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## **Journal procedures**

Among the measures taken by the journal upon the arrival of the research are as follows:

1. The research is subject to scrutiny in the following respects:
  - a. Ensure that the research is not extracted through a special program for this purpose.
  - b. Ensure that the research is not published
  - c. The publisher is required to sign an undertaking that the research is not published and not extracted and may not be published anywhere else.
- 2- After the initial approval of the research and its topic , send the researcher the initial approval specifying the publication fees and the date of publishing the research.
3. In the event of a refusal, the researcher shall be informed of this by an official letter stating the reason.
4. After the initial approval of the research the research is sent by official letter to arbitrators with the same jurisdiction as the title of the research, with a special form to evaluate the research from several aspects without mentioning the name and address of the publisher.
5. Within 14 days, the researcher gets the answer regarding his research, In the event that there are notes about the research, the search is repeated for the researcher in order to make the correction after that, final approval is sent to publish the research.

## **Terms of Publication**

### **Conditions related to the researcher (publisher)**

- 1- The research must be unpublished and not previously published anywhere else.
- 2- The paper should be written in one of the two languages, Arabic or English only.
- 3- The search is sent in two formats, one of them **word** and **pdf** , With two abstracts in Arabic and English, Not more than 200 words for each abstract, And send it to the email [journal@neacademys.com](mailto:journal@neacademys.com)
- 4- The research is attached to a letter addressed to the editor-in-chief of the journal requesting that his research be published and an undertaking not to publish his research in another publication.

## **Technical conditions for writing Search**

1. The number of search pages is not more than 30 pages of pieces (21 x 28) A4
  2. For writing in Arabic, calligraphy is used **Simplified Arabic** At a scale of 14, the headline is written on a scale 16 bold type.
  3. To write in English is used **Times New Roman** At a scale of 12, the title is written on a scale of 14.
  4. The Arabic margin is written in scale 12 with the same type of font, while the English margin is written in scale 10 with the same type of font used.
  5. Attached with the research abstracts key words (function), and be in both Arabic and English.
  6. The number of references and sources should not exceed 5 pages.
  7. Tables, drawings and figures must be (12 x 18) size.
  8. References are written in the text in a manner **American Psychological Association. APA**. Sources is arranged alphabetically at the end of the search according to the author's last name.
- .All appendices are mentioned at the end of the paper after references.

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### **Prof. Dr. Kadum al-Addly**

**Chairman of the Northern European Academy of Sciences and Scientific Research**

Praise is to Allah, Lord of the Worlds, and prayers and peace is upon the Seal of Messengers Muhammad Bin Abdullah and on his family and companions.

After here we meet with you in the Second issue of Northern Europe Academy magazine, which we hope to be a lamp illuminating, For students of science everywhere, they receive the knowledge, knowledge and culture they need 'We are optimistic that we are on track to achieve the objectives of the Nordic Academy And its scientific journal, the dissemination of knowledge and the real information and provide it to anyone looking for it , and since it is difficult for any magazine to draw its features and determine its destination since the first issue, but we are trying to provide the basic indicators of ambition and direction in the way of culture long and difficult by careful to complete the requirements of scientific research sound in the published research and studies.

Perhaps it is not an exaggeration to say that the issuance of a scientific journal a new court insists and is keen to ensure the conditions of safety and accuracy in the production of the first issue Is to enter into a risk-free adventure in a time of explosion and decline in many of the concepts, visions and ethical values of scientific research, but the concern and emphasis on scientific values sound and correct despite the difficulty was and will remain the hope and goal of scientists and noble values at all times and places, and so it has been emphasized to achieve the specific publishing conditions, whatever the reactions, keeping our balance of the original researchers and students of science from the correct sources, and on the health of these bases were evaluated by the magazine owners of science and knowledge in the Danish Kingdom, And the outcome of that effort was obtained **ISSN 2596 - 7517** The serial number of the International Standard from the Royal Library, the Danish National Library and the University Library of Copenhagen.

**The extension needs of the elderly  
(Retired model)**

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## **Abstract:**

The objective of the research is to identify the guidance needs of pensioners and the differences in these needs according to the factors:

The gender (male-female) and the academic level and financial status of the pensioner.

The research is limited to the pensioners in Baghdad/ Karkh for the year 2017. And the research sample was a random sample of pensioners of (100) of males and females, (48) males and (52) females. And a measures of guidance need was used for this purpose that consists on (37) item distributed on (4) fields which are (psychological needs) and (social needs) and (health needs) and (economical needs). The results showed that the members of the sample are suffering from the guidance needs in all its four fields and that the psychological needs are in the first degree and the economic needs are in the second degree and then the health needs and after that the social needs. And didn't show statistical differences regarding the gender and academic level and financial status.

**Key words:** Need - Counseling need - Older persons.

The research recommended several recommendations:

1. Establishing departments for the social service and psychological consultancy in the retirement and social insurance dept. and hiring social specialists who graduated from the social service and psychological guidance colleges who are trained professionally to deal with pensioners issues in order to provide the consultancy service and the proper support for them and provide for their psychological and social needs.
2. Granting the pensioners special privileges in the entertainment and tourists facilities and the secondary services in society and granting them the proper discounts to encourage them to spend their free time in a productive way and granting them privileges that distinguished them from the other age categories.
3. Preparing them for the retirement in an early time by preparing programs and plans prior to retirement in order to use them to grant the pensioners the needed consultancy to adapt with the age level and retirement, and starting workshops for the

people close to the pensioners to prepare them psychologically and socially for the retirement period.

4. Establishing organizations to take care of the pensioners and scientific research centers that will conduct researches and studies about the elderly in general and the pensioners especially.

The research also recommended the following:

1. Making another study about the needs of the retired military men.
2. Making a comparative study between the needs of civilian and military men pensioners.
3. Making a study about the pensioners' needs and its relation with some factors such as: psychological security and the self-concept.

