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**Visual Media Arts between Reality and Deception Arts in the shadow of
cultural and political transformations and technology**

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Abstract

Media plays a serious role in influencing the individual and in shaping his attitude towards events, by providing and formulating the information and data in an innovative and influential way, whether written or audible and visual image, with all its accessories and aesthetics, to control the behaviors and concepts of the recipient. For this reason, the media ,intentionally, publish false information and present in a distorted way in terms of reality, and influential and attractive in form using various techniques, which is called media deception, where journalistic reports and brochures are prepared that fill radio and television stations, which make a contrary image to reality and truth, and review Incomplete scenes suggests specific meanings that are not true using modern methods and tools related to the media industry, so it could create a state of fear and terror towards some countries and communities, and trying to distort the image of international celebrities, well known persons and leaders. This research deals with the historical and artistic idea of communication and the human need for it, the concept of media and the role of art in the media process starting from the invention of printing and the Renaissance and the appearance of new media such as newspapers and then the invention of radio and television, then the Internet and social networks, and the appearance of popular media, its characteristics and its advantages and disadvantages with the clarification of the method of deception in terms of image and sound effects that were created to be used in cinema, drama and imagination and use them in the media ,for political or military, reasons to influence the recipient.

Introduction

The most important thing that distinguishes art is having the ability to take possession of people's hearts due to its characteristics that give rise of amaze, thinking, reaction, admire and entertainment through what is required by the artist himself in expression and the issue of commitment generally means a decision made by the artist by standing with a specific and express it in all its effects it produces, clearly the transition of his belief in that case from internal support to external expression. Commitment should be motivated by deep awareness of life's problem and human sense to appreciate in the front of truth and justice, so the artist could represent upon understanding and loyal belonging pushing him to uphold human banner away from misunderstanding of things and facts. (Marzouki Hakim / 2018 / Arts and Politics / Al-Arab / 10/19/2019 / <https://alarab.co.uk/art-and-politics-twins-separated>). The seriousness of the artistic message lies in its ability to reach anywhere and address all groups and cultures, as the art isn't just a comfort object, but rather a flying picture communicating with minds and wanders in people's space opens horizons and lights the darkness of fear and ignorance, so the artist is a state of value, human, moral and information. In the Modern Era, media is considered as a powerful weapon used in wars and revolutions' events depending on the powerful of its effects, popularity, word and picture with its deferent shapes and techniques which exceeded every imagination and credibility to illusion and tricky, technology has managed to embody illusion and change the fact. Free, private, public, official and popular media are all terms refer to a means, technology, organization, commercial or other non-profit, private, official or unofficial whose mission is to spread news and convey information. However, media deals with other various tasks not only specialized in spreading information and news butt rather entertainment, educational and the effect on public opinion. Technology that carried out media's function is called Mass Media and media is called the Forth Estate, referring to its deep and wide effect. (Fawzi Shrouk Sami, 2014, P8). The word without a picture is less effective, as the word can give a specific perception and it can overstate to imply a certain thing but the picture has a decisive influence, as minds believes what the eyes see. In the near old it was to emphasize something, it was important to have pictures of it in a newspaper or television channel and the expression (the picture is worth a thousand words) and the picture does not lie. This is because it is difficult to change or modify it except in narrow limits that do not exceed lightening, darkening or clarification. Today, after the technological development in the field of photography and the professionalism of the photographer, the image can lie and fake the truth. The change in the angle of taking a photo can reduce a large number and in the same sense it can increase a few to suggest a lot, which is called the art of visual illusion in photography. Illusion in photography can make the impossible using photography cameras that are not required to be professional, by using the intelligence of the photographer, lighting is the most important element in the image that may help to show and clarify the elements of the image or focus on a specific element to show the idea of the image so that you can deceive everyone who sees the image and is inspired by something that did not it really happens especially if the image is tampered with by modern technologies.

Research Problem

- Clarify the relationship between art and the media and their respective roles in people's lives.
- The negative and positive role of the media in terms of content, form and ideas to achieve different goals and the role of art in this.
- The breadth of publishing and communication, the multiplicity of means, and their ease between word and image.
- Utilizing modern means of communication to spread lies and deceive the public through modern technology with sound and image.
- The emergence of new forms of media through the Internet depends on publishing and direct broadcasting and communication platforms.

