



## The Media's Role in Transmitting Cultural Dialogue

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### Abstract

The media plays a prominent role in the life of contemporary society due to its superior ability to communicate news and information. As a result, the media are often relied upon within the political, social, and cultural process, especially if the community wants to adopt a particular idea and spread it among its circles. The importance of media institutions in promoting and establishing a culture of dialogue in societies is the focus of this research. This paper came to a conclusion that the media serves as the voice of the citizen who seeks safety, growth, tolerance, and love; Tolerance principles must be attached to the mass media, education, and awareness in society, and efforts must be made to devote them in cultural

and media discourses; media discourses have not been free of tribalism and ideology; to construct the nation's future, dialogue is required, as is open to rules that take into account the totality of human experiences and attempt to ground them.

### Media Role

The media plays a prominent role in the life of contemporary society due to its superior ability to communicate news and information. As a result, the media are often relied upon within the political, social, and cultural process, especially if the community wants to adopt a particular idea and spread it among its circles. The success of that process depends on the nature of the society itself, so the media institution has become one of the components of the social construction of modern democratic societies, which contributes not only to inform individuals of all news and events going on in their local community; Rather, it has a role in transmitting the course of the world to them, wherever they were.

Media institutions have a prominent role in popularizing and strengthening the culture of dialogue in pluralistic societies. However, the role of these institutions is not only limited to the dissemination and promotion of that culture; Rather, it aspires dynamically to strengthen,

institutionalize, and deepen the culture of dialogue, and we will not exaggerate if we say: it has a role in rooting it.

### **The concept of values and their meanings:**

Values are defined as “the socially agreed-upon desires and goals included in the learning and socialization processes.” We understand that the individual acquires values through learning and socialization through this definition. Furthermore, individuals derive values from the environment in which they live, so their values are imprinted with their character, and in turn, they bequeath the values to future generations. Kamal (1985) gave a definition of values through the set of directions that he developed for the study of values, and he defines them: “as desirable or desirable things and subjects”; The study of values and their identification appears through indicators of attitudes, actions, and behavior and through the goals, which individuals state, cultural ideals, value orientations, standards, and beliefs.

The phrases morality and ethics have negative implications for certain minds. They evoke preachers, philosophy schools, and authoritarian governments' "moral order." However, they appear primarily unimportant in a world where media is getting commercialized due to ever-increasing competition. Values refer to how a person will deal with future situations, help a person to think about what he should do about those situations and events, determine for him the methods and means he chooses towards them, in addition to explaining the behavior emanating from them, preserve the community's cohesion, and define for him the goals of his life. Its ideals and its constant and stable principles maintain for it this necessary coherence and stability and help society to face the changes that occur in it by making the right choices that facilitate people's lives and preserve society's peace and entity within a unified framework; this links the various cultures of community to each other so that they appear harmonious and protect humanity from excessive selfishness and reckless desires. Therefore, good values and ethics are the central pillars upon which civilizations are based (Zahraa, 2021).

To a significant extent, they are and do what history mandates, what the country's culture, economics, decision-makers wish, and what customers and citizens desire. Furthermore, especially when dealing with ethics, one must consider the media's tripartite character. Because they are both an enterprise, government services, and political entities, they have an unclear position from which most difficulties stem (Bertrand, 2018).

### **The function of the media in the dissemination of beliefs**

Media are an element of contemporary society's very complex social structure and its various subsystems. The entire system functions as a massive living creature. Each component is reliant on the others. A single faulty subsystem might cause the whole machine to malfunction. As a result, media sovereignty is constrained even in a liberal system. But, to a significant extent, they are and do what history mandates, what the country's culture, economics, decision-makers wish, and what customers and citizens desire (Bertrand, 2018). Late-nineteenth-century technology and subsequent electronics have resulted in a massive increase in media, necessitating a conceptual revolution. For many years, "press freedom" was seen as a fundamental right of all citizens. And it did exist once political control was lifted, as long as a bit of cash was sufficient to start a monthly (Bertrand, 2018).

The objective of the media, in general, is to deliver the most up-to-date news, sports, and fashion. Its role must be one-way commerce and selling of goods and ideas and views. It gives geographic data on how people are divided. For the commoner and the elite, the media was supposed to be controlled by justice and fairness. Newspapers are the oldest kind of news media and are often recognized as one of the most trustworthy sources of information across the world (Badawi, & Albadri, 2022).

The basic function of the media is to disseminate and convey information. Because knowledge is power, the media supply the public with accurate and timely data and viewpoints on diverse events and conditions in the form of informative pieces.

1. The essential function of the media is to transmit and disseminate information.
2. Another vital purpose of media is entertainment. The media, which serves this role, entertains people.
3. Persuasion is the technique of persuading people to change their opinions. The media has a broad range of effects on the people who watch it.
4. -Culture is passed down through the generations through socialization. The media serves as a reflection of society.

