialogue and thus increase the opportunities for informed participation in the decision-making process.

#### **VI. The effect of the Media in the Public Opinion:**

The media plays a significant role in shaping public opinion through its many influential agencies such as the press, radio, television, cinema, theater, books and social networking sites, which are among the most important means of communication with the masses.

These influential means work in concert, in harmony and complementarity in the formation of public opinion in various subjects, circumstances, situations and problems that arise in the mind and which relate to various political, social, cultural or economic aspects.

The following is an overview of the impact of each media on the composition of public opinion and the dimensions of its role in this field:

##### **First: Press:**

The role of the press in shaping the public opinion and shaping its direction or changing it varies according to the various regimes that view the press from different angles and take different positions. They also differ according to the size of the freedom enjoyed by the press in each country. (Mancini, 2004).

Newspapers are considered to be the most powerful media and the most capable of forming public opinion and shaping the public's conscience through its articles, comments, news, investigations, photographs and caricatures. The modern press relies heavily on images and cartoons to influence public opinion. The cartoon is one of the most powerful weapons of the modern press, because it draws the reader's attention and hopes for a long time and carries the subject directly to his conscience, and thus effect in an effective and successful. (Præstekær & Wien, 2008)

##### **Second: Radio:**

Since the invention of the radio, the radio has been an important and vital place among the various media, where the minds speak to the airwaves very quickly. Therefore, all radio studies and researches have been interested in developing the spoken word art, which is the art of public speaking and influencing the local and international public opinion. The wave revolves around the Earth in a second time. (Al Dabbagh, 1998)

The radio is a media and public opinion tool that covers all categories of intellectuals, semi-educated, educated, workers, peasants and housewives, as well as all ages and trends and to influence it regardless of geographical and temporal barriers.

##### **Third: Television:**

Television is the most influential means of influencing the public opinion that emerged from the 20th century, and it is also the most dangerous because it provides the spoken word and the visual word at the same time.

The importance and importance of television and its impact on the formation of public opinion have become clear in recent years. This has led capitalist monopolies in the United States and the world to adopt a means of directing public opinion to serve their interests. (Præstekær & Wien, 2008)

Under the capitalist monopolies that dominate this apparatus in the United States of America, it is used to publicize the US presidential election. The television features other media, including:

- It is the closest means of communication and confrontation.

- TV programs are often local and hence more able to address public opinion and influence in. (De Vreese & Boomgaarden, 2006).

**Fourth: Cinema:**

The danger of cinema in the twentieth century has emerged as the most effective and influential mass media, dealing with all strata of the population and contributing to the formation and influence of public opinion.

The cinema is used in internal and external propaganda and works to shape the public opinion, both local and international, towards issues of interest to the masses by tackling these issues indirectly through a story that deals with analysis of these issues and tries to find possible solutions to them, thus affecting the masses without addressing Issues that may be lost by public confidence. (Al Moussa,1998).

In the field of crime, cinema has a dual effect. It often works to show that crime is not useful. Cinema has also played an active role in raising children since childhood by producing films that address the minds of children and young people, which include values and ethical principles presented in a manner consistent with the minds of children. (D.L. and Gordon,1987)

**Fifth: Theater**

The theater is a lively public art that expresses human life in all its forms, problems and varied systems, and thus the theater is an honest expression of public opinion speaking in its language, showing its hopes, joys and aspirations.

Despite the discovery of modern and powerful media such as radio, television, cinema, the press and others, and the remarkable scientific progress that accompanied it, the theater is still standing between these devices, established and confirming its existence as a sincere tool for public opinion and as a strong influence in the direction of the masses. .( Al Shmairri,2015).

**Sixth: Books and Printed Means:**

Books and Publications In general, the media has several important advantages. First, it is more capable of retaining information for long periods of time. It can be consulted at any time. It is also the only way for the reader to determine the time to deal with it in a suitable manner. That it is the most appropriate way to provide detailed and lengthy topics.

Thus, the book becomes one of the most important tools of culture and knowledge that helps to form mature and enlightened public opinion, especially if countries are to publish cheap popular editions of it, which are affordable to the old base of the poor and low-income. (Druckman,2006).