### **Theoretical importance:**

That the elderly and care and attention to them as a repertoire of knowledge and historical memory. And take care of them socially, religiously and psychologically fulfilling the door because they need health support, psychological support, and a sense of unity and direction of social relations vacuum that they suffer, therefore, any study that can provide the scientific library with theoretical scientific results will be an important addition to the theory.

### **Applied importance:**

Is based on the importance of older persons and retirees in particular as an important segment of society has a great advantage in the service of society. The issue of older persons a global issue, a multifaceted humanitarian and social issues and aspects that have imposed themselves at the present time on all societies to a different degree of progress and advancement are an increasingly important issue over time.

The United Nations Organization has been concerned with the needs and problems of older people and called for the benefit, from their experience and competence at a time when their numbers grow year after year, this is reflected in United Nations General Assembly Resolution 47/5 proclaiming 1999 as the International Year of Older Persons, which stipulates five principles for the Government to implement in

its national programs for the care of older persons: independence, participation, care, self-realization and dignity United Nations, 2000.

### **Research Goals:**

The current research aims know the following:

- 1- Extension needs for retirees
- 2- Differences in indicative needs with statistical significance according to the following variables:
  - a. (Gender: Male, Female
  - B. Retired Certificate: (secondary, undergraduate, graduate)
  - C. Job grade: (first-second) (third-four)

### **Research limits :**

Determined search of civilians in the city of Baghdad retirees / Karkh side / during the year 2017.

### **Conclusions:**

1. Civilian retirees suffer from many of the indicative needs.
2. Psychological needs, occupies the first place in terms of the degree of severity, followed by economic needs and health needs, and finally the social needs.
3. Retirees are similar to the needs of the unit according to their academic and financial grades and their kind.

### **Recommendations:**

Based on the above research recommends the following:

1. The development of the people of the social service and psychological counseling in the General Pension Department and the appointment of social workers, graduates of social service and psychological counseling.
2. Granting retirees special privileges in facilities, recreational and tourist services and supporting services in the community.
3. The creation of staff for the stage of early retirement through the preparation of previous programs and plans for retirement in order to receive retirees through which needed to cope with old age and retirement counseling.
4. The establishment of associations and links to take care of retirees and scientific research concerned with the preparation of studies and research on the elderly in general and pensioners in particular centers.
5. The establishment of centers for retirees in a variety of activities and be designed appropriate to their health.
6. Provide employment opportunities for healthy retirees who wish to continue in various areas of work.
7. Continuing communication between retirees and the parties that worked with them to ensure the benefit of their expertise and notice that they are still able to give and produce.

### **Proposals :**

1. Prepare a similar study on the needs of the retired military.
2. Conduct a comparative study between the needs of the civilian and military retirees.
3. Conduct a study on the needs of retirees and their relationship to some variables such as psychological security and self-concept.

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**Human behavior and changes  
in chemistry of the human body**

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## **Abstract:**

Human beings in all variables (habits, genetics, formative, social environment), which defines its formative geometry and its permanence is an object that transcends its human life on everything , man is certainly his own personality but with a difference and differentiation based on his self-concept and experience the way of life and changes create pressures that require adaptation adapted to that change the more that change increased the risk and increased pressure of this life in various aspects , we are those who keep these pressures with his experience and knowledge forgetting pain and trouble, seeking a state of compatibility and adaptation to provide him with a balanced life together , and those who find it difficult to adapt and compatibility with it generates a state of imbalance and imbalance in behavior through its effects on the biological side , thus affecting the physiology of organs to generate different cases of disease and varying severity , many physical and physiological changes occur as a direct result of the psychological stress experienced by the individual in a world of constant change , and through these stresses and their psychological, physiological and social effects, we can interpret (pressures) biological explanation , As the person falls under the effects of his life and symptoms of response to the physiological and here the person shows a state of defense against the pressures for adjustment, compatibility and containment to relieve himself that psychological suffering , or can have biological effects and symptoms of self-response to the behavior of the individual.

Key words: Human behavior- Personality- Physiological changes.

## **Study problem and importance:**

Biological and behavioral sides of the individual, one affects and is affected by the other, as there is a correlation between the two (biological variables and psychological variables). My study here is to be the behavioral side of man but from the basis of biological basis and this requires us to know full and a thorough study of the nature of the construction and work functions of parts of the human body, especially those associated with the psychological aspects (behavior, performance, ideas, and feelings) , or a study of the biological side by the psychological factor and knowledge of what is happening and change in the physiological (functional) side of the cells of the organs affected by this act therefore, there are two contradictory cases

are behavioral variables and physiological variables both have to do the other, and in both cases is a study of the work of two variables, psychological and material to the human, and on this basis the researcher in this study interested in the following:

1. Study of the nervous system and clarify its role in determining what the behavior of the individual.
2. Study the types of electric waves of the brain and which determine the behavior and actions.
3. Hormonal secretions and their role in the occurrence of some diseases that the individual suffers from the imbalance in the body chemistry.

### **Objectives of the study:**

The study aims to find out a range of factors through which they can identify the physiology of the nervous system and the role of external factors in it, and these goals are:

1. Study the physiological indicators produced by an external factor.
2. Study the neural processes resulting from the role of the external stimulus.
3. Study the organic side.
4. Pathological conditions that occur due to hormonal disorders.

### **The limits of the study:**

The current study is determined by the theoretical principles that shed light on the psychological and biological variables of the study and the chemistry of the human body.

### **Terminology of study :**

#### **1.Behavior.**

It is a set of responses that an individual takes in the direction of a situation

#### **The researcher knows him**

A type of physical, mental and psychological activity by the individual to achieve his goals and satisfy his desires

#### **2.Personality**

Is all we can predict what an individual will do when placed in a particular position?

### **The researcher knows him**

Are the qualities and behaviors resulting from the act of external influences which determine the person and the fact that his presence and dealing with what is going on around him a group?

