

# Empowerment of Islamic Worlds Medias in Contrast with Media Streaming of the West

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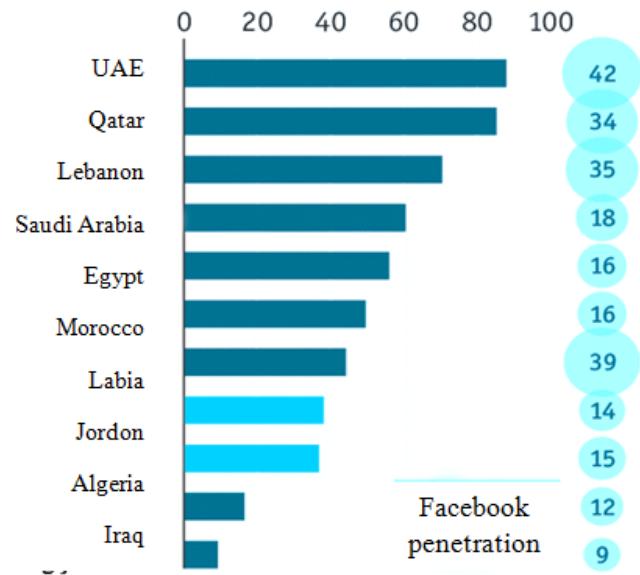
**Abstract:** Use of media and media discourse, in the direction of empowerment and control of behavior and social relations now has the capacity that media should be taken as an indicator of political power and exciting weight for modern society. The index cans changes empowerment streaming in society by its diverse illustrations. To spread message, the media is based on complex technology and usually divided to print media (newspapers, books, journals) and electronic media (radio, film, television, Internet, etc.). Based on a review of published media about the Islam in the Western media, it seems in imagery and the representation of Islam and Muslims in the media, approaches and strategies specific media tracking and specific discourse ruling. Through the segmentation approach to of media, we can say that default of this study is including the Islamic and Western media. Such a concept of noted division each will have its own normative pattern. Here we try, based on concept of power, pay to empowerment of Islamic world's Medias as case and components in the power of the media from the Islam introduce as an influencing factor.

**Keywords:** Power, Islamic world, Communications media, Media empowerment, Technology effectiveness

## 1. Introduction

Communication through the development of technology has been covered the whole world. The communications and information revolution in 20 century, as fundamental and irreversible influenced the concept of power in international relations. Soft power as the ability to achieve desired outcomes in international affairs defined through attraction rather than imposes and increasingly complements military power and economic. The position of world communication in the field of international relations is marked and for effectiveness, the community through the technology and provided the appropriate tools cause more influence the media (Borazjani, 2011). As well as, the media has this this feature that through the dominance and monopoly information power acts as an effective weapon. In this respect, novel media technologies help the developed countries have determined the flow of information in favor of these countries. Information Power that is one of the main fields for monitoring other countries is applied by the new media. Information in present world was originated by power so that economic and political superiority are examples of power.

Information not only provide great economic benefit and income for holders of information power, But also as a tool for monitoring plays an important role in the international. Internet is one of the most important tools in control and direct of information. Other media such as, TV, radio, newspaper, magazine, cinema, film, CD and other media resources supported today in cyberspace. In many cases, the Internet plays the same role that the media play. Monitor the flow of information cause to exchange information in a virtual environment, massive amounts of data and information are available for power holders. This phenomenon has led to the creation of the authority of the information in favor of developed countries. The internet and virtual world considered as a good tool to maintain superior power of information. In fact the success of the media is obtained relying on a network position (Figure 1).



**Figure 1:** Internet and Facebook penetration in Arabic countries, percentage, 2013

This domination in various areas such as advertising networks and virtual environments has been assigned (Doroudi, 2009). The media is a practical intermediary in process or processes communication that has two manifest and latent function. Manifest function of media is containing of where that audience receive the massage. In latent function, media is causative communication and provide one or all of sections of process of convert massage and then perception, motivation and ultimately the behavior (Dindarfarkoush, 2002). In fact, this process is main field of flow of information from the media channel. The media by using the power of influence on people quickly has become a powerful interface.

## 2. Research Methodology

Due to the present study "Empowerment of Islamic worlds Medias in contrast with media streaming of the west" We

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decided to take advantage of qualitative methods. Because the aim of this type of analysis is not create a basis for the current study or use it as a conceptual framework or the effect of denying the findings. But the aim is demonstrate the relevance of findings and previous knowledge to readers of this study (Hajbagheri et al., 2005). In the introduction section, was paid to network and its position. Now with this introduction, our question is: dose Islamic media in contrast of west media has relevant? And will this process in long-term and with access to crossings reliable information leading to the emergence of a discourse on empowerment of the media in the Islamic world with the existing norms and its own practices?