**Seventh: Social Networking Sites:**

Modern technological developments in the mid-nineties of the last century led to a quantum leap and a real revolution in the world of communication. The Internet has spread throughout the globe, connecting parts of this vast world with its wide space, paving the way for all societies to rapprochement and exchange ideas, ideas and desires. A browser for this network of multimedia available, and became the best way to achieve communication between individuals and groups, and then appeared websites, blogs and chat networks, which changed the content and form of modern media, and created a kind of communication between the owners And the users on the one hand, and between the users themselves on the other.

These sites are web pages, some of which are dedicated to advertising goods and services or to sell products, while others are an electronic newspaper where the book has the potential to be published. Visitors can write responses to the topics posted, a chance for discussion among browsers, Chat), and there are personal blogs that make them as a private portfolio to record their diary, and put their pictures and record their thoughts and interests. (Entman, 2004).

These sites include search engines, web portals, free references, blogs, newspaper and magazine sites, e-newspaper sites, satellite sites, and YouTube sites. Social networks such as Facebook, Twitter, MySpace, Live Boon, High5, LinkedIn, YouTube, Facebook, etc.), some of which allow Facebook to share videos, photos, share files, make instant conversations, communicate and interact directly with the audience.

These networks are breaking the monopoly of information, and they have formed a pressure factor on governments and officials. Hence, some of the groups and individuals within these networks have gathered and debated, carrying

different ideas and visions, sometimes converging or unified. These dialogues influenced these networks and increased their wealth. It is very difficult to control access, control, or restrain it within certain limits.

Social networking sites are the most popular on the Internet, because of the characteristics that distinguish them from websites, which encouraged Internet surfers from all over the world to become increasingly popular, while the decline in the popularity of websites, despite the fierce criticism Social networks, especially Facebook, which are accused of criticism of the negative impact and direct on the family community, and contribute to the collapse of his contract and collapse, there are those who see it as an important means of growing and docking between communities, and the convergence of concepts and visions of the other, and see and learn about the different cultures of peoples, in addition to its active role and excellence as a means of effective communication in donations and mass uprisings

In the end, it can be said that social networking sites have a significant role in influencing public opinion clearly. (Entman, 2004).

#### **VII. The Actors in the Political Decision:**

**First:** public opinion: There is a relationship between it and the various policies framed by the state or government, where what the public thinks is what the government is doing is the majority's view of the issue is important and be on the table in search of a solution; public opinion has influence in the paths of government and its policies and vice versa Right. This relationship differs from one system to another as the type of issue and the degree of adherence of the masses. And also when making a decision does not fit with the concerns, desires and aspirations of people, which is a popular opposition strong. Public policy in democratic countries is the product of public opinion.

**Second:** Political parties: play a leading role in providing channels for political participation and expression of opinion is an influential factor in the political decision issued by anybody that discusses the political system in various basic issues that concern the community and the State internally and externally and works to raise public opinion and It therefore has a pressing power over the government and its policies. (Van Aelst & Walgrave, 2016).

**Third:** lobbying groups: groups of different identities, diverse in number, organization, status and power, have the aim of arousing the government's attention on the issue of interest to these groups and serving their interests and in order to be able to do their part they need direct and indirect official channels to communicate their voice about policy making and Mobilization of public opinion These groups have an important role to play in shaping trends towards policymakers.

**Fourth: The press and the media:** The existence of a free and fair press and effective media that truly reflect the suffering and aspirations of the people. It is the duty of decision-makers to be guided by what is published in the written pages, television and electronic.

Political stability and economic development are based only on the independence of the authorities, the distribution of power, the existence of constitutional and popular institutions, and the granting of sufficient and complete freedom to all centers and individuals to express their views and clarify their positions. The resolution also does not reach its final goals and achieve its realistic goals. A true and balanced distribution of all state centers, institutions, parties, organizations, agencies, intellectuals and media; ensures their active and continuous participation in decision-making, or at least consult them. (Al-Roumi, 2017).

#### **VIII. How to utilize Media in Political Communication:**

Media is the mediator in political communication and contributes to the shaping of the political truth in democratic societies that the media give the freedom to express issues that occupy the masses of society. The media is the mirror of the reflective society of the most important issues that raise politicians and decision makers. The media has the ability to prioritize the masses. There are two types of audiences that the political media deals with in presenting political issues and opinions. An elitist audience is influenced by it. The issues of concern to the public are easy to influence. Most of these masses have no political loyalties and are neither interested in politics, Nor political participation.( Al-Roumi, 2017).