### **3. Physiological psychology**

Is to study the relationship between physiological processes and behavior.

### **The researcher knows him**

To study the mutual effect of psychological variables and biological variables on humans.

### **The human body faces the stimuli in three mechanizes**

#### **A. Alarm phase.**

Move the body's abilities to address these stimuli.

#### **B. Resistance stage.**

Is the resistance of what the psychological effect of fatigue and exhaustion through the mobilization of all the capabilities of the body?

#### **C. Adaptation phase:**

The stage of the emergence of the psychological effect (Causing fatigue and exhaustion) in the form of diseases that affect different parts of the human body.

### **A range of factors that help the emergence of diseases such as**

1. The presence of organic dysfunction in the function of a member of the body.
2. There are some factors (emotional) help.
3. The state and nature of the disease in terms of its rotation of the state of dormancy and activity.
4. Family history has an important role in the emergence of some diseases and the speed of infection.
5. The disparity in the incidence of diseases among males and females.

### **4. Emotions**

The external stimuli, both negative (sad) and positive (pleasing) emotional effects on the person to talk him a state of excitement in his behavior and movements, and all these emotions consist of three aspects are.

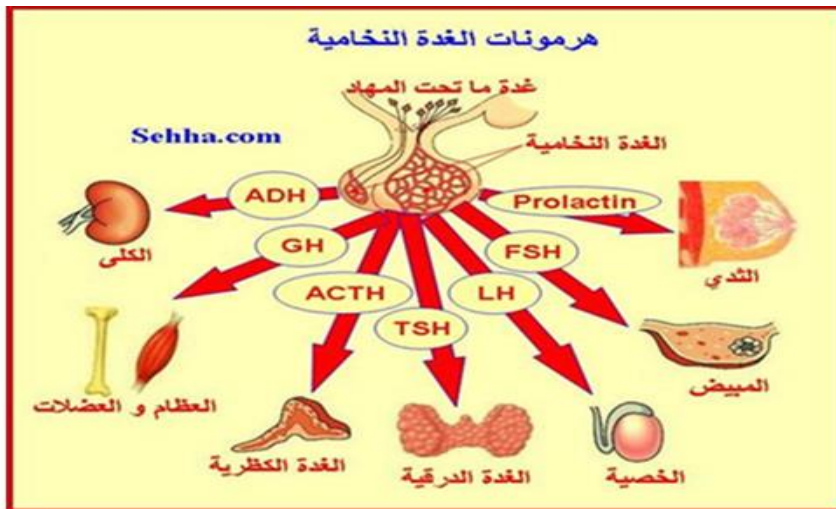
- A. Side emotional
- B. External side
- C. Physiological side

## 5. Endocrine glands

A group of specialized cells that send their secretions directly into the bloodstream, and the most important of these glands are:

### 1. Pituitary gland

Is a small gland located at the base of the brain a group of hormones are produced, the most important of which are?



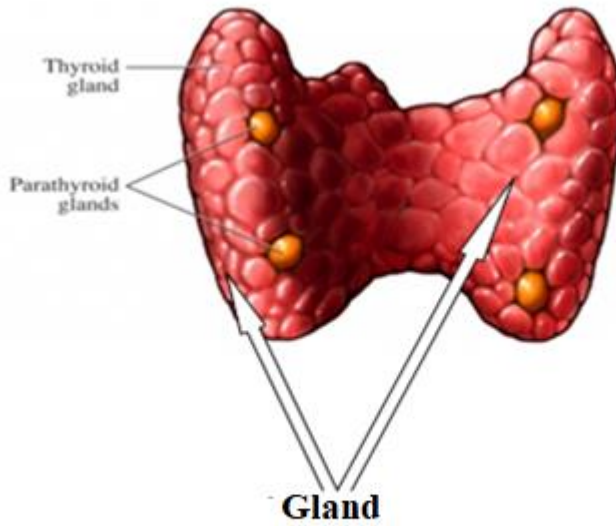
<http://images.google.com/images?q=pituitary+gland&http://images.google.com/images?q=pituitary+gl and&hl=arhhl=arttp://images.google.com/images?q=pituitary+gland&hl=ar>

الشكل - 1

ACTH – TSH – FSH – LH – GH – Prolactin - ADH

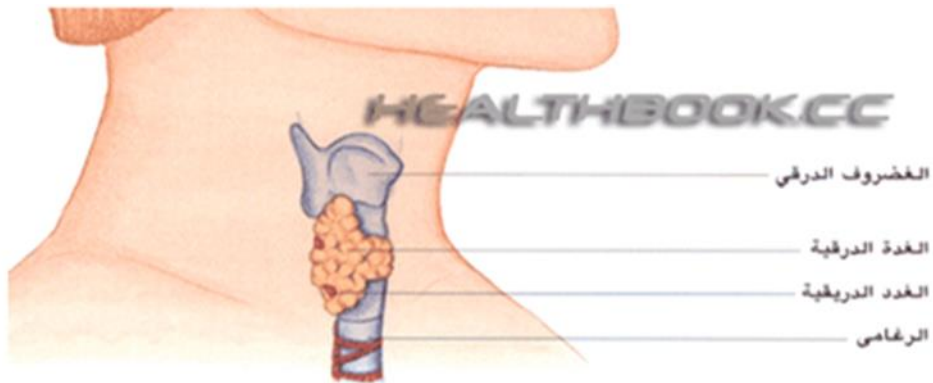
## 2. Gland Thyroid

The area is located the front of the neck, In front of the trachea and it consists of two lobes. Its function is the secretion of thyroxin.



