

Media Influences on the Values of Citizenship in Public Opinion

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Abstract: *We have changed the modern citizenship deeply classic image of the Moat; n where is the freedom of expression and belief of the underlying assets on which the democratic legal system of the State, as is the media in various forms of the most important means of expression of freedom of opinion in the modern world, but with developments developments in various areas of human life, the events and phenomena and developments lost the first simplicity, as modern technology essential variable in this measure, which pushed for the emergence of media specialist can provide treatment quality is characterized by a level of seriousness and depth and inclusiveness, and diversity of the functions of the media The transition from classical to transfer the news to address the situation concerns become one of the necessities of life, it is as a link between all institutions and constituents, social construction components and on it are explained and provide what each social other institution; they lead the media a very important and serious role in formation of public opinion and in its composition, and in mobilizing communities and mobilized around the ideas and opinions of certain trends. The free spread of information contributed by the new media in creating great potential to move popular on the basis of a broad and accurate knowledge of political events, and thus influence the perception of the citizen as their effects in the formation of public opinion trends vary depending communicative environments that through which the receiving operations, it vary depending on the means of print and audio and visual media.*

Keywords: *the values of citizenship, public opinion, mass media*

I. Introduction

in modern times, citizenship has taken on a new meaning, which is reflected in the status that the citizen has become Modern democratic societies have been identified under the influence of a series of transformations shaped by societies Contemporary during the middle of the twentieth century, these transformations, some economic or political and some others The most important of which is the victory of the trends that emphasized the priority of the individual and the legitimacy of his independence towards society, and his right to take care of his demands and pursue his goals freely within the limits of respect for laws have seen contracts The recent deep deepening of this principle.

Modern citizenship has profoundly changed the citizen's classic image, where freedom of expression and belief is the norm The basic assets of the democratic legal system of the state, and the media in various forms of the most important means of expression of freedom of opinion in the contemporary world, but with developments in various areas of human life, events, phenomena and developments have lost their simplicity, This has led to the emergence of a specialized media that can provide a qualitative treatment that is characterized by a level of seriousness, depth and comprehensiveness, and the diversity of the functions of media outlets and their transfer from their classic interests from the news to the handling of the situation. It is a link between all institutions and components, the components of social construction, and it is up to them to explain and present what each social institution has to the other. Media plays a very important and dangerous role in forming and shaping public opinion, mobilizing and mobilizing groups About certain ideas, opinions and attitudes.

The importance of the subject of the study:

- The issue of citizenship is one of the issues of social and political dimensions that reflect the criteria of belonging and level of participation by individuals in the protection and protection of the homeland.
- Reflects the citizen's awareness of his role in facing the challenges faced by society and the state in one, especially the challenges facing the Arab region in light of the current political transformations.
- The decline of privacy for the world account, and the start to the information world subject to the media, which is also undergoing a radical transformation in the fundamentals as well as formations by influencing public opinion in the time of revolutions in the region.

Objectives of the study :

- Monitoring the reality of media treatment of events in light of activating the values of citizenship among the Arab peoples.
- Attempt to reach out to the role of the media in dealing with events and how to influence public opinion.
- Learn how public opinion interacted with the media.

- drew attention to the need to pay attention to specialized studies in the media and the role played by its means in the composition general opinion.

Problematic study:

The fact that citizenship has existed for decades has been at the heart of many researchers' intellectual concerns Western and Arab academics alike, and as the media is the language of new dialogue across borders It serves as a system for running ideas and information in the local and international context because they do not exist From the social vacuum, but it works influential in the public opinion and the values of citizenship has, the subject has become popular and common during the current period, and this is due to its ability to address many issues and solve the most serious problems ,And reached to answer many of the questions became important during the current time, where the latter is a covenant A new phenomenon characterized by the widespread spread of revolutions in the Arab region, despite the launch of many terms, but it A revolution against injustice and the oppression of Arab political regimes and monopoly of power and the spread of corruption in all sectors; the demands of the political reforms, social and economic to bring down the regimes and demand the prosecution, It is supported by the news channels (Al Jazeera, Arabic, FRENZ) 24 which were the facilities for events where I got a high rate of watch in the Arab world because of the characteristic of media treatment, especially channel The introduction of the island, which was unique in its coverage, made it a unique phenomenon in the field of media. It is therefore possible to address the issue through the main question:

- Did the media contribute to activating the values of citizenship in public opinion in light of the Arab revolutions?