### 3. Theoretical Foundations

On opinion of Philips and according to the Sahafzadeh, our experience expansionary operated by images such as newspapers images, magazines, television and cinema. Previous it seemed that the images are responsible for interpretation / translation of reality. Therefore, we have to understand the image, not in order to discover the missed reality, But for this to find out how an image by itself converted to signify the structural (Sahafzadeh, 2008). It seems that pictures in the context of new technologies help to new forms of oppression and social and open a new window in Orwell scenarios about absolute political control (Falzo, 2014). Serzhdani said: What's weakened the position of film-based image and movement was, raising to the political scene and government propaganda that change into alive sample and also considered as determines the behavior of human populations and environment (Yazdanjou, 2004). In opinion of Foko, modern human has obedient and useful body. Characteristics can be achieved through the use of disciplinary technologies. If the body can reproduces and reorganization, that is why it is shapeable variable. The body and all of its parts can be used in anatomical economy that monitoring the ability of the body's anatomy and according to that Foko speaks about political anatomy of the body and will be able to discover techniques that says it as it political body (Alipourharcheganizadeh, 2012).

Variety topics and themes (the theater) that is added, and never do not disappear. A new phenomenon, wherever and whenever that emerges, even where they are faced with fierce resistance, finally will be accepted. Thereby the theater enriches that variety topics and themes that is added and do not destroy. Old things are forgotten for a while but do not be destroyed. Back and revitalization is one of the rules of history and change, it is immortal. In fact, it creates a new phenomenon. But we should not ignore the importance of social and political history. A new phenomenon, only when will be accepted acceptable which is necessary. Importance should be apparent to development and success in tests to be accepted (Melshingar, 2010).

In empowerment of Islamic worlds Medias process, with consider the many Muslim countries in terms of development, we will find that in particular word, not experience sustained growth trend and have low levels of scientific output, technological, global news and global media that due to the dominant power of the West in this area, we can see unequal competition between the two

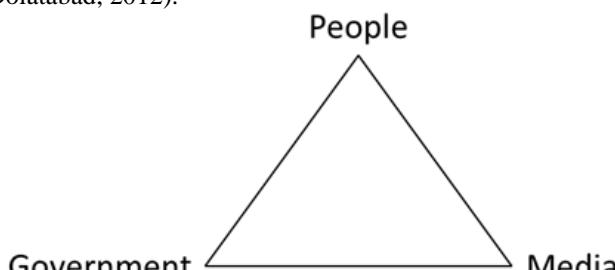
streams. However, the Islamic world to promote Islamic culture, and for use of power of their media advertising, in other parts of the world has always emphasized that cultural indicators and criteria that some of them Can expressed as follows: 1- unity of the Islamic people, 2- scientific commitment to Islam, 3- culture of sacrifice and martyrdom, 4- protecting and restoring Islamic moral and spiritual and humanist rejection of materialism and thinking, 5- to preserve the family honor, 6- adhere to religious relations between men and women, 7- adherence to personal and social rituals of Islam, 8- a belief in God and the resurrection, 9- protecting and restoring religious identity and the fight against cultural offense, 10- emphasis on the role of women in society and many other values. With regard to mentioned indicators of cultural. Powerful countries of the world domination, with the opposite approach of Islamic thought, in the field of media, communication and in the world of cyber space, the possibility of shaping public opinion have provided in the opposite direction in Islamic countries and in some of them through expand their influence, principles and ideas originating from religion in the cultural field have been faced with a serious challenge. Among the most important of these challenges, following cases can be mentioned: 1. the challenges of identity, 2. Develop and strengthen national identity ethnocentric and emphasizing rather than Islamic identity and creation and development of conflict within the Islamic community, 3- showing undesirable image of Islam in the societies of the world, 4- Promoting immoral issues among young people in the Muslim world and projects of debugging of religion in the framework, 5. promotes the model un-Islamic life and threatened the foundation of the family in the Islamic world that all significant aspects of behind coding is visible in the works of western media.