Research Assumptions and Postulates

- The information revolution (information technology) is the current and future force for all countries.
- The media deals with a variety of other tasks that go beyond publishing news and transferring information to entertainment, education, and influencing public opinion.
- The media is the fourth authority because of the tools it possesses and the acceptance it possesses among the masses. Modern means of communication, such as the Internet and mobile communication devices, provide a huge amount of information and visual stimuli that do not carry in their contents any affiliation or reference to their credibility that no person can absorb and study properly. .
- The ability of a designer to provide exciting visual stimulation must be supported by a specific intellectual orientation.

Research Objectives

- Confirming the identity with clear and specific features, characteristics, and components, highlighting the influences affecting it, identifying it, and its relations with those around it, especially culture and media.
- Opening the door for designers to adopt a more expressive vision when designing those sites that have created a new concept in the media, and played a great role in getting the word out to people quickly and easily.
- It requires traditional media to interact with modern means of communication with due regard to credibility, in order to maintain its strength and increase the number of recipients.
- Emphasizing the importance of the existence of traditional media, and modern media cannot at the present time, marginalize and eliminate traditional media that will maintain its position for years.

Research Importance

- Shedding light on the obstacles to identity renewal design considering its dynamism according to the principle of transition, the role of the symbol and the meaning of identity in all of this.

- Emphasizing the role of the Arab designer in promoting and strengthening political thought through media design.

Research Limits

The temporal period of research is concentrated during the twentieth century and the beginnings of the twenty-first century, while spatial limits are at the borders of the internet access and the coverage of satellite broadcasting.

Research Methodology

The research follows the analytical and historical method, as it analyzes and studies the designs of satellite channels and websites in its forms, as well as its media role and its impact on society and its identity.

Media in the Past

The communication went through a number of stages in the past, which it graduated from the very primitive style until it reached what we see today from various means of communication that have transformed the world into a small village, and communication is considered one of the social, psychological, basic and important needs and important that one cannot do without. This process begins with the beginning of a person's life and continues throughout the life in which he lives, and communication in terms of concept is the transfer of the content of an idea from a person or group to another person or group and there are two main parties involved in the content of this idea, sense, direction or action which are the sender and the addressee. (Azouz, Ahmed / 2016 / Communication and skills / Publications of the Arabic Language Laboratory / University of Oran, p. 8) and communication is the comprehensive basis for the media, and this leads us to understand the communication process through the human need for social relations. We find that the overall behavior of the human being is the process of sending and receiving information in various methods and instruments, including:

- Direct personal expression
- Delegates to carry out the mission of conveying this message
- The environment and nature were an impediment to the human being in the process of communicating more broadly, such as distance and time, but man overcame these obstacles with different uses, but it indicates a meaningful concept such as:
 - Use of smoke during daylight.
 - Fire the torches at night
 - Drumming and blowing trumpets

In order to indicate the arrival of a friend or enemy or specific thing happened, and to overcome the obstacle of distance and time, man used runners with high speed and fitness. The runner takes the message and then heads to a certain place where another runner waits for him and takes the message, and so the sequence is done until reached the intended person. As we see in the Olympics the speed race

is to be followed. Then it developed as the human community progressed to the point of spreading the news; whereby a caller was telling the news by spreading it among the people, and then the human used the carrier pigeon to deliver the message by tying it in its legs. And we can say that the first journalist was a painter who conveyed the information from his time and expressed it in cave paintings dating back to the Ice Age and the Stone Age. Both Plato (427-347 BC) and Aristotle (385-322 BC) are considered the founders of ancient studies of communications, as they showed an art or a craft can be learned by training.

Figure (1)



Image:
<https://media1.britannica.com/eb-media/66/115466-004-C9A67C96.jpg>

Figure (2)