Sub-questions:

- What is the nature of the relationship between the media and public opinion at the time of the current political transformations?
- Does the role of the media have an impact on the values of citizenship?
How did the media influence the values of citizenship among the Arab peoples?

Chapter I Conceptualization of: Media, Citizenship, Public Opinion.

The first topic: What is the media?

The first requirement is the definition of media

Language: is derived from the knowledge, and its source is the media, which means in the news language, the news. (1)

Originally, all the tools used in the media industry were intended to convey information to people, from newspaper paper to computers and satellites. However, the mass media, or so-called mass media, are generally divided into read, audio and media Optical and acoustic equipment (2)

Third requirement: Types of media

Traditional means: There are many traditional media including:

- A) The Written Press:** Its roots are from the 19th century to the second half of the 20th century, there is a prominent part of The written press is called the press of opinion; in other words, it creates a space for expression (for the people), where it is the subject of controversy and opposition to the institution on objectivity and impartiality of events, Public opinion with the most immediate events in a short and systematic series, also known as the social process To disseminate news and information to the audience through print to achieve certain goals, and composed Of newspapers and magazines.
- B) Television:** Television consists of satellite and local channels; channels are transmitted via satellite networks Which revolve around the Earth in specific known paths, are generally determined by the angle and direction on the compass to determine the direction of capturing each set of satellite channels that are broadcast on a satellite of channels, and these channels broadcast a total of programs
- C) Radio:** Radio may now be an effective means of communicating messages to audiences Petition, they can translate the Hadith immediately because of its simplicity. As it is often used alongside other media to connect communities to each other, and the means of expression on the radio as it is referred to, it can through the good text and careful output and conscious sense and the good use of the possibilities of broadcasting to reach the imagination of the listener to make him live in Events of the radio program.
- D) Electronic means:** Electronic media have been linked to the new media concept.
- E) Internet:** The Internet is a high-quality, high-quality, technological communication tool that is independent and decentralized with its own tools and rules. It has its users and customers and offers a myriad of services in various Areas, especially in the field of information. Internet services: Internet services, including:

Electronic Journalism: Combines the concepts of journalism and the sequential or sequential file system, is a periodic electronic publication that contains current events and is read through the computer.

Television broadcasting: Uses the simultaneous streaming technology for audio and video signals, depending on the use On programs depending on the package of files used in the broadcast process.

Internet Radio is a software application that is used to broadcast over the network Information flow technology for audio or video playback.

E-mail: is the sending of messages from one computer to another over the network and to the user in any a place.

Social networks: sites that are formed through the Internet that allow communication between individuals in The structure of a virtual society that brings together a common or semi-belonging interest and the most famous sites: Facebook, Twitter, YouTube, etc.

- This diversity and diversity of the media has also led to the diversity of their functions from directing and educating ... etc to society and the individual (3).

Fourth requirement: Media functions

A) Orientation and composition of attitudes and attitudes: The direction of society is exercised directly and indirectly by the media usually deployed, the more information material suitable for the public language and content, the impact is more than it is reasonable to address those who do not have a certain level of cultural logic and speech science Intellectual and philosophical arguments.

B) Increasing culture and information: Public education aims to increase the individual through the media and not by methods Academic and educational means, and public education occurs in the social framework of the individual, whether spontaneously or objectively or in a planned, programmed and intended. Spontaneous guidance is a permanent confrontation on the part of the media to the individual. This confrontation provides, without being intended, information, ideas, images and opinions. Planned education is the result of the functions of guidance and evangelization, but there are some cases in the Department of planned education, such as agricultural and economic programs or political broadcasts on radio and television.