The value of satellite channels arises from their ability to reach people from all social backgrounds and socioeconomic groups. It presents what the young person wants and the desires of the old of both sexes, at any place and time, and it meets the goals of the political, social, educational, and health system. The importance of satellite channels can be summarized in the following points: (Ibrahim, 2011)

1. It blends the spoken word with a visual picture to increase the impact of the message.
2. The ability to broadcast social events live.
3. It is distinguished by its ability to attract viewers, especially adolescents, and achieve a high degree of participation through its educational and entertainment materials and its social impact.
4. The spontaneous, speaking picture allows the observer to follow happenings in his neighborhood without travelling or leaving his home.
5. Engage directly with the audience.

The impact of television cannot be measured in terms of success or failure, likes and dislikes, or approval. Instead, an attempt must be made to condense several concepts regarding the possible impact of television-its effect on the spectator's personality using depth-psychological categories and prior knowledge media. (Adorno, 1954).

### **Functional role of dialogue through the media**

Human dialogue is an alternative to options of violence and exclusion; Cultural institutions lead to a cultural institution in the culture of forming a dialogue, and with them, more than that, another institution with issues of social dialogue, acceptance of the other in pluralism, and dealing with differences in methods of thinking.

The culture of dialogue is almost missing in many countries that need institutional, pedagogical, pedagogical, and media education. Instead, we often rely on "someone higher up" to fix our issues as a society. "How can we establish learning bridges between those in power and the various voices in our society so that something new might emerge?" I am often thought

of as a government employee. Even when individuals claim they wish to change, transitioning from old to new methods is difficult (Tan & Brown, 2005).

Dialogue plays a prominent role in removing the berries due to distinct differences of opinion, thought, and religion. First, we will show its results on the ground in integration, partnership, and action. People's cultural and media preferences have been investigated from a variety of theoretical and academic viewpoints. Psychologists, communications experts, and leisure scientists are all involved (Kraaykamp & Van Eijck, 2005). For dialogue to bear fruit, it needs institutions that play an essential and direct role in establishing a culture of conversation because the culture of dialogue is almost missing in religiously diverse societies. Hence, it needs to be built through educational, religious, and media institutions. The practices and behaviors of violence and murder committed in the name of religion result from a wrong culture.

The dialogue role is based on the process of creating “expression, interaction, sharing, information, exchange, open and unstructured dialogue”, and it is characterized by mobilizing and assembling “. A considerable number of users and citizens, especially from the youth class and category - the new generation - on one communication media platforms open to interaction and participatory dialogue and the exchange of images, data and information expressing comments, opinions and ideas without necessarily showing personalities and faces - faceless communication and information, according to experts (Muhammad, 2017).

It is an indicator of public opinion trends. It gives possibilities for citizens to object to the misuse of power away from conventional elitists, and it is media without boundaries, which differs from the regulated and controlled traditional media (Albadri, 2016). In talking about the media and dialogue between peoples and cultures - the problem of freedom of expression, governance and social responsibility of the media. It is necessary to emphasize the constructive role of the means in the formation of reasonable and rational citizens through the development of thought and a critical mind, in light of supporting universal human values that promote tolerance and dialogue between cultures and religions. Here, the media contributes not only to dialogue among civilizations but to the gradual transformation towards a civilized dialogue in all the meaning of the word (Ibrahim, 2017).

In this regard, international conventions have emphasized the role of the media in increasing differences or bringing people together by exposing them and their past in a way that promotes greater understanding between cultures. In this regard, UNESCO adopted a resolution advocating the exercise of freedom of expression in a spirit of mutual respect and experience and urging mutual respect for cultural diversity, religious beliefs and religious symbols. The traditional media is directed from the elites to the masses. On the contrary, the new media tends to be directed from the audience to the elites and has become dependent on the production of content sourced from the audience, so, rather than the other way around, social media has become a feeder of professional media. It passes through various forms of self-expression and collective identity that take on the character of expression and sometimes take on the nature of mobilization and rebellion; these are kinds of discourse that people, particularly the masses, have mastered (Aisha, 2016). All have the right to freedom of thought and expression, which includes the freedom to hold opinions without interference and to seek, receive, and transmit information and ideas through any medium and across all borders, according to Article 19 of the 1948 United Nations International Declaration of human rights.

## Conclusion

Tolerance principles must be attached to the mass media, education, and awareness in society. Efforts must be made to devote them to cultural and media discourses; media discourses have not been free of tribalism and ideology. As a result, the media serves as the citizen's voice who seeks safety, growth, tolerance, and love.

The global situation, founded on communication, contact, and interdependence among nations, peoples, organizations, and movements, makes dialogue a practical requirement. What is required is a comprehension of people, a grasp of their realities, and an understanding of the facts to cope with them; in order to construct the nation's future, dialogue is required, as is open to rules that take into account the totality of human experiences and attempt to ground them.

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