Image:
<https://media1.britannica.com/eb-media/66/115466-004-C9A67C96.jpg>

The Invention of Printing

The print story is ancient and has many differences, there are those who want to return it to its primitive concept of cylindrical seals in the era of Sumerian civilization, those who return it to Chinese civilization and their manufacture of prominent wooden molds to print some pictures and drawings as it is also said that the Chinese are the first to invent the Movable type. The German Johann Gutenberg (1398-1468) and his collaborators began using separate metal letters for Relief Printing, and the first successful experiment was in 1440, then Gothenburg developed a printing press from a machine that was originally a winepress, prepared his metal letters inside a frame and then he inked them, and put on it a board of paper. After that, he managed a huge spiral column of wood pushing it into a wooden board on paper, and the Gothenburg Press was able to produce about 300 copies a day, and in 1456, Gothenburg's famous version of the Bible was printed, arranged in columns each consisting of 42 lines of matrix characters. (Mohammed, Nassif /2011/ Printing Design Space / Dar Al-Yanabie Syria /P12) Printing spread at incredible speed and by 1500 Europe had nearly 1,000 printing places and several million books. With the spread of printing, controlling it, understanding its rules and development other forms of communication other than books began to appear, newspaper appeared and took its form and developed as one of the most important media and hadits components both artistic and intellectual



Figure (2) Relationship Newspaper 1575 - recognized by the World Association of Newspapers as the first newspaper in the world - Johann Carlos was the first German publisher of the newspaper.

Press release in 1957 and that the press will change and Hamza asks on this date.

Do press jobs stay the same?

Do the sources of pictures and news stay as they are?

Does press ownership stay the same?

Does development affect the image of the journalist and how to get it out?

Most think that destiny has a hidden future for the press which isn't easy to be imagined.

(Imam, Ibrahim / 1977 / Art of Journalism / The Anglo Egyptian Library P.O)



Post-Printing Press

The scientific renaissance began and the means of communication began to develop more and more, as the telegraph was discovered, and then the telephone that transmitted the means of communication a qualitative shift, then discovered the fax to reach the most complex communications, which are the wireless communications in 1895, and then the invention of radio and television.

The Invention of Radio is a result of many efforts. Since the 1860s, physicist James Clerk Maxwell predicted the existence of radio waves, and in 1886, the physicist Rudolf Hertz demonstrated that the rapid variation of electric current could be projected into space in the form of radio waves similar to those of light and heat, and then in the year 1866, the scientist Mahlone Loomis was able to make a meter connected to a kite cause a meter connected to another nearby kite to move. This marked the first known instance of wireless aerial communication, while Guglielmo Marconi flashed the first wireless signal across the English Channel since 1899. In addition to Marconi, two of his contemporaries, Nikola Tesla and Nathan Stubblefield, took out patents for wireless radio transmitters. Nikola Tesla is now credited with being the first person to patent radio technology. The Supreme Court overturned Marconi's patent in 1943 in favor of Tesla's.

↑ Mary Bellis (2-3-2018), "The Invention of Radio Technology", www.thoughtco.com, Retrieved 26-5-2018. Edited



The Invention of Television

Scottish electrical engineer John Logie Byrd, who lived in the period 1888-1946, is an engineer originally from the city of Helensburg, and he was the first person to transmit pictures of moving objects. He studied electrical engineering and graduated from the Royal Technical College in Glasgow, as well as at the Larsfield Academy. In 1922, John Logie Bird moved to Hastings under his healthy conditions, and began his first experiments related to TV using equipment and materials from the house, which is an old hat box, a pair of scissors, some of the old needles, and a bicycle lamp.

JESS STAUFENBERG (2016-1-26), "His first TV set was made of scissors, an old tea chest and some sealing wax"‘

John Logie Baird was born in 1888 in Helensburgh, Scotland. He produced televised objects in outline in 1924, transmitted recognizable human faces in 1925 and demonstrated the televising of moving objects in 1926 at the Royal Institution in London. In 1927, he formed the Baird Television Development Company, continued to develop mechanical television, and transmitted a long-distance television signal over 438 miles (705 km) of telephone line between London and Glasgow.

<https://www.telegraph.co.uk/technology/google/google-doodle/12121474/Who-invented-the-television-John-Logie-Baird-created-the-TV-in-1926.html>



Satellite Television

They are television stations that broadcast their transmissions via satellites so that this transmission exceeds the geographical boundaries of the transmission area, where it can be received in other regions via special devices to receive and capture the incoming signals from the satellite, these devices that process that data and display it on the TV screen. (Al-Sayed, Hanaa. 2005 / Satellite TV and opinion leaders / Arab for Publication and Distribution / Egypt / p.6)

With the development of satellite broadcasting and the proliferation of stations that used the latest technical equipment and programs, including open, directed and commercial encrypted and public reception for the acquisition of receivers, it has become possible to get up to date directly, go beyond the distance and time constraint in communication. The television picture also developed and introduced new forms using new techniques and methods including real and virtual, then evolved to use hologram to interact with a particular reality elsewhere, in addition to the great development in the form of presenting programs, publications, advertisements and other media materials.