C) Social communication and interrelationships: Social communication is usually defined as mutual contact between individuals. This friction is a form of social acquaintance conducted through the media Which deepens social ties and their development. When newspapers provide social news daily about individuals, groups or social and cultural institutions, they are a daily link that conveys news, It is also a means of daily social communication between all categories of the public. Advertising and publicity: The media is responsible for advertising new goods of interest to citizens and plays an important role in the fields of business and commerce when it announces the existence of vacant positions or the presence of employees ready to work or when It shall announce the conduct of a tender or the placing of a commitment in force, etc. (4).

The second topic: What is citizenship?

First requirement: Definition of citizenship

Language: translation of the word "citoyennette" French meaning "citizenship" and is derived from the homeland, and in the tongue of the Arabs "homeland." (5)

Nationalism is the love of the homeland in a clear reference to the feelings of love and attachment to the homeland and the resulting from the responses of wellness citizenship; is the character of the citizen, which defines its national rights and duties, and this through education As well as a kind of loyalty to the citizen for his homeland and his service to him, in times of peace, war and cooperation with Other citizens through institutional, individual and official work, volunteer in achieving the goals that For which all parties aspire and unify their efforts and draw up plans and budgets (6).

Third requirement: Citizenship patterns

- 1. Civil Citizenship:** Civil citizenship is the mutual recognition and tolerance of individuals among them which allows for great harmony in society, as well as respect for public interest ethics; requiring the participation of all layers Society, this participation can be conceived from the perspective of multiple levels; local, national and even global ones, Guaranteeing justice and equality in rights, duties and dignity, which combines a group of citizens translated through public behavior in which they respect one another. This normative dimension of citizenship can only be achieved by standards and the values of democracy or civilization.
- 2. Political citizenship:** political participation and the right to participate in public administration within the framework of a law allowing the individual to enjoy rights in return for performing a series of duties; these privileges, including the right to vote for election, the right to serve in the administrative apparatus in the state , Freedom of opinion and belief.
- 3. Social citizenship:** After the recognition in 1945 of the economic and social rights in the circle and the world of work, including the right to work, the right to claim protection of the social security system, the establishment of institutions compatible with the needs of training, and therefore social issues represent a fundamental dimension of citizenship, Within an evolutionary perspective, to complement each stage in

relation to the preceding phase, civil equality is a condition Necessary to move to political consolation, and the latter were necessary to open the way for equality Thus, these acquired freedoms reinforce each other. Political equality strengthens equality Civil protection and protection against potential abuses and social equality enriches the content of political equality and gives it significance Full.

4. **Economic citizenship:** citizenship is not limited to the political circle and the exercise of civil rights, it embraces all aspects of life in society, especially labor relations, which have become increasingly important with the development of trade, and In this context, it is necessary to avoid the negative effects of economic policy on the practice of citizenship. The policy of reducing public consumption, which puts pressure on social protection and expenditure For public services, to weaken social solidarity and undermine major social functions And the increase in inequality as observed in countries with a liberal capitalist orientation and the right to work One of the most important rights of economic citizenship is a goal of constitutional value. Every citizen has a duty to work and has the right to work. The state guarantees equal access to vocational training and guarantees the right of his representatives. Collective identification of working conditions and the functioning of institutions. (7)

The fourth requirement: The importance of citizenship:

- Working to raise differences and differences between the components of society and the state in the context of civilization scramble; by activating the values of citizenship because it is an effective mechanism to reduce strife and sectarian and ethnic conflicts In any society.
- Citizenship is a constitutional and political principle and reference, which does not eliminate competition but is based on respect for diversity rather than And seek legal means to benefit from this diversity in valuing the rule of national unity, so that everyone feels that their future depends on them and not deny their privacy and democracy.
- The concept of citizenship is not completed until the emergence of a democratic state; by practicing positive neutrality towards beliefs The ideology of its citizens preserves the citizens' various rights and obligations towards their state. This leads to mutual trust between the citizen and the state, so as to achieve the unity of the social fabric of society.
- Ensure equality, justice and equity among citizens before the law and institutional services; Participation in responsibilities and the distribution of public wealth, the duties of the payment of taxes, the preservation and defense of the homeland.
- Leads to pluralistic civil political pluralism in race and institutions (family, family, tribe, party)
- Trade unions, etc.), culture, ideology and religion, in order to respect the popular participation of citizens and to settle them first Authority over state institutions.
- It is considered a standard for the progress and development of societies; in other words, the more social, political and cultural formations, the more citizenship becomes the basis for building the modern state that determines the relationship between society and the state. (8)

The third topic: What is the opinion of the public

First requirement: Definition of public opinion

Language: means belief, mind, deliberation, contemplation. The word "opinion" also means a rule that lacks certainty and remains in need of confirmation of its truth.