#### **There are two modes of media style:**

- "Free and independent media" This media is more free to shed light on the political, economic and security

problems of interest to all the masses and faces criticism by the public if neglected its important issues in society.

- "The private ownership media"- The so-called official media in developing societies. It relies on the elite and ignores the will of the masses despite the awareness of the members of the society about political activity. The freedoms in these societies are limited despite their knowledge of events and communication and technology that the world witnessed as well as the revolution in technology that exceeded monopoly policies.

Political communication is defined by deliberate goals and goals. Politicians speak to the public through the media in order to convey a limited message to the public, media that monitors the government's actions and methods of exercising power, as well as individuals who participate in the process. Through political media to express their views on the direction of their issues. And that the flow of information from the media to opinion leaders in society is the best means of political communication, and transmits this information transmitted by the media in a way of analysis and interpretation to the public and provide their views of different information and information messages. (Alkhaddam, Alrawashdah. 2018).

In addition, the political, economic and military crises experienced by societies are characterized by political elites dealing with the media to express their views and opinions to influence public opinion. These elites may be the opposition or the government. Here the role of the media is the role of the means, where the different political views, as well as people in these crises rush to the media as a primary source of information about these events and crises and these events give the opportunity of media competition in providing information and news that rise to the level of the event .The political crisis in "the media of political crises" indicates the political communication achieved its main goal by delivering its intended message to the public. **The role of the new Media in Political Formation:**

The Internet is an arena for practicing a new type of political formation that can be considered a political or non-directed political upbringing. The process does not lead to any official or informal entity or institution. Although there are websites for official institutions and political parties of all kinds on the Internet, Social networks, but their impact seems limited, especially in the light of the fact that the Internet user has in this case the absolute freedom to exposure to the content displayed by these pages and sites, as well as the nature of the Internet that allows dialogue and constant criticism of the ideas and visions offered by all parties of the society. (Al-Roumi, 2017).

#### **Types of electronic interaction affecting political formation:**

It is possible to identify the most prominent forms of electronic interaction systems used by Internet users, which play in one way or another role in the process of political formation as follows:

- **Satellite Channels:** of collective dialogue and social networks: These spaces on the logic of democracy to participate - to some extent - communication between the public, which takes the form of chat or dialogue, and the general principle that distinguishes that individuals have common concerns to discuss and exchange views on a subject, forming a group in which members communicate horizontally, as each member is at the same time a sender and a future.(Zahariadis,2016).

- **Electronic Press:** The electronic newspapers are characterized by many communication characteristics, which start from the capabilities of the Internet as a modern means of communication, and confirmed most of the research and studies to become an effective media broker, enabling individuals and institutions to send and receive information at any distance, anytime, anywhere especially after it has witnessed rapid growth and rapid increase in the popularity of many press organizations, and the characteristics of the electronic press, to serve as a new feature of publishing on the Internet, which are among the most important characteristics.

- **Blogs:** One of the most important forms of the electronic interactive system, which is a personal web site that includes views and positions on various issues, is an application of the Internet, works through a content management system, and a web page showing " Posts "or topics dated and ranked in ascending order, a number of which are published by the manager or publisher of the blog. The system includes a mechanism for archiving old posts.

The percentage of expression of political opinions and attitudes is a large proportion of the public's posts. It has undoubtedly provided social networks an important channel for expressing opinion and has devoted the concept of the right to political participation. Social networks are the window or channel through which political guidance is made.

These networks are one of the means of shaping political awareness at present. Social networks and sites play a prominent and influential role in achieving the first type of political culture, the culture of participation, because one of the most important features of these interactive networks is the unlimited participation of large numbers on contemporary political issues.

The spread of social networks can be used to shape the attitudes of public opinion towards various issues, namely, political awareness and education through the dissemination of political concepts in innovative ways.

The new media, represented by the social media networks, have a role in the political transformations in the Arab countries. One study indicated that the use of the Internet in general and social networks in particular contributed to the awakening of Arab consciousness. Social networks allowed millions of individuals - for the first time - to organize their movements faster, more skillfully and flexibly than traditional political systems, social systems and media structures systems. .( Bird,2011).

There is a clear superiority of the social networks in shaping public opinion towards the Arab revolutions, as a result of allowing these means much more freedom than traditional means, and their ability to participate effectively.