(<https://www.techopedia.com/definition/9259/satellite-television-satellite-tv>)

Satellite Television (Satellite TV) ", www.techopedia.com, Retrieved 27/6/2018. Edited

These channels are operated by specialists and experts in this field, from directors, photographers, sound technicians, journalists, producers and marshals, and these channels are comprehensive, that provide media content in its different aspects that can attract the most viewers, or particular, that are dealing with one aspect of the information sectors, such as: Politics, economics, sports, cinema,

entertainment, culture, art, variety, local, regional and international affairs. All those operators on any satellite channel seek to keep up with all events through which the channel can be successful and developed.



Art and Cultural Industries

The industry of cultural and artistic production is a fact and a history that combines the negative with the positive, the noble values with the profit-making but which is more certain is the association with the industry and the market. Culture and art are two-sided industries; transforming nature along with culture to serve and develop human life through Outreach and communication, (communication is one of the basic topics and activities of the media and its arts) and its study is considered a scientific and practical meeting point for the connection between two important areas, communication and information. The essence of the communication process is to share ideas, meanings and information as an activity that aims to achieve universality, diffusion, or diffusion of a concept or subject. (Innad, Dina Muhammad / 2016 The System inherent in Design / Baghdad Al-Fateh Office / P.22) The language of the artistic form carries a high communication value, especially if it coincides with the creative idea in design. The shape often carries its expressive symbols in design, as the satellite channels spread around the world were affected by scientific developments and modern technological innovations that changed the shape of the image, which allowed many possibilities to produce an impressive and attractive image for the viewer. Also allowed many interactive and innovative ideas were created in the production of a television image that is appropriate to the times and keeps up with development.



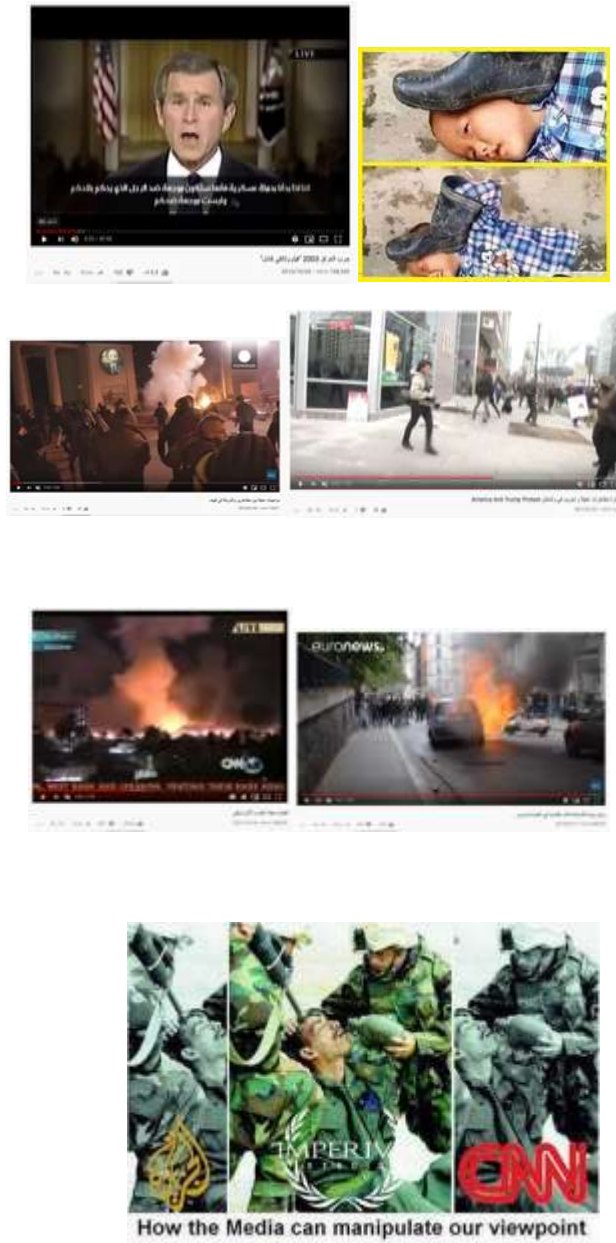
Figure No. (9-10-11) Designs for virtual satellite studios using multiple techniques, according to the media material, including talk show programs, news, artistic or showcasing, with the use of multimedia sound and image effects in proportion to the media material and its ability to influence, dazzle or persuade.