General word: means the majority, the mass, and its special counterpart. (9)

The term refers to the voluntary expression of the views of the masses as a result of the convergence of their words and the integration of their concepts on an issue of interest and interest. It is not merely a sum of individual opinions, but the result of an interaction that has been completed. And from the point of view of the Community as a whole. (10)

The third requirement: Types of public opinion.

Public opinion is divided according to its nature: latent public opinion: it is not apparent for political or social reasons and may appear in the form of secret activities, which can turn into a general revolution in many cases, as in the political transformations Which began through social networks until it turned into protests and demonstrations calling for change.

Public opinion: the participation of the media and political, social and cultural organizations in Expressing and influencing the behavior of individuals, groups and the general policy of the state, such as calling for freedom of information in Algeria and calling for opening the space for private channels that allow freedom of expression.

Persistent public opinion: It is based on a cultural, historical and religious base and is characterized by stability, which is not affected Events such as Algeria's position on foreign interference in the internal affairs of states and respect for the principle of national sovereignty of peoples.

Temporary Public Opinion: It is linked to an emergency problem, an accident or programs with specific time targets. Ends with the end, which shows up in the elections where the parties are presenting their programs in the midst of the campaign. And ends with a certain time (the end of elections). (11)

Fourth: Methods of measuring public opinion

1 - referendum: in the field of measuring public opinion: is a set of tests or methods that are intended. Including identifying the trends of public opinion towards many of the general political, economic and social problems. This method consists in selecting a sample of the public opinion audience to take into account the high accuracy in the selection of the sample and to address several questions that include a comprehensive summary of the problem. The referendum passes through several stages

A) General Plan: To develop a general perception of the problem to be measured.

The core of the referendum form: An important issue in public opinion research, so that the rules should be observed. The basic (clarity of questions and their simplicity, must be determined so that it is easy to answer.

B) Sample selection.

C) Data tabulation and analysis: After collecting the data, they are unloaded in special lists where specialists analyze them, record observations and findings, and public opinion trends on the general problem. For measurement.

2 - Survey method: It is a more general and comprehensive method of referendum method, used to identify trends. Public and implicit public opinion includes the method of surveying and the means of interview and observation; ie, interviewing people and their conversation and observing their behavior directly.

3. Method of content analysis: This method is usually used to measure foreign public opinion, ie to identify the trends of public opinion in a particular State vis-à-vis another State, whether in the area of politics or economy. Or culture or meeting or non-purpose, resort to analysis of content for the analysis and study of public opinion trends. From journalism, radio, television, bulletins and commentaries on a particular topic. The method of content analysis can also identify principles and ideas that have settled in a particular society and which can constitute the state's position. In the internal and external spheres, so that large countries use them to influence public opinion. In other countries to make them believe in its policy, and is one of the means of confrontation applied by everyone. The Western system and the communist regime in the face of some(12).

Chapter II The influence of the media on the values of citizenship in public opinion

The first topic: The influence of the media on the values of citizenship

The first requirement: the concept of values.

Language: Value of the thing: the price that is equivalent, human value, its ability. The value of the object evaluated any amount, and the value was also used in the sense of straightness and moderation. (13)

Convention: is the principles, rules and standards that regulate and direct the behavior of individuals within society. Of the beliefs and moral values prevailing in it, and this through various social institutions, because it is the brick. The basic structure of the culture and civilization must be emphasized and established in the individual. (14)

Valuation classifications: There is no single classification agreed, due to the different look of researchers according to the different approaches to the intellectual they follow.

It has also been classified into two groups of specificity: collective values, individual values.

Social values: expressed by the interest of the individual means to other individuals, and these values: values of solidarity, the value of cooperation.