<http://images.google.com/images?hl=ar&lr=&q=thyroid+gland>

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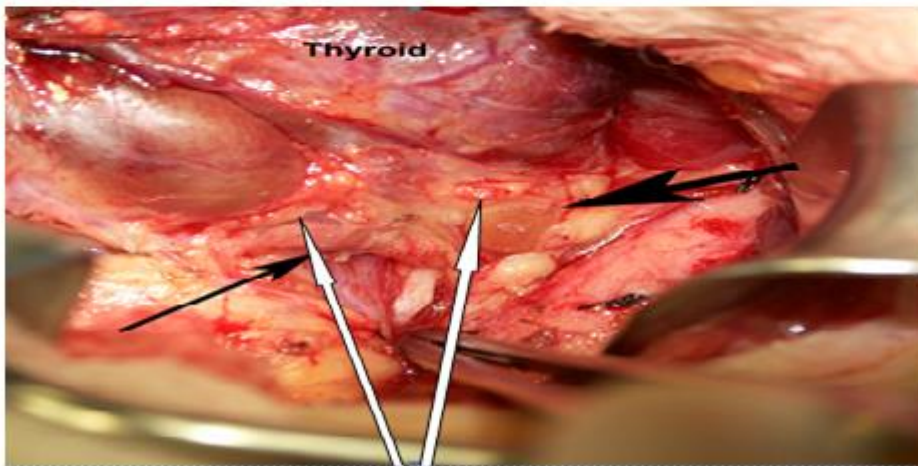
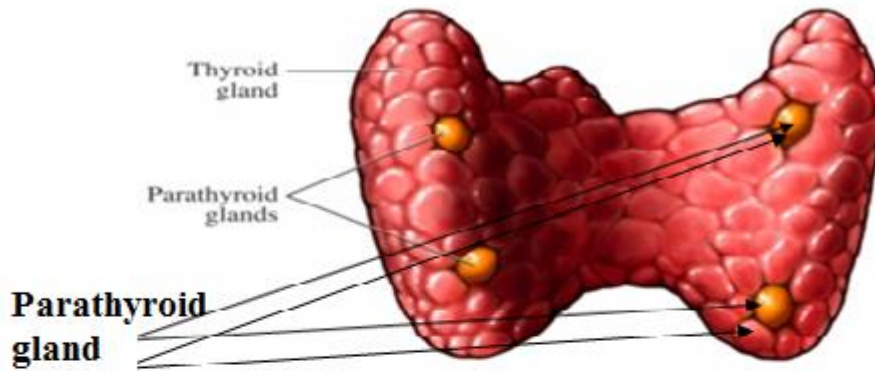


<http://images.google.com/images?hl=ar&lr=&q=thyroid+gland>

شكل - 3

### 3. Parathyroid gland

Consists of four small lobes not exceeding 5 mm in diameter and are adjacent to the thyroid gland.



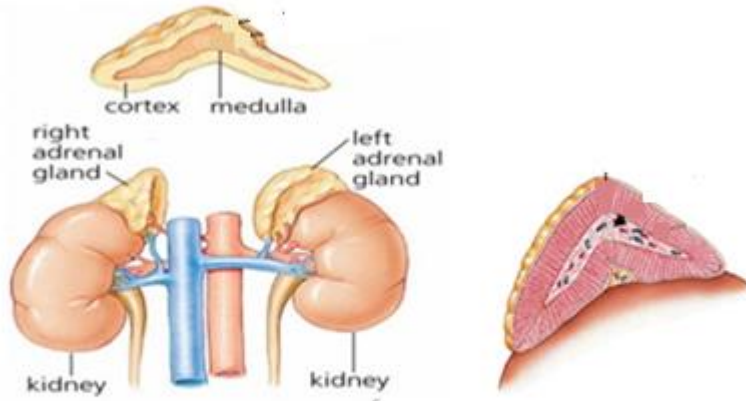
4

Parathyroid gland



#### 4. Adrenal gland

These glands are located above the kidneys,



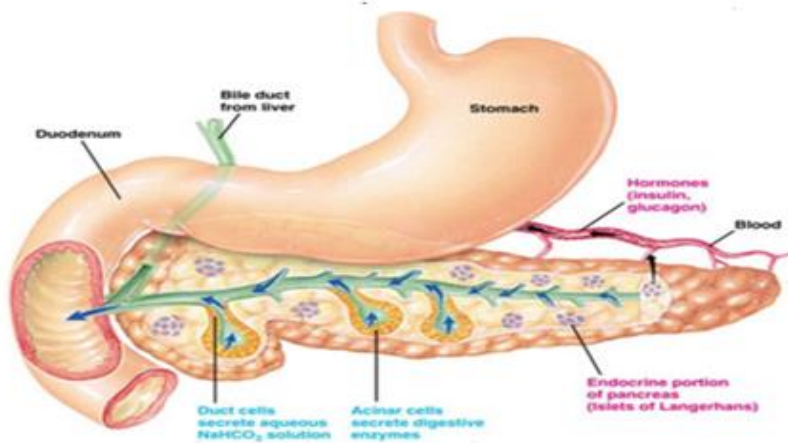
<http://images.google.com/images?hl=ar&lr=&q=suprarenal+gland>

5-

#### 5. Pancreatic gland

Digestive gland located between the stomach and small intestine

- A. Alpha cells secrete the hormone glucagon
- B. Beta cells secrete the insulin hormone that regulates blood sugar