Image Consumption

The term has spread in media studies to express the spread of the image in its photographic, press, television and cinematic types, with the development of technologies and the improvement in the level of image quality and accuracy. There are now in the media space thousands of satellite channels in the world for movies and series, sports, news, religion and music, this large number of channels raised the percentage of viewing and changed the TV scene in the world. With the spread of satellites in light of the development, the communication satellites have been numerous and increased their capabilities and ability to carry more channels that can be assigned to television, radio or to transfer data and information. Then, use of digital system and the compressed signal that doubled the number of satellite channels several times per moon, which contributed to launch specialized channels in many areas that have their audiences and viewers. These capacities encouraged countries to use satellite channels, whether to cover the entire national territory with television broadcasting, or reach out to overseas as well, as these channels can be directed to specific peoples in their language and thus send specific political and intellectual messages to influence public opinion in these countries. We can confirm that this media in this way is more powerful than a gun, a warplane or a missile aimed at the enemy. Through image and sound, false or deceptive news can be conveyed to influence the public and provoke or frustrate them, exploiting of the uneven cultural levels in these countries, where the higher cultural level can detect lies or deception in these pictures or news, and the less the cultural level, the greater the impact of these channels under any circumstances and faster as speedily as possible through the elements of time and space.

Satellite channels have become more likely to display the flashing attractive image that creates an artificial reality rather than real-life. It teaches us to consume the image. The image culture presented by the stations of the major private media partnerships has transformed the culture into a profitable project mainly, and then the main issue is that there is a direction for the image culture to serve the market ideology, leading to its transformation into a commodity, meaning that the image culture has exceeded the logic of individualism. (Wadei Al-Azazi / 2017 / satellite channels in the era of image culture / University Book House / summary)

Dazzling and inconsistency in the TV picture has become one of the basics. There is no objection to display the image, even if it is technically invalid, if it will perform its purpose in excitement. There is no objection to film representative scenes in this way and displaying them, as the artistic, ethical, media and artistic origins of displaying photos and movies in the past have been canceled in exchange for achieving the goal, and almost no society is free of the influence of this targeted media style.



In order for the masses to be raised and to sow discord in a society by the media, it follows a carefully planned and organized approach based on:

- Stimulating the feelings of fear and panic among the masses through the broadcasts of pictures and news.
- Charge symbols and attack them through the programs designated for that.
- Show errors and amplify them to take advantage of the situation.
- Falsifying historical facts to match the public wishes that lost control of their perception by moving their feelings.
- Claiming compatibility with the audience and desires.

- Using religion as a means of legalization.
- Repeat the message continuously.
- Reducing intellectual doses for the benefit of entertainment, and there is no objection to use it in mockery.
- - Show others guilty and use random evidence to take advantage of the lack of focus and cultural level.
- Using art to implement these goals in different ways and means.

The New Media

With the spread and development of satellite channels and their strong impact on the recipient, with the real and unrealistic content they display of their broadcasts, and with the development of making image, sound and effects, there was another way to grow and center in the large media space, but quietly goes and grows until it has wings to fly with in this welcome space, Which is the internet, that web through which the new media appeared. That started pulling audiences of satellite TV, newspapers and radio and created a new type of media. A war emerged between the old or traditional and the new, but it was an asymmetric war between a free opponent with no restraint and another tied up with material, productive, artistic and ideological obligations. A person usually has a desire to preserve the old one, because change is usually accompanied by several concessions, possibly sacrifices and losses for some of gains that one is used to live with. So, the new is usually mysterious and its final features are unknown, so we confiscate it and frighten it. Therefore, between the desire to preserve the traditional; because we know and use to it, and seeking to avoid the new one, in order to its mysterious. The international media and communication landscape is experiencing a state of professional, intellectual and economic attraction between a conservative traditional media and a revolutionary and alternative new media. What is new in the new media are new angles in human life that the traditional media has not touched or is not able to touch upon and deal with according to virtue of the weakness of technology or contexts, which makes it traditional in comparison with the new media that is occupying margins that the traditional media is no longer able to access. (Sadiq, Abbas Mustafa: *The New Media: Concepts, Means, and Applications*, Dar Al-Shrouk, 2008, p. 472)

