ELECTRONIC MEDIA DEVELOPMENTS AND THEIR IMPACT ON CHANGING THE POSITIVE VALUES OF SOCIETY

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Abstract

The amazing development in the means of communication and the media, led to the emergence of a new type of electronic media Which broke the media restrictions to include the emergence of a number of newspapers and electronic magazines, which were formed A new media phenomenon, linked to the information and communication technology revolution, and applications began to appear And blogs that have opened up many perspectives for the public, as fast new media outlets Pervasive and low cost, it is necessary to pay attention to the impact of electronic media and their ability to change values.

Keywords

Electronic Media, Developments, Impact, The Positive Values, Society.

Introduction

We see these days in the repercussions of the events thanks to the social media "Facebook", as human societies knew the media and its practice, which began a phase of transition to the values in which we live Now, the development of satellite broadcasting, open skies, media pluralism, and the ease of launching space When the necessary technologies are available, I have launched in recent years sites that transmit information by voice And the image that has become more influential on youth and plays an important and effective role in developing countries, We are truly living in the information age, which depends on investing in modern technologies in producing Abundant information for use in providing services quickly and efficiently, and constitutes information Mainly in enlightenment and development, and whoever has the correct information at the right time has Elements of power and control in a changing world that depend on science in everything far from randomness To the widening of the field The term information explosion In which information operates to include all areas of human activity, which leads to the tremendous growth in The volume of intellectual production, and the dispersion of intellectual production, to the point of mixing ideas and topics, and its effect The electronic media will grow in an unprecedented manner, if it has made great strides in the field of Mobilizing people and pushing them to participate in public and political life in particular, has undoubtedly gone beyond the role News media for traditional media, and created the most important to provide communication and interaction between people to participate By themselves and at their various cultural levels, in making the news and spreading it as quickly as possible.

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Traditionalism itself is forced to breathe in the breeze of modernity and keep pace with the successive development in the media. Electronic ones so as not to become a part of the past these have confirmed the revolutions witnessed in some countries Al-Arabiya group on the ability of this type of media to influence changing the features of countries, as it rang a bell

A warning warns traditional media of the next danger, simply because it sends an open invitation to bias To the "keyboard" instead of paper, especially since all statistical indicators indicate an investment of this A type of new media based on internet and mobile technology.

Where the research problem lies in the effect of electronic media innovations on changing the positive values In Egyptian society.

Research questions:

1- What are the innovations in electronic media, and how do they affect society?

2- What are the positive values that have changed in Egyptian societies and how are they to be controlled in the future ?

The research aims to emphasize the role of negative electronic media in changing positive values Of Egyptian society.

The importance of research is evident in uncovering the role of new electronic media innovations on society Al-Masry in the near and long term.

First: Developments in electronic media and their characteristics.

Defining electronic media:

Electronic media is that which is carried out via electronic methods, chiefly the Internet Type of media has a growing share in the media market as a result of its ease of access and speed

It is produced, developed and updated, and it also enjoys a greater area of intellectual freedom. Audio, video, multimedia, CDs, and the Internet are the most important forms of media Modern electronic.

Defining the concept of the media from different definitions cannot be without linking it to the nature of the society that directs it.

To him with all its political, social and economic components, and the media was known to be the main means those that communicate with humans through specific goals.

Types of electronic media:

A case written by Ahmad Al-Sayed Kurdi We find the multiplicity of electronic media as follows:

- Media websites on the Internet.

Electronic Journalism: Press publishing services via websites

- Electronic Radio and Electronic TV: Live broadcast services for radio stations and channels

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The television station on private sites on the network directly to the recipient and to the various sites.

Electronic archiving services.

- Online ads: Advertising publishing services across various websites.

- Various online media services: communicative, informational and entertaining.

. Blogs-Blogs

- Broadcasting services via mobile phone, including: Live broadcasting on mobile phones, and broadcasting messages

And others, broadcasting breaking news services, MMS and short informational SMS via the Al-Masry service (http://etudiantdz.com/vb/t26739.html)

Characteristics of electronic media:

Electronic media has a set of characteristics that distinguish it from other types of media, which are:

1. Availability feature: The electronic media is always available, as the media or citizen can obtain Any information published on a website or electronic newspaper without any restrictions.

2. The feature of comprehensiveness: that is, diversity and inclusion in the content, as it gives opportunities to accomplish a media work Or write an article in print, audio, or visual media, but thanks to the Internet, which allowed Creating websites, blogs, newspapers and electronic magazines.

3. Flexibility feature: It stands out through the user's ability to easily access a large number of Information sources and locations, selecting the information it deems good and honest, and distinguishing between them Sites that provide false information knowing that the ability to falsify information has increased dramatically With the advent of the Internet, which facilitated many operations of compositing images, modifying voices, etc.,

And it gave absolute freedom to cross domestic and international borders and barriers without restricting media freedom, The individual was allowed to express his opinion without concern or fear of prosecution, criticism and comment on the electronic subject.

4. The feature of cultural pluralism: it explains the topic of self-expression and civilizational dialogue, as it promotes a culture of Respecting the other opinion by providing opportunities for interaction and continuous interference and communication between The media and the public in various ways, and is no longer limited to the elites (Hamad al-Sayyid Kurdi, Characteristics of the media Electronic), and a large percentage of it is independent from government institutions, and it is free And it contributed to certain limits in weakening the great

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dominance of capital, large companies and governments On the media in the world.

5. Communication feature: Contribute to building bridges of communication between the communicator and the receiver of the message it had a great impact on the interaction of both sides with the other.

6. Characteristic of the cultural structure: as it contributes to the spread of electronic culture among members of society, especially in The field of e-learning, and the increase in the use of e-marketing (commerce) through the use of Internet.

7. The interactive feature: the speed of the audience's response and the ease of discussing the event or topic as it is entered The audience is a primary partner in creating media content and enabling the audience to interact with the material Informative (written text, audio, image, and video) and saving informative material and ease Refer to it at any time or send it to someone else, comment on it and read comments and opinions Others on the topic, constantly updating and renewing news and informational materials without deadlines Fixed.

Results:

1- We emphasized the positive impact of electronic media developments on the Egyptian society as a whole especially young people by mobilizing emotional forces against certain viewpoints.

2- We have proven that the development of electronic media has become a global phenomenon that cannot be dispensed with. And a means to change nations and peoples.

3- We emphasized the effect of the role of electronic media on the social transformations and changes that it has witnessed Egyptian society at the beginning of the twenty-first century.

4- We indicated that the electronic media is easy to access to information and websites, and this is what is available to it The opportunity to select information and give absolute freedom to cross national and international borders and barriers without

Restriction of freedom of information, belief, and expression in most countries of the world.

Recommendations

1- Supervisory foundations for the electronic media must be established, with the enactment of laws and charters criminalizing the spread of False information and news in order to be content with the spread of media chaos.

2- Paying attention to the importance of electronic media in the progress of nations and making it a constructive means through developing plans Strategies for controlling this important tool that works will guide a large segment of Egyptian society.

3- Awareness of the role of electronic media as one of the most important methods of the era, which made it the mentor Essential to change nations for the better.

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4- The electronic media must be used in the development of the cultural, economic and social institution And all concerned parties in Egypt.

5- Attention to what can be provided through social media to take advantage of human power Youth in the development of Egyptian society.

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