### 4. Findings

Empowerment of west media with a focus on recent developments in the region can understand as more tangible. As the 51-day war on Gaza and cease-fire Israel was forced to accept it, western media cover up the crimes of the Zionists and by reflects the biased news, tried to change the flow of global information. During this time, social media entered the field of serious political and social activities took responsibility global informing and events, demonstrations, violent clashes and etc. for a large number of audiences around the world. On the other hand, publish of crime videos and read their statement in the digital media clear another part of the functions of the device information. Performance monitoring, education and culture transfer, homogenization, renewal and development, fill Leisure, guidance and leadership, crisis management, the granting of social standing and etc. are examples of these functions. Tunisia, Egypt, Libya and Yemen have experienced regime change, in Morocco, Jordan and Algeria reforms occurred, and some places like Bahrain and Saudi are uneasy and tension by now. Here too, each of these countries according to the situation used part of the media to inform the current trend. As well as these days, some countries in the region faced with the problem of violence and terrorists. These groups are exploiting lack of the security and information in established government gradually formed and began to act for self-expression. On the other hand, especially extremist terrorists

takfist groups served regional and trans-regional countries in Syria were to topple the Syrian government. The ranges of their activities were drawn to Lebanon, Iraq, Egypt and Libya and each day becomes more widespread. Parts of the ability of these groups, that the most important of them is ISIS terrorists, refer to their media activity. That in addition to publishing his ideas in this space, among the young people from different countries takes members. Therefore western countries for destruction of muslim societies and the plan to reinforce the idea of "Islam phobia" had a good situation. Terrorists directly and indirectly supported by foreign sources have used the media based on their performance in past events.

The relevant elements of the story to the media, the press will have a special place. Press the circle of democracy today, in terms of importance has a special rank. By the same token, to demonstrate the political importance of the press has been called it as "fourth pillar of democracy". Foundations of democracy or its principles are based on four fundamental pillars and to any government that has used these bases in the political system and commitment to the theoretical and practical were defined as democratic political system. The most important factors are as follows: 1- The Constitution, 2- The National Assembly (Parliament) (Ysefi, 2008). In trap diplomacy, three issues or three sides: the media, the public and the government have a key role (Faure 2). Walter Lippman newspaper, "The Bible of democracy" has been introduced. Transport, and free dissemination of ideas and opinions, is one of the most precious and valuable human rights and every citizen can freely speak, write and published, except in cases that deal with the abuse of this freedom, legal and customary barriers exist (Khishavande Dolatabad, 2012).



**Figure 2: Traps Diplomacy**

The main assumptions of Fig. 2, can be summarized as follows: 1- Independent media Or at least a lack of dependence on government, 2- The existence of private media along with government media and deregulation of media laws, 3- The existence of a free public space of power which in that, media can transmit unbiased information (Ghahramanpour, 2009). Element in most Islamic countries are in bottleneck to take over the huge information. . The media that limited to some superficial information, Members of the community from different directions will be looking for information. The space will be closer more and more the west to the empowerment of the media. Empowerment that the Islamic world, can easily be attained by relying on their social capacities. Platforms like the Rehabilitation rich of the Islamic values, investing in a collective faith, valuing the voice of the opposition, valuation on the demands of the people with of the Islamic approach.

## 5. Conclusion

Zinolabedini, in "Differences in management of Islamic media and west media" Weakness or a sense restriction in this area, knows lack of qualified managers in this area. In the field of soft war, despite this emphasis of the Supreme Leader "Today we have ready troops" even there isn't motivation for creating it in some authorities. On the other hand, according to the influence of media on people's minds and attitudes, he refers to the differences in management of Islamic media, western media management that more is related to religion and ethics. In this study, we focused to weakness of media managers in Islamic media in empowerment of mediation. This source of backwardness related to the lack of long-term planning and a lack of sufficient motivation in the realization of forecasts (Zinolabedini, 2014).

AhmadPur, in the article "challenges of globalization in the Islamic world," says: At present, intentionally or unintentionally, the Islamic world and other societies are exposed to globalization and cannot be free from its effects. Therefore in these circumstances, the logical approach to this reality, we can provide the opportunities that cyber space provided and through the launch of various Islamic websites and blogs with a variety of issues, can pay to promote good faith and accepted by the Islamic community, In contrast to promote the fundamentalism and other similar challenges. We need to put culture at the heart of our programs and teach to our users, culture of proper use of cyber space facilities. AhmadPur knows the scientific empowerment, enhance scientific capacity and competition motivation as a solution to empowerment of the media. A result that our study confirm that (AhmadPur, 2011).

Akhtari, in the article "Imperialist media terrorism" says: Retaliation, always as the most logical approach is intended to avoid repeat. Means first against any misunderstanding and abuse, whether political, economic and act. due to capacity, action must be taken. This mentioned previously by Islamic researchers. Also, we believe it possible in media empowerment, understanding the formation of the front and effort to achieve it through "Win-win relationship" (Akhtari, 2012).

It seems to address each of the major problems of the Islamic world, since some of these problems have roots media or dissemination of false information incomplete and informing to them have increased it, should use media tools. This means that beginning to media empowerment in Islamic world. As the media can be a