The Internet is the Genuine Communication Revolution

Internet problems in the beginnings were limited to speed and capacity, what meant here is the speed of downloading information and the size of this information. However, the continuous development in the industries related to this field was going well, as there was no year without a noticeable progress in the solutions of these problems, whether at the level of tools and equipment or the software running them. The Internet is one of the great technological developments that the world is witnessing in various fields, as all societies and people cannot keep up with the times without using the Internet due to its great importance in many areas in the world.



Beyond the Internet

The computer was designed to assist in calculations, and then it turned into an output, montage, and management device, eventually reaching a communications device and primarily connected with billions of similar devices in the rest of the world. Technology has developed forms of publishing media content, the means and the vessels that spread the media content have multiplied, and they have reached a state of rationalization and maturity since the invention of printing, and the trend has now become towards a further reduction of communication vessels so that they are accessible to all, and finally, the ability of these vessels to carry, transmit and enter the battlefield of daily family use in an accelerated manner.

(Razan, Gamal / 2017 / Traditional Media / Al-Jazeera Center for Studies)

With the spread of modern technology means of software as well as social media, there have been changes in the design and presentation style, the positive side lies in what the software provides in terms of design, accuracy and speed in implementation compared to before. Also, relying on printing in the past was the only way to see the poster to be able to spread the message, for which it was designed, while printing became one of the means with the beginnings of the twenty-first century after the publication of social media that allow the poster to spread without printing, there are even posters that are not printed entirely and only depend on these sites and their message may reach the recipients more broadly and have a greater impact than printing them. But the negative one is that the ease of use and availability of software has led to non-specialists in the field of design without knowing the basics of design, so the end will be posters that may be repulsive and cause visual pollution to the recipients, which is reflected negatively on the delivery of its message. (Farid, Hani / 2014 / The Role of the Poster in Political Events / Fourth International Conference Research / Al-Zaytoonah University). There is no doubt that the continuous development in the use of the Internet is accompanied by a continuous development in the production and design of software in its diversity in all directions, including communication and those specialized in the manufacture of audio, video and other specialties that allowed technology to assume everything and see it, hear it, and also attend it.

Audiovisual and the Internet

With the continuation of research and development on the level of software, tools and services innovation, institutions were formed to provide the service, starting from the internet as a network to communicate with the world to book a flight ticket, order a meal, design a site, reserve an advertising space or provide graphic

services to develop a specific content. Among the new uses in the Internet is a podcast, and with the availability of Internet services at cheap prices and the low prices of mobile phones, the opportunities to access podcasts have multiplied. In fact, the podcast has spread automatically in several ways. Podcasts provide applications for users that enable them to view or hear visual or audio content when accessing these applications. These applications are available either for free or at a cost, and can be downloaded and installed on a personal computer, iPhone, iPad, MP3 players, and other devices.

<http://blog.naseej.com/2013/11/07/podcast-in-distance-learning>

Social Network Sites:

These are websites that provide Internet pioneers with a personal page to share information, pictures and videos with their group of friends and their network of connections (Boyd Danah, Ellison Nicole, Social Network Sites Definition, History, and Scholarship). A mobile device is not without these applications that increase communication, send and receive information quickly and accurately:



Popular media and viewing and liking ratios

This term (popular media) expresses that the public has the opportunity to spread their ideas via the Internet in multiple forms through word, image and sound across multiple platforms. The Internet has allowed people to produce, organize, and amend content and comment on certain contents to show new media competing with traditional media less expensive, easier and faster to reach the recipient, which is popular media through social networking platforms, such as YouTube, Facebook, Twitter, Instagram and other platforms, and it is worth noting is the extent of the spread This media and its diversity as well as its development in terms of form and content, especially in the YouTube platform, which contained many channels that have very high viewing rates reaching millions and billions. These numbers were a dream for traditional media. In spite of the lack of professionalism of the owners of these channels in the media work in terms of photography, montage and various effects, we note an evolution in form and technology from the beginning of the emergence of the channel until its spread. This is due to the availability of the financial return through YouTube, in addition to advertising in these channels, which generates good income that