Social networks are an appropriate opportunity to help the Arab countries in their efforts towards political, economic and social reform by sending messages through these means and attracting young people through realistic and appropriate means, which imitate their everyday lives in simple language, far from complexity and structure.( Al Shmairri,2015).

The Arab youth found themselves in the blogosphere and then wrote, and others found themselves in the video, and all discovered that their which was one of the digital encounters in their new virtual republic (Facebook Republic) away from secret meetings in secret rooms and distribution of leaflets at night where the revolution was succeeded in Egypt, Libya, the last of which was Yemen. This was the most concise expression of the contribution of the new media to the tsunami of Arab protests that still shake the Arab world to the present time, after it overthrew authoritarian regimes.

The popular Arab interaction with the new media in exposing the practices of the security men and the political and economic corruption centers and spreading them on the communication sites and the related controversy and ambiguity in the East and West and the entry of new players to the sphere of influence are all issues that follow the broadcast in various media outlets. The sergeant became a reporter without an intermediary. The sender and the receiver became one person who interacted and communicated freely after the intermediary became a network available to all. Every individual has the ability to build his own medium, after becoming accessible and inexpensive.

The new media "in the Tunisian revolution has spread the political blogs, sites, forums, satellite channels and Facebook pages in the last decade, and the popularity of YouTube videos, tweets, images and information on Twitter has increased in recent years before the outbreak of the revolutions.

There is no doubt that the ease of use of these communicative means and their ability to mobilize and pressure and the rapid transfer of information and penetration of geographical and temporal boundaries has contributed to the mind to be the main source of awareness among those who thirst for freedom and dignity and justice and wish to get out of the situation of marginalization or alienation or isolation.( Al Qasabi.2004).

Social networks and Facebook in particular, have contributed to the increase in the level of youth communication, strengthening coordination among them regarding places and times of presence, and the nature of the required developments. All this is true, but that does not compensate for the presence on the ground on the day of protest, as evidenced by the fact that the Egyptian government cut the Internet did not reduce the size of the demonstrators, nor sharpen their slogans and demands.

These networks have contributed strongly to raise the level of awareness among the peoples, and make sure that they are the source of legitimacy, granted to those who want and dislocation whenever it seemed possible to achieve, and that these networks have produced new values may be the most absolute acceptance of the other in the diversity and variability as long as the Unified demands and common destiny. (Fishkin & Luskin, 2005).

In conclusion, these networks have shown that there are living and vigilant peoples, even if they have been subjected to decades of injustice, tyranny, humiliation and dependence.

Some writers, warned against the transformation of the new media platforms in Tunisia, for example, to the platforms to insult the violators, to fight politics in a bad way and to describe the language in a manner that is disproportionate to the Arab Spring, and called on young people not to fall into this virtual space and to join associations, federations and "traditional" media.

Social media have become a powerful means of defending freedom of the press, of freedom in general, and of the fifth power, where traditional media have failed to play their role. (Al-Tahat.2017).

#### **IX. The role of the Media in dealing with the priorities of Politicians and the Masses:**

In a study for "Lomax and others" on the role of the means of communication in setting the priorities and interests of political makers and the masses and the influence of the means of communication in the political process to what comes:

- There is a strong impact of media coverage of the media in recognizing the importance of political issues at the government level.
- Decision-makers see a significant impact on media coverage of public issues.
- There is a feeling among decision makers of the importance of correcting the situation related to the issues raised through the adoption of remedial decisions.
- There is a strong and positive correlation between the accuracy of the media coverage and the degree of impact.( Al Taiey,2012).

Another view of the means of communication and its role in the political decision-making process is illustrated by the following:

- It provides decision-makers with information on current events and the political environment of their policy and often progresses faster than official channels.
- Make decision-makers and government directly aware of the concerns of the people.
- Provide officials with the necessary channels to convey their messages to the public and the political elite inside and outside the government.
- Officials are able to be present in the public mind by their continuous presentation of their activities and personal qualities.
- The means of communication affect the positions of decision-makers and public attitudes towards government officials. Media coverage can increase the public support of certain policies and governments, and their role does not deny the role of radical changes in the prevailing situation and the creation of new policies when problems require government intervention or public opinion.(Oweime & Al-Mseidin, 2017).