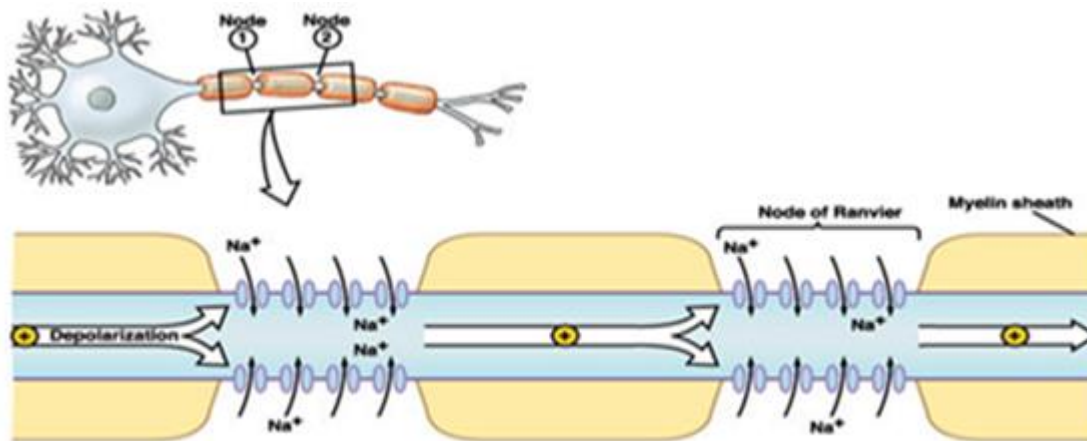
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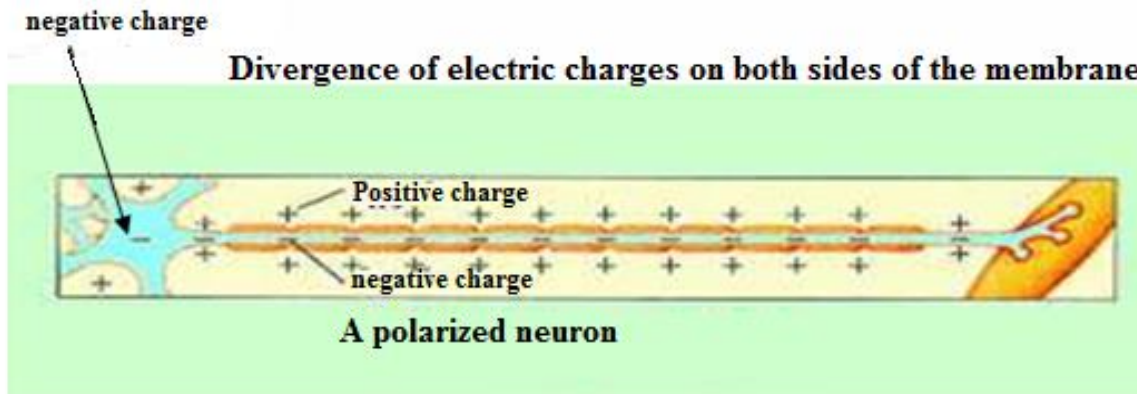


**How is the transfer of nerve impulses from one cell to another?**

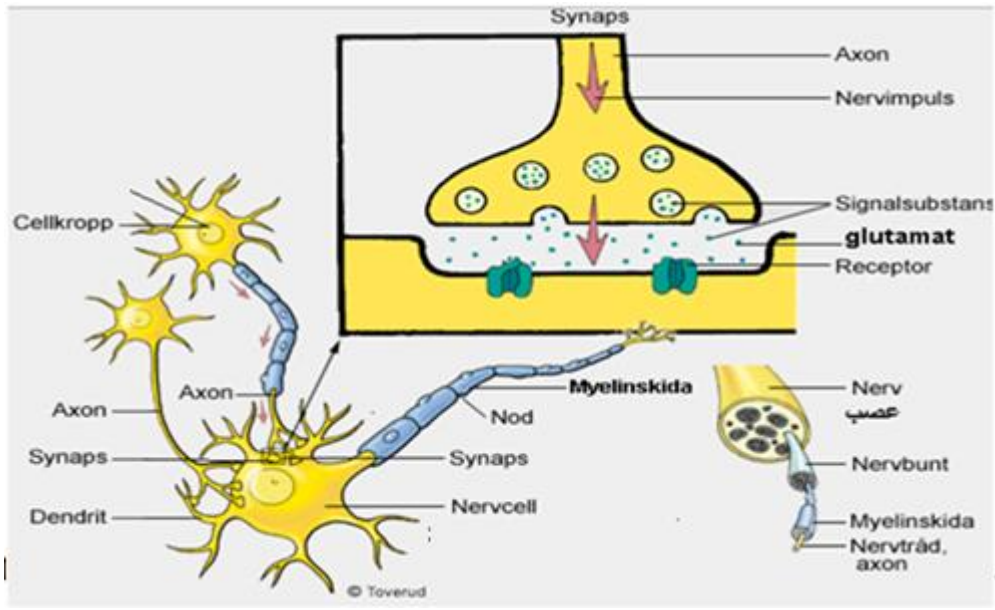
The cell in its natural state is the status of an electric chemical stable



**Positive ions transition of sodium through the holes**



**The state of polarization of the cell is nervous in case of stability**



## **Psychological stress and its role in biological disorders:**

Psychological stress has many effects, including

1. Increased secretion of adrenalin generates an increase in blood pressure and an increase in the proportion of sugar in the blood.
2. Secretion of the hormone cortisol A.C.T.H, Which activates the adrenal cortex, has a stronger effect than the adrenaline hormone effect.
3. Secretion of the hormone cortisol, Reduces immunity and thus the body is susceptible to disease.
4. The center of hunger in the hypothalamus has stopped, Leads to reduced appetite for food, disabling most digestion processes, Hormone secretion reduces urination.
5. Secretion of the hormone cortisol and prolactin, working not to activate the sex center in Alhaaboethelamos, Thus, we notice the cessation of menstrual cycle in females, and lack of libido in males.

## **Conclusions:**

Through this study shows us the following:

1. The occurrence of imbalances in the hormonal balance of the individual exposed to mental disorders.
2. Less body immunity by psychological pressure on the individual cases.

3. Cases emotionality a significant role in determining the nature of slow and rapid electrical activity frequencies, and brain chemistry.
4. Most organic diseases are caused by psychological stress.