Economic values: Any individual's interest and inclination to all that is useful and takes from the world around him a means of obtaining wealth and increasing it through production. **Political values:** It means the interest of the individual and his desire and his tendency to control and power in order to control things and people, and expressed by the individual's interest in political activity and political action, and solve problems and issues that concern the community, and characterized individuals who are characterized by this value in their ability to guide and control the fate of others, and these values value of national belonging, values of democracy, the value of justice, the value of loyalty. (15)

Functions Values: Ahmad al-Hindi has divided the functions of values into two main axes, their functions for the individual and the community

1. Values functions at the individual level: The most important functions of values can be determined for the individual as follows:

- The individual is given specific choices that determine his or her behavior; in other words, the form of responses is determined. Play an important role in shaping the individual character and setting their goals in a valid normative framework.

- Gives the individual the ability to perform what is required of him, and gives him the ability to adapt and agree positively. And to achieve the same response to the community in its principles to help adapt to the evolving situation of the individual.
- It works to control the behavior of the individual according to specific criteria.
 - Values have a great role in building an individual's personality. (16)

2 - Values at the collective level:

- Values that unite the members of society; they create a common sense among members of one society, contribute to the formation of what is called "self-centered" values are considered the best values, which makes them proud of their cultures and solidarity with each other.
- Values create one personality in society; the existence of one common and common values among the members of society creates one characteristic among them. The social personality is the key to acquaintance and interaction between societies. Values are a source of social control through the society's ethical values and standards It distinguishes it from other societies. It determines the right or wrong, which determines punishment, punishment, and society
- Values that connect the parts of culture to each other so that they appear consistent, and it works to give these systems Rules and standards that are settled in the minds of members of society belonging to this culture or that.
- Values drive the individual to prefer or adopt a political orientation without another. (17)

The second requirement: Media functions in the community:

1-Router: where different media can acquire new society trends or modify the old, but This amendment under certain conditions is a good selection of information material and suitability to the values of society and submit in appropriate circumstances.

The media plays a major role in promoting and explaining the dialogue between cultures and civilizations in all its forms (audio, visual, and readable) by influencing public opinion as important tools In the process of social, political and economic change, and in all countries regardless of the level of development and backwardness of these countries. It is also used as a means of changing trends and creating trends that are in line with their objectives. It is an important social discipline in any society. And new and modern social practices to modify attitudes and trends and support weak ideas and attitudes and attitudes desired to suit the requirements of the times.

2 - Publicity: The various governments are interested in using the media in propaganda. The governments' concern is to inform other countries of their philosophy and view. This is accompanied by interest by other countries in order to avoid the confusion of ideas and hinder the development of their resources directed according to their own ideology.

3 - Education: is to increase knowledge without the academic method, and education through the media inadvertently or pre - planning, it is the outcome of the direction of the individual to the media and its interaction with a particular goal, and is a tool culture helps to support attitudes and influence on the standardization of methods of behavior and integration While they have a significant role in the dissemination of knowledge and organization of the collective circle of society, especially information, processing and use.

Third: Negative and positive effects of the media on the values of citizenship

Media is one of the most important sources of thought and knowledge in society. The researchers assert that any change in society can not be done in isolation from the use of the media, which is one of the main and important means to explain and transfer these new changes that will take place in society. By influencing its values positively or negatively.

Positive feedback: refers to a reaction from the community to the media on media material And the positive impact of these media messages on the values of society, especially the values of citizenship and loyalty, belonging to him.

Negative feedback: A reaction in the negative direction of society (public opinion) towards the media, as an expression of media messages through which the contents of media materials, especially in light of Political transformations and conflict, which negatively affects the values of citizenship in society. Feedback refers to changing the target: the media determines the objectives to be achieved through individuals' reaction to information, and seeks to adopt new methods to achieve new goals and to mobilize the necessary energies.

Positive effects of the media on the values of citizenship

It is summarized in:

- The role of the media in spreading awareness and culture: The media plays a key role in spreading culture and values, especially (values of citizenship, loyalty and belonging), which are considered to be civilized elements, so that the media material meets the needs of the society and its aspirations and objectives. The most important of these roles
- Establishing positive values and customs that contribute to the progress of society and its development.

