

**A survey of the opinions of young Arabs in the diaspora towards the electronic media and its role in shaping the cultural personality of the youth....  
Media Network in Denmark / model**

**Prepared by**



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## **Abstract**

After the spread of the Internet and the Emergence of Arab websites, a State of competition emerged to highlight topics of interest to the reader, Topics related to identity and identity, especially sites that concern about the Arab immigrant in the Diaspora, because the obsession of cultural privacy and identification of cultural personality is the same obsession with both originality and contemporary , Which made the Arab web sites have the heavy weight to take responsibility on the cultural side to root the identity of the cultural identity of the mother country. From here it was necessary to find a study that highlights the websites in the Diaspora through the important topics that serve the Arab reader and specifically the youth in the transfer of their cultural heritage and customs and traditions that constitute their cultural personality , The study included Arab youth in the diaspora who browse websites, specifically the Danish media network , And for this purpose the researcher used the descriptive approach in this research , And a questionnaire was prepared by selecting a group of paragraphs after being presented and approved by a number of referees who were used to find the opinions of the random sample (the youth who visited the Danish media website) . The study included a random sample of 132 Arab young people residing in Denmark who are familiar with the media network and after conducting the questionnaire on the research sample consisting of (95) males and (37) of females, it was found that:

1. Young males are more familiar with Arabic news websites than females.
2. Subjects of interest to cultural personality were acceptable to a large proportion of respondents.
3. Most young people (who are familiar with the site) have no desire to publish the topics in Arabic because most of the respondents find the Danish language as the mother tongue.

**key words :** Electronic Media - Media Network - Cultural personality.

## **Introduction**

Electronic media is a modern means of rapid communication, which reduces the distances and penetrates time with amazing speed, which made him the most attractive to a large audience of readers and observers, Each according to his desire and need, And this color of the media greatly affects the views and behavior of people, because of its role in the development of the cultural aspect in general, Because it contains topics affect one way or another to this aspect, There is a complementary relationship based on vulnerability and influence between them . (Schwartz 1998)

Arab media mail has a special character of communities look at him with pride, His details are followed on a daily basis, and this is evident through communication in publishing , reading as reviews, and expressing opinions via comments, The need for Arab electronic media has grown remarkably large and exceeded perceptions so it turns out like a face-developed communication and a pivotal element in the social structure of the process and ensuring continuity and development of social life, Whereby interaction between individuals and groups happen, through which it facilitates the flow of social action inputs, and thus electronic media has become a social media contribute to the creation of an identity of the Arab communities in the Diaspora which suffers from narrow-mindedness, and the difficulty of integration, and the need to communicate with some on the one hand and with homelands on the other, and with the home countries of residence, which is also the second home for life.

### **Search problem and objectives:**

The research aims to

First: to shed light on how the personality of the individual is affected by the culture prevailing in the Diaspora society.

Second: Can electronic media be an alternative to the traditional media to contribute to shaping the cultural personality of the individual?

Third: Identify the reality of the work of the media network in the Diaspora. .. And Denmark specifically.

### **Search questions:**

1. What are the attitudes of individuals by sex about the electronic media in the Diaspora?
2. Do electronic media contribute to the development of certain cultures in the personality of young people?
3. What are the main features of the web site ... Is he able to be independent, neutral?
4. What is the attitude of young people about the electronic media in the Diaspora ... Which networks prefer to develop their cultures?
5. Identify topics of interest to young people through websites and to identify the topics most attractive to them.

### **search limits:**

1. Spatial boundaries

Research is determined by young people (males, females) immigrants In different countries, especially Iraqi youth in Denmark.

2. The search period is determined for the 2017-2018 academic year temporal borders.

### **Search terms:**

1. Electronic Media
2. Cultural personality
3. Media Network in Denmark

### **Research Methodology:**

The researcher used descriptive approach because it is close to the current research study, through the preparation of a questionnaire form for youth in Denmark.

### **The theoretical framework of research**

#### **The concept of electronic media:**

Is a new type of media active in the virtual space it uses electronic media as tools to him, Run by countries, institutions and individuals with different capacities, Characterized by rapid deployment, low cost and high impact.( AL -Jamal, 1999)

## **Electronic Media Theory**

Is the theory formulated by the contemporary German philosopher Jürgen Habermas, Which is called the theory of the public sphere? (Annan and Al-Shaafa'i, 2001)

## **Effect of culture in personality composition**

Cultural influence points in personality:

- Composition of images behavior, thinking and emotions of the individual.
- Provide explanations and explanations about the universe and nature
- Provide explanations and explanations about the universe and nature and the origin of human and what his life cycle.
- Provide the criteria that enable the individual to distinguish between right and wrong acts.
- Development of the conscience of the individual to become a sergeant on the actions of individuals and their behaviors.
- Directing the individual to the right directions that improve his overall behavior.

## **The importance of culture and personality:**

First. The theoretical importance is:

- Helps to understand the relationship between culture and personality, and influence each other.
- The answer to many questions about the national character.