### **Recommendations:**

1. Facing life problems in a correct way of thinking and increasing self-confidence in turn reduces stress and anxiety.
2. Determine the period of time from the day of the individual to rest and relaxation and the practice of hobbies and sports work, even in its simple form.
3. Positive thinking, optimism and looking at the positive side of life continuously.

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**Heritage dynamic text  
Dalia (AL-Mukanaa AL-Kindi)  
model**

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## Abstract

The Arab heritage represents a set of values and behaviors that this nation practiced, to become a form of Its culture forms, that the Arab poetry came specifically to open a view that overlooking that culture, but it transcended the role of transporter or the copier mirrors that imitates reality and culture, taking a new positive turn which has Its own indications. So the most prominent aims of our study of the heritage text is the inquiry for its beautiful values that are hidden within its poetic structure that the heritage critical eye was not able to catch .according to Its literary laws ,that despite of the of the features of clarity that characterized the language of these texts It was however based on an interactive linguistic structure with human event ,reflected on the movement of words and the nature composition ,the inquiry of the dynamic of that poem and its language may represent an aim by itself, that it represents a refutation of the Arab poetic reality , and Its high abilities ,and we have chosen to study the poem of the Umayyad poet (AL-Mukanaa AL-Kindi) and specifically his famous poem with rhyme ending voice /d/ (AL-Dalia) that found in Its structure a feature that ,despite of It belong to the space of clarity and direct style ,and this feature appears by Its getting rid some of ancient primitive practices ,such as the traditional introductions ,and thematic multiplicity to focus on Its themes and Its own experience ,as well as the dynamic of Its poetic language which reflected the culture mobility and the dialectical poetic attitude of the poem .

Key words: Heritage text- The Dalic poem.

The poem of (Dalia)by (AL-Mukanaa AL-Kindi)which is the most famous one among all his poems represents the literary and cultural view of the Arab personality ,that the generosity and hospitality reflect Its prominent face .It is trying to highlight the values of the original morality ,that the Arabic nature humanity breeding on, which was built on the dignity of guest sacrificing as well by what can be and what cannot be for his risk to the extent that he is blamed for his extravagance which makes him suffer pain that reach to humiliation ,so we can notice that there is a certain phenomenon that accompanied by blame and reproach ,the blame of the extravagance in face of that there was a resistance was mixed by a kind of pain feeling ,but the prominent thing is that the old Arab poetic archive retained these dialectical in Its several continents ,that these human phenomenon were strongly

founded starting from pre-Islamic epoch passing through Islamic age and the different followed literary epochs .

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**Evaluating marketing performance indicators  
in Algerian industrial organizations From the  
point of view of the employees of the upper and  
middle management: a case study of the Cedar  
Al-Hajjar complex for the production of iron  
and steel in Annaba**

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## **Abstract**

This research aims to clarify the reality of marketing performance indicators applied by Algerian industrial organizations, In addition to clarifying the evaluation of managers and employees of this various indicators. To achieve the above objectives the researcher conducted an analytical descriptive study through a case of study of the oldest and the bigger Algerian industrial organization, it's the Complex of SIDER El Hadjar Annaba for iron and steel industry. The researcher formed a questionnaire tool consisted of (26) items covering the following marketing performance indicators: market share, efficiency, effectiveness, customer satisfaction, and profitability,

This questionnaire has been distributed to a sample of (54) employees working in the head and middle management in the complex of SIDER El Hadjar. At the end the study concluded that there is a high positive evaluation of head and middle managers about the different marketing performance indicators in the complex in question, as a result of the full awareness of the importance of developing the different previous indicators as a modern competitive approach.

### Key Words

Marketing performance – Indicators – Industrial organizations – The Complex of SIDER El Hadjar Annaba.

### **First: the problem of study**

This study is an attempt to measure and evaluate the various marketing performance indicators applied at the level of one of the oldest and largest industrial organizations of Algeria in particular, and the Arab in general, a compound Cedar Hajjar Annaba for the production of iron and steel.

### **Second: Hypotheses of the study:**

It was identified main hypothesis and four sub-hypotheses, as follows:

#### **The main hypothesis of the study**

There is a positive evaluation level of the marketing performance indicators in the Cedar Al Hajjar compound for the production of iron and steel from the perspective of the staff of its higher and middle management.

It will be verified from the previous main hypothesis through the verification of the following sub-hypotheses:

### **First Hypothesis**

There is a positive evaluation of the market share index of Cedar Al Hajjar complex for the production of iron and steel from the point of view of the employees of its higher and middle management.

### **Second Hypothesis**

There is a positive level of assessment of the efficiency and effectiveness indicators in the Cedar Al Hajjar complex for the production of iron and steel from the perspective of the staff of its higher and middle management.

### **Sub-third hypothesis**

There is a positive evaluation of the customer satisfaction index in the Cedar Al Hajjar complex for the production of iron and steel from the perspective of the staff of its higher and middle management.

### **Sub-hypothesis fourth**

There is a positive assessment level of the profitability index in the Cedar Al Hajjar compound for the production of iron and steel from the perspective of the staff of its higher and middle management.

### **Third: The importance of the study**

This study derives its importance from the following points:

1. The sector covered by this study, the industrial sector, is an important sector in all countries of the world, including Algeria and other Arab countries.
2. Research in the field of performance marketing is an attempt to complete the few existing research in this area and enrich.
3. The contribution of this study is to enrich the national and Arab library through its theoretical framework.
4. He drew the attention of researchers and specialists of the importance of this subject, for their diligence and conducts more research and future studies in it.

#### **Fourth: The objectives of the study**

This study aims to achieve the following set of objectives:

1. Analysis and clarification of the concept of marketing performance and the various indicators used in measuring and evaluation.
2. Highlighting the critical acquired marketing performance for local and Arab industrial organizations.
3. Determine the reality of thinking adopted by the staff of the departments of industrial organizations towards different indicators of marketing performance.
4. Provide some important proposals and recommendations that will contribute to the strengthening of marketing performance indicators in the Algerian and Arab industrial organizations.