- Provide the community with correct information about its history, civilization, and belonging to its homeland.
 - Emphasize the importance of values (loyalty, belonging, national) and respect for others.
- Through declarations that show the importance of the homeland and the need to protect it from aggression.
- The role of the media in the formation of national character.
 - To play a major role in building national character through programs aimed at spreading the culture of citizenship and advocating adherence to national and national belonging and respect for pluralism (political, social, intellectual) as a factor of strength that ensures the unity and cohesion of society. For example, the presentation of national songs as well as documentaries (the Algerian revolution).

The negative effects of the media on the values of citizenship:

The media negatively affect the values of citizenship through the following elements: mental image, the function of giving status, delusional and false events.

Mental image: The main element in the formation of the mental image of the community is the media by means of informative information messages that raise a specific issue or issue perceived by the citizen, reflect the mental impact on the behavior of individuals and thus affected the values of citizenship and belonging to him, Amplify issues and events and prefer news about the latest and this is what draws the attention of citizens, which gives them a definition of their mental image about the values of belonging and this is due to the information New Avia. The revolutions of the Arab region were the result of the media spotlight, especially the news channels on the popular protests and demonstrations, which led to their spread and the demand for regime change after it was just a protest against the poor social and economic conditions and the call for reforms. It began in Tunisia to spread to Egypt, Libya, and this is due to the role of the media in covering protests and demonstrations and form a mental image of the importance of change.

The role of socialization is that the public opinion is divided by the belief that they are interested in the media; it is therefore an important figure or event. No matter how low loyalty and patriotism values are. Like Turkey's recent legislative elections, the AK Party was elected on the basis of Erdogan's character, not on the platform of the party. False events: False events also play a negative role on values, especially those values of citizenship in the midst of the work of the media to create events that insult the interest of citizens and businessmen in particular.

- One of the thinkers has developed four characteristics of false events: they are not spontaneous, but deliberate and planned and the value lies in the news dimension and aims to achieve a personal goal.

Despite the prevailing belief in the power of the media and its effectiveness, its effects are still not understood, and there is still controversy. There is no single theory that explains all of these effects, one researcher asserts: "The belief that the media are important influence devices is true "But the ways in which the media practice are complex and conditional."

The first focused on the process of transitioning the public opinion from the negative to the active, and this is the result of several reasons (the nature of the despotic regime, the element of consciousness, And the culture of members of society (the second focused on the formation of public opinion based on the cultural basis of members of society), and to determine the nature of these effects must be interpreted media messages sent through the consideration The concept of values is considered as the axis that regulates the behavior of individuals in the society and the state alike. They have many social, economic, and political values that include the values of citizenship And the affiliation that is affected by the role of the media, including the positive process of guidance, propaganda and education, while the downside is the formation of mental image to give prestige, the events that played a false role in the influence, especially in light of the current political transformations played visual media (19).

II. Conclusion

The study of the concept of media and citizenship is considered to be a complex and diverse process The rapid and unlimited flow of information in the light of the growing technology that has changed these concepts according to the requirements and levels of development, which raised a lot of debate and debate about the nature of the relationship between these variables . The media has opened up a wide range of viewing, listening and reading to individuals. It has become part of the life of the societies or the influential factor in their behavior, as a phenomenon created by the social interaction between the individual and the society, and the continuous interaction with the concept of new media based on the virtual space characterized by independence and decentralization.

When citizenship is coupled with equality; free participation where this concept develops from a stage To other starting from the Greeks and the Romans, ancient Egypt was associated with the right to vote in Western countries instead Its connection to the city in the previous civilizations, to be linked in the latter as a citizen that defines his rights and duties Which differ according to their political, economic, social and civic patterns within the legal framework The relationship between the individual and the state. The public opinion in

which the means of expression developed has developed like other concepts through historical stations ranging from the Iraqi, Egyptian and Greek civilizations to the American and French revolutions, which were turning points in the role of opinion and its influence, in addition to the tremendous technological developments that added the theme of change and transformation. This is in accordance with the social transformations, especially the political ones, and this in different types, which reflects the ability of individuals to express their opinion.

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