allows the channel owner to seek the help of specialists in the field of image and sound, in addition to that some large media institutions took advantage of this opportunity and adopted some ideas for these channels through continuous financial support and the provision of required propaganda for these channels to spread and obtain high levels of viewing in order to use them in other political, religious or ideological directions when needed. This is noticed through the content and method of presentation. It is noticeable that the various platforms provide tools that help the channel owner to follow the growth of his channel and provide many directions for development through different tools, which makes us wonder whether the public turned into a media and in favor of who is referring to this question to the old question: Is there a free media that is not controlled by anyone seeking truth or anything else?. The answer here is of course known, there is no free media, whether traditional or popular media. The private channels on the YouTube platform, which are the most popular and widespread, are affiliated with the publishing organization, which is YouTube, which can block any content that you do not want for any logical or illogical reason, although what is rumored about the area of freedom granted on these platforms, which places the orientations of these companies in doubt all the time, it imposed a reality that no country or institution can condone, nor do not interact with it and its positives. The user, through Facebook or YouTube, can invest well his ability to mobilize the audience through various features (text - short message - photo - video - comments - liking an idea - creating special pages about any idea or event) and noticing numbers of views, likes of pages, channels or the visible content and big numbers that attract ads that generate significant financial profit.



<p>أكبر جمهور</p> <p>كريستيانو رونالدو</p>  <p>عدد المتابعين 122 121 635</p>			<p>أكبر جمهور</p> <p>مجله حبيبتی</p>  <p>عدد المتابعين 26 913 504</p>		
<p>ريال مدريد</p>  <p>عدد المتابعين 110 505 105</p>		<p>نادي برشلونة</p>  <p>عدد المتابعين 103 171 238</p>		<p>تامر حسني</p>  <p>عدد المتابعين 18 933 824</p>	
			<p>عمرو دياب</p>  <p>عدد المتابعين 16 870 947</p>		



Popular media pros and cons

The last question comes, are these platforms positive?

The answer is yes; of course it has great positives in spreading culture and science.

The multiplicity of cultural, health, sports, artistic, technical, scientific, literary and social channels at different levels, there is hardly any field without any content on YouTube, even the medical field that relates to medical culture and health, because it is easy to search and view audio and visual content, which is easier for the recipient than reading only, also contributing to the rapid circulation of news, e-marketing, entertainment, forming relationships between peoples, and opening the way for people of different ideas, attitudes, and customs to express themselves. From the foregoing, these positives are good and sufficient for these platforms to carry the good of the world, but there is nothing in it that is absolutely good; there are many disadvantages to these platforms, especially as they deal with the people of the multi-cultural lands, customs and religions, which lead to:

- Raising problems and prejudices at times, as the media may lead to bad sectarian fanaticism, and try to entice individuals to the ideas that such fanaticism calls for, which causes problems, ruin, and destruction within society.
- Negative impact on the general taste of the members of society through broadcasting of some poisonous and bad-taste programs and ideas with the aim of exploiting the energies and whims of youth to achieve material profit.
- Addicts infected with some media such as the internet with isolation, depression, and a loss of ability to communicate with others on the ground. Analyzes and psychological studies indicated that the person who thinks himself socially on social media is actually living in illusion because communication through the Internet is different from Communication on the ground.
- Spreading corruption and vice through the greater openness to the cultures of other peoples in a negative way, and the incompatibility of their ideas and customs with the teachings of religion and the customs and cultures of the local community, which generates problems and gaps between members of the community.

Findings and recommendations

- The traditional media remains the official media of the country, but it is without mass. It must be credible and transparent and be a reference for other media channels.
- The form plays a major role in influencing the recipient and mastery of thought and implementation as a reason for spreading.
- Popular media will remain a space of expression and presentation of ideas, and can be rejected and accepted.
- Social media platforms are one of the new media outlets that should not be neglected or completely relied upon.
- Credibility in the media is not guaranteed, so the recipient should be careful, and the state should work to develop people's capabilities in dealing with the news that is published.
- Using deception in the picture was invented for using in cinema and fictional and historical subjects, and using it in the media loses credibility and contradicts the media's code of honor.

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