#### **Results of the study.**

1. There is a positive evaluation of the market share index of Cedar Al Hajjar.
2. There is a positive level of assessment of the efficiency and effectiveness indices of the Cedar complex.
3. There is a positive evaluation of the customer satisfaction index in Cedar Al Hajjar.
4. There is a positive assessment of the profitability index of Cedar Al Hajjar.

**But despite the positive results recorded remains Cedar Hajjar compound suffers from several problems and imbalances, including:**

1. The various strategies and plans of management and management of this compound have failed throughout its various stages of development.
2. The futility of contracting foreign partnership contracts.
3. Frequent technical breakdowns taking place in the furnace.
4. Frequent closures from time to time, which led to a decline in production and reduce marketing quota.
5. Repeated strikes by workers.

#### **Recommendations of the study**

1. The necessity of activating the marketing function in general in Algerian and Arab industrial organizations.

2. Local and Arab industrial organizations re-evaluate their business and marketing activities and re-design of new models.
3. The need for national and Arab industrial organizations serious and in-depth studies.
4. The need for managers and staff of industrial organizations to be subject to further training courses.
5. Algerian and Arab industrial organizations must consolidate its relations with its customers.
6. The need for further studies and other research on the subject of marketing performance applied to several other sectors such as the banking and financial sector, tourism and hotel sector, the telecommunications sector, the agricultural sector, ..., etc.

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**Food behavior and its relation to obesity for  
members of the Iraqi community living in  
Denmark**

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## **Abstract**

The development of life is not without the disadvantages have accompanied this development, economic prosperity and the recovery of life and increase the income of the individual living, These factors helped the individual to the purchasing power, including the purchase of food and eat the food of the great food freely, The emergence of fast food restaurants in the modern era and the introduction of foods with high calories and at the same time of poor nutritional value, And these fast foods contain high fat with high-sugar soft drinks, And adopted these restaurants on the publication of advertisements for the dishes to attract the individual and the absence of eating these foods with good taste and the difficulty of resisting temptation, which eventually led to weight gain, As well as the improvement of modes of transport and availability and the ability of the individual to buy a car of his own made the individual tends to rest and laziness and inactivity in the movement and rely on transport in the movement and said exercise and sports and walking, All these factors previously helped to increase the weight of the individual and its spread in the world and turned into the so-called obesity and became a disease of the modern era and the seriousness of obesity due to the symptoms that accompany them, including heart disease, Diabetes, pressure, kidney failure, arthritis and other communicable diseases (non-communicable diseases, The research highlighted the Iraqi community residing in Denmark and the search for the impact of the community on changes in behavioral patterns of food and the relationship between food behavior and the prevalence of obesity among members of the community, And the prevalence of obesity among members of the Iraqi community.

key words: Dietary behavior - Chronic diseases - Public health

## **Research problem:**

Today, our world suffers from widespread obesity and unhealthy food behavior, All statistics indicate that there is an increasing increase in the spread of obesity and worked the world to develop plans and programs to combat this disease as well as support research and studies that contribute to reducing the spread of obesity, the researcher found a great neglect of the Iraqi community in Denmark , as well as a lack of research and studies or rather we have not found studies and research



interested in addressing the problem of obesity and also know what the role of food behavior of the community in the prevalence of obesity the picture is not clear about the situation of the Iraqi community in Denmark. The problem of research is to uncover the reality of food behavior and its relation to obesity of the Iraqi community in Denmark.

### **research goals:**

The research aims to answer the questions raised in the research and reach the results and facts and the following questions:

- 1-The reality of food behavior prevailing among members of the Iraqi community in Denmark.
- 2- Are members of the Iraqi community living in Denmark suffering from obesity?
- 3 - Morality of individual differences on the measure of food behavior according to variable type (male and female).
- 4 - Morality of individual differences on the measure of food behavior according to the variable age.
- 5 - Mean the individual differences on the measure of obesity according to gender variable (male, female).
- 6- Relationship between height and weight based on age.
- 7 - The relationship between food behavior and obesity for members of the Iraqi community.

### **search limits:**

The sample will be limited to members of the Iraqi community living in Denmark as a sample for research between males and females aged between 14 and 70 years.

### **Definition of search terms:**

#### **Oboist:**

Is an increase in the amount of body fat than the normal rate and the greater the amount of fat the person is more obese.

#### **Food habits:**

Is a frequent manifestation of collective behavior in the preparation and eating?

It depends on a combination of psychological and social factors and varies in terms of prevalence and prevalence.

**Health education objectives:**

- 1 - Involvement in the health fields.
- 2 - Encouraging citizens to develop and make success of health units and services.
3. Encouraging individuals to take responsibility participate and contribute to health activities.
- 4- Transforming habits and misconduct into habits and behaviors that are useful and serve the health of the individual.
- 5 - Clarifying the role of government institutions in providing and caring for the health of citizens through the provision of health institutions to care for them.

**The concept of behavior:**

The total activity of the organism during its interaction with the environment is called behavior.

Total aggregate activity by the individual involving partial operations, detailed movements and instruments.

It consists of the following main aspects:

1. Cognitive cognition: They include mental processes, such as thinking, visualization and others.
2. Emotional emotional: The emotional state associated with behavior such as satisfaction with a particular subject or discomfort.
- 3 - Procedural motor: Kinetic responses that occur when an individual encounters a certain position.