Second. Practical importance:

- Helps us to better understand ourselves, and to know the strengths and weaknesses, and try to fix errors and developing positive aspects in us.
- Helps to understand other peoples, and learn how to deal with them in a way that supports intercultural communication.
- Helps to understand enemies through studies of the national character of these communities, and learn how to deal with them, and predict the responses of their actions in war and peace.
- We can predict future behavior of individuals in different situations.

## First: General data

### 1/1 sex

Research data showed that the ratio of males stood at 95 at a rate of %71.9 and the proportion of females 37 languages at a rate of 28%.

(1)

%	Repetition	Sex
<b>71.9</b>	95	<b>Males</b>
<b>28</b>	37	<b>Female</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

### 1/2-year-olds

The age of (20 to 25) number (50) and make up the proportion (37.8), and the ages of youth (26 to 30)

(2)

%	Repetition	Age
<b>37.8</b>	50	<b>(25.20)</b>
<b>34</b>	45	<b>(30.26)</b>
<b>28</b>	37	<b>(31.30)</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

number (45) and make up (34%), as for the ages (31 to 35) the number (37) and their proportion (28%).

### 1 / 3- Educational Qualification:

Reads and writes (13) make up the proportion of (9.8), Secondary education (7) percentage (5.3), University education (14) and constitute (10.6%), above the university level (33) and make up the percentage (22.9).

(3)

%	Repetition	Educational qualification
<b>20,4</b>	27	<b>Reads and writes</b>
<b>22,7</b>	30	<b>Secondary education</b>
<b>31,7</b>	42	<b>University education</b>
<b>22,9</b>	33	<b>Education Postgraduate</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

### 1/4 - Number of years of residence in Denmark

The number of (1-5) was the number (49) and constitutes (37.1%), and a class of (6-10) was the number (38) and make up (28.7%), and a group of (11-15) was the number (25) and make up (18.9%), and the category of (16-up) was the number (20) and their proportion (15.1%).

(4)

%	Repetition	Years of residence
<b>37.1</b>	49	<b>( 5 - 1 )</b>
<b>28.7</b>	38	<b>( 10 - 6 )</b>
<b>18.9</b>	25	<b>( 15 - 11 )</b>
<b>15.1</b>	20	<b>( Up - 16 )</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

### Second: The diversity of cultural information on the site

1. Do you use Arabic websites to know what is happening around you about matters of interest to your Arab culture?

(5)

<b>%</b>	<b>Repetition</b>	<b>the answer</b>
<b>%26.5</b>	<b>35</b>	<b>Using Arab sites</b>
<b>%73.4</b>	<b>97</b>	<b>Do not use Arabic sites</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

2. Does the site contribute to documenting all events at home and abroad in a way that promotes the Arab cultural identity?

(6)

<b>%</b>	<b>Repetition</b>	<b>The answer</b>
<b>%52</b>	<b>18</b>	<b>The site documents events</b>
<b>%48</b>	<b>17</b>	<b>The site does not have events</b>
<b>%100</b>	<b>35</b>	<b>Total</b>

3. Is the site dealing seriously with the situation of migrants and their situation in the country of the Diaspora?

(7)

<b>%</b>	<b>Repetition</b>	<b>The answer</b>
<b>%53.7</b>	<b>71</b>	<b>YES</b>
<b>%46,1</b>	<b>61</b>	<b>NO</b>

### **Third: Time Period:**

What is the time period for visiting websites? (Media Network site in Denmark)

1. Short term less than a week
2. Mid-range from a week to a month.



3. Long term than a month and more.

(8)

<b>%</b>	<b>Repetition</b>	<b>The answer</b>
25	33	<b>Short-term less than a week</b>
60.6	80	<b>Medium term from week to month</b>
14.3	19	<b>Long term than one month and more</b>
<b>%100</b>	<b>132</b>	<b>TOTAL</b>

#### Fourth: Addressing daily events

1. The site uses daily events in dealing with news

(9)

<b>%</b>	<b>Repetition</b>	<b>the answer</b>
57.1	76	<b>Yes</b>
48.8	56	<b>No</b>
<b>%100</b>	<b>132</b>	<b>Total</b>

2. Are there problems do you experience when reading in Arabic

(10)

<b>%</b>	<b>Repetition</b>	<b>The answer</b>
<b>%73.4</b>	97	<b>Yes</b>
<b>%26.5</b>	35	<b>No</b>

3. Would you like to read the publication in the Danish language?

(11)

% Repetition		The answer
%66.6	88	Yes
%33.1	44	No
%100	132	Total

## Recommendations and proposals

### First. Recommendations

1. Encourage women to read topics on websites
2. Interest in cultural topics that spread the culture of pride in national identity.
3. Encourage young people to learn more about the sites and channels that develop the Arab cultural personality.
4. Conduct educational courses and teaching in Arabic in a while.
5. Youth participation in the management of cultural associations, which is concerned with the Arab cultural aspect.

### Second. Proposals

1. To be the role of electronic media in society, news transfer, whether it is the daily news of events or cultural news.
2. Ways to deal with topics must be in a manner Encourage young people to express their opinions on these sites.
3. Must have a prominent role in transmitting facts away from counterfeiting and deception.
4. There should be a lot of in-depth studies on the importance of websites.
5. Preservation of Arab culture and the transfer of customs and cultural traditions of Arab.

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