#### **The foreign policy liaison functions are as follows:**

- To contact individuals and social groups, groups, political blocs and organizations within the state, which carry out media activities within them, and is a dialogue with the influential forces in the decision-making of political figures, parties and parliamentary blocs, whether in power or the opposition alike to maximize the effectiveness that serves the foreign policy of the state.
- Direct contact with the popular masses through mass media, press releases, press conferences, articles, radio and television programs, film and play shows, video films, media exhibitions, promotion of direct tourism, exchange of visits and other means that allow as much direct contact with the public as possible to reach a better media impact and more effective.( Fishkin & Luskin, 2005).
- International communication is the "State or organization" to which it belongs, whether local, regional, international, specialized or commercial, such as the offices of the United Nations and its specialized institutions in many countries of the world, international and regional organizations.
- To sum up ,the contemporary factor is no longer considers foreign policy as matters that make it away from the concerns of the people and the demands of the masses. Communication has developed and become a self-standing science with its rules, methods and approaches. The relationship between communication and foreign policy has become so closely related that they overlap with each other to form some dimensions If not most. (Chadwick, 2013).

**Conclusions and recommendations:**

The utilizing of political communication and the role of media on public opinion through its advanced means is the strongest modern communication tools that help citizens to live in the age and interact with it. The media has also played an important role in explaining the issues to the public opinion in order to prepare them for the media, especially with regard to issues related to national security. The twenty-first century brings with it a new era, at a time when the first word of information will be given in the light of the revolution of communication and information, a revolution that will not stop with the process of innovation and change. This revolution has led to a huge development in communication and information technology. It has made the sky open, where the satellite is spreading the message of information to the rest of the globe, and the world becomes a small electronic village. In fact, modern media has become part of people's lives. Economically, socially and politically, requires the use of various media. Development projects can succeed only with the participation of peoples, which can be achieved only with the help of the media.

The media policy is related to the political, economic, security, social and war situations, in the sense that the media is linked to the overall state forces and thus seeks indirectly to achieve national security through media coverage and by contributing to building the citizen and protecting him against any hostile media or intellectual invasion. The media also plays an important role in the development of the political awareness of citizens and their understanding of what is happening in the internal arena, where it addresses national issues that affect the state's political capabilities, through the explanation and analysis of these issues and the definition of citizen's reasons and the way to deal with them.

As a specialized branch, the military media has an important role to play in building the national security of the state and in planning its strategy, which is based on interaction with the challenges and threats directed at national security and in order to emphasize the country's strategy in facing these challenges. Through contributing to the discussion of these issues and finding appropriate solutions to them, and even has an important message in the face of intellectual and cultural invasion hostile to the aim of undermining the unity of the homeland. The role of the war media is evident in wartime, in order to counter propaganda and psychological warfare.

The issue of public opinion and political decision-making occupies an advanced position in order to consolidate the democratic transition and make way for the exit to society. The interest has increased in media and political studies as a result of the information revolution that has given wider opportunities to express public opinion in contemporary political life, and its relation to the decision – making . The issue is of great importance to the level of thought and practice; active participation of public opinion is a fundamental human right. Although public opinion can't elaborate the exact details of the resolution, it sets the general framework within which decision makers' move.

It is very desirable to compete among the groups of society and to consider this a healthy phenomenon worthy of development, but to highlight a certain category is working to impose its point of view factors related to their ability to influence and not for objective reasons in the competition to reach the best decisions. It is very distressing and necessary to pay attention to the fact that their path is impasse and fraught with dangers that are difficult to avoid. As long as decisions were taken that had significant negative effects at all levels.

The process of political decision-making is one of the most important and dangerous tasks undertaken by any political system as the result of the fusion of many of the interactions of the pillars of the entire political system. This is not only the executive power, but it is very necessary to allow the role of trade unions, organizations, parties, civil society and the media on the basis that they are channels expressing public opinion.

The political decision-making process, which respects its people, hopes, aspirations and concerns, contributes to the creation of a qualitative, objective, clear and bold change in the democratic development and the desired prosperity of the Algerian people. And thus the Algerian state regains its natural and historical position and its influential regional role and leadership.

Public opinion is an important factor in the decision-making process. It is well known that establishing the relationship between public opinion and decision-makers leads to the creation of positive, constructive and safe interaction. This ensures the maintenance of political and social stability. No one can deny the close relationship between public opinion



and the decision in various societies and political systems, and how the public opinion is one of the most important factors that the decision maker to take into account whatever form of political system that controls the reins of government. In democratic systems, decision-makers are concerned with public opinion from the perspective of participation in decision-making. In non-democratic systems, policymakers make public opinion either to control, direct or even suppress it.

It is well known that democratic regimes that accept opinion and opinion are making significant progress on the ground. The reason for this is to expand the participation of parties, organizations, the press and public opinion in general through many measures taken by the state in order to know the reaction to the decision. In contrast to non-democratic regimes, we find that the space of the other opinion exists in a form without the substance of the transfer of non-existent completely from participation in political life with the existence of the constitution which gives them the right to put forward their ideas, suggestions and views of the pro-opposition to the existing regime.

Thus, we recommend that, since the rise of new media has complicated the political media system. Even the Legacy media consisting of established mass media institutions that predate the Internet, such as newspapers, radio shows, and television news programs, coexist with new media that are the outgrowth of technological innovation. While legacy media maintain relatively stable formats, the litany of new media, which includes websites, blogs, video-sharing platforms, digital apps, and social media, are continually expanding in innovative ways. Mass media designed to deliver general interest news to broad audiences have been narrow casted to discrete users.

It is very important to recognize and admit that Arabian journalism has never experienced a "golden age" where facts always prevailed and responsible reporting was absolute. However, the current era especially in Middle East may mark a new low for the democratic imperative of a free press.

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## آلية استخدام وسائل الإعلام: دورها في الاتصالات السياسية وأثرها على الرأي العام

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### ملخص

تضمنت هذه الدراسة تحليل أركان التواصل السياسي وألبته ودوره وأثاره في الرأي العام، في مجالات العلاقات الدولية والإدارة العامة والإعلام والعلوم السياسية، وكذلك علوم الاتصال التي تدرس العلاقة بين الإعلام والسياسة وعلوم الاتصال بكل أشكاله وأثاره. يتم تعريف التأثير المتزايد لوسائل الإعلام على المجتمع بشكل عام وعلى سلوك السياسيين وعمل المؤسسات السياسية والإدارية على وجه التحديد، باعتبارها من أهم الطرق المؤثرة في الإعلام. علاوة على ذلك، ليس هناك شك في أن الإنسان لديه عقل، حيث يسعى إلى الكشف عن حقائق الأمور والمعرفة من مختلف المظاهر والظواهر. هذا يتطلب إيجاد طريقة مثالية لإشباع فضوله عن طريق الإعلام أو وسائل الإعلام في شتى أشكاله المختلفة. وفي هذا السياق، فإن ثورة الإعلام أو تكنولوجيا المعلومات التي شهدتها العالم قد حولت كل التوازنات وأصبحت وسائل الإعلام حجر الزاوية في بناء الدولة، ولكنها تعدّ أحد مكونات رموز السيادة الوطنية. بالإضافة إلى "الإعلام أداة فعالة ونظام متكامل" يجب أن يتم تفعيل الأداء في بناء الدولة وتعزيز ثوابتها الوطنية ومواطنيها كذلك. تعدّ وسائل الإعلام في الوقت الحاضر هي الركيزة الرئيسة التي تحدد مواقف الناس وأفكارهم. وهي محاطة بوسائل من جميع الجهات وفي كل مكان، مثل الوسائل المكتوبة والسمعية البصرية، كالإذاعة والتلفزيون، إلى العديد من المواقع الإلكترونية المتاحة بفضل انتشار الإنترنت والتقدم التكنولوجي. مع الأخذ بعين الاعتبار أن وسائل الإعلام هي أيضا السلطة الرابعة بعد السلطات التشريعية والقضائية والتنفيذية بسبب تأثيرها الكبير على تغيير وتشكيل المواقف الفكرية والسياسية والاجتماعية التي تشكل الرأي العام. في هذه الورقة، يناقش الباحث تأثير الإعلام على الرأي العام. وتعتمد الدراسة على سؤالين رئيسيين، والإجابة عنهما تشكلان الهدف الذي يسعى إليه الكاتب، الذي جاء نتيجة وقائع وتوصيات وخاتمة لهذه الدراسة، من أجل مواجهة هذا الإعلام وتضليله الذي يؤثر على الأمة العربية والإسلامية.

الكلمات الدالة: الرأي العام، السيادة الوطنية، تكنولوجيا المعلومات، الاتصال السياسي.

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