**Wrong eating habits:**

1. Excessive intake of beverages.  
Some of the symptoms caused by soft drinks:

- (A) cause an increase in weight,
  - (B) Cause headaches.
  - (C) Hinder calcium and iron absorption process
  - (D) Indigestion
  - (E) The appearance of wrinkles early
2. Excessive intake of meat.  
It leads to a high rate of cholesterol in the body as well as the emergence of an increase in weight.
  3. Refrain from morning breakfast.
  4. Sitting for long periods in front of the TV and eat, Such as gypsum, nuts and others.
  5. Eat fruit after finishing a meal: This leads to the destruction of an enzyme which Alaptialin enzyme essential for the digestion of carbohydrates.
  6. Eat before bedtime, causing the overweight.
  7. Eating oils, hydrogenated fats, and Eat saturated fats.
  8. Shortage of sleep hours, the lower the number of hours of sleep, the greater the appetite for food.
  9. Fast food.

**The three basic elements of food:**

- 1- Carbohydrates produce 400 calories per 100 grams.
- 2- Fat produces about 900 calories per 100 grams.
- 3- Proteins produce 400 calories per 100 grams.

Order prevalence of obesity in the Arab countries and non-Arabic-speaking countries.

For males and females, Aged between 15 and 100 years, WHO estimates for 2010.

No	<u>COUNTRY</u>	<u>MALE</u>	<u>COUNTRY</u>	<u>FEMALE</u>
1	<u>USA</u>	<u>%44</u>	<u>KUWAIT</u>	<u>%55</u>
2	<u>GREECE</u>	<u>%30</u>	<u>USA</u>	<u>%48</u>
3	<u>MEXIO</u>	<u>%30</u>	<u>EGYPT</u>	<u>%48</u>
4	<u>KUWAIT</u>	<u>%30</u>	<u>UAE</u>	<u>%42</u>
5	<u>UAE</u>	<u>%25</u>	<u>MEXICO</u>	<u>%41</u>
6	<u>UK</u>	<u>%24</u>	<u>BAHRAIN</u>	<u>%38</u>
7	<u>SAUDI</u>	<u>%23</u>	<u>JORDAN</u>	<u>%38</u>
8	<u>EGYPT</u>	<u>%22</u>	<u>SAUDI</u>	<u>%36</u>
9	<u>BAHRAIN</u>	<u>%21</u>	<u>TUNISIA</u>	<u>%33</u>
10	<u>JORDAN</u>	<u>%20</u>	<u>QATAR</u>	<u>%32</u>
11	<u>QATAR</u>	<u>%19</u>	<u>LEBANON</u>	<u>%27</u>
12	<u>SPAIN</u>	<u>%17</u>	<u>GREECE</u>	<u>%26</u>
13	<u>LEBANON</u>	<u>%15</u>	<u>UK</u>	<u>%26</u>
14	<u>BELGIUM</u>	<u>%15</u>	<u>ISRAEL</u>	<u>%26</u>
15	<u>ITALY</u>	<u>%14</u>	<u>SYRIA</u>	<u>%25</u>
16	<u>LIBYA</u>	<u>%12</u>	<u>LIBYA</u>	<u>%25</u>
17	<u>SYRIA</u>	<u>%12</u>	<u>MOROCCO</u>	<u>%23</u>
18	<u>IRAQ</u>	<u>%8</u>	<u>IRAQ</u>	<u>%19</u>
19	<u>TUNISIA</u>	<u>%8</u>	<u>SPAIN</u>	<u>%17</u>
20	<u>OMAN</u>	<u>%8</u>	<u>OMAN</u>	<u>%17</u>
21	<u>ALGERIA</u>	<u>%6</u>	<u>ALGERIA</u>	<u>%16</u>
22	<u>MAURITANIA</u>	<u>%5</u>	<u>ITALY</u>	<u>%14</u>
23	<u>MOROCCO</u>	<u>%4</u>	<u>BELGIUM</u>	<u>%11</u>
24	<u>YEMEN</u>	<u>%2</u>	<u>SUDAN</u>	<u>%7</u>
25	<u>SUDAN</u>	<u>%2</u>	<u>SOMALIA</u>	<u>%3</u>
26	<u>SOMALIA</u>	<u>%1</u>	<u>YEMEN</u>	<u>%2</u>

## **Method and procedures:**

### **1 - Research Methodology:**

The research was based on the analytical descriptive approach.

### **2 - Research Sample:**

The sample consists of expatriate Iraqis in Denmark, and includes males, females and all ages (121).

### **3- Research community:**

The sample was randomly selected from different regions of Denmark.

Teenagers **10**

Youth **17**

Adults (males and females) **94**

**Total 121**

#### **4 - Search tools**

The researcher prepared two measures

- A. Food behavior measure
- B. Obesity Scale

#### **Conclusions, recommendations and proposals**

##### **Conclusions**

1. That the members of the sample, suffering from food behavior below the required level.
2. Those females are more likely to approach healthy eating behavior than males.
3. There is no correlation between dietary behavior and variable ages for both sexes (males and females).
4. Analysis showed that the Iraqi community did not reach the stage of epidemics in the spread of obesity, but there is an increase in weight and obesity.
5. There were no significant differences between males and females in obesity, both are suffering from obesity.
6. There was no relationship between a person's weight and height, while there are differences between weight and age.
7. There is a negative relationship between dietary behavior and obesity in the sample.

##### **Recommendations**

The researcher recommends the following:

1. Spreading food awareness, and to clarify the risk of obesity in the incidence of serious diseases.
2. Finding a private health institution in the Iraqi community (using Arabic) means public health, especially with regard to food behavior.
3. Definition of the citizen with the dangers of obesity.

4. Conduct a series of health courses and seminars, especially with regard to dietary habits and obesity diseases.
5. Spreading health awareness among individuals.
6. Iraqi associations (cultural, recreational, religious, and political) in Denmark as well as the Iraqi embassy, allocating a certain time to explain the importance of health food.
7. Encourage the exercise of sports activity.

### **Proposals**

1. The subject needs extensive and in-depth studies on dietary behavior and obesity.
2. Provide material and moral support for research in this area.
3. More studies and researches about Iraqi communities abroad.
4. Explain the risks of fast food to consumer protection.

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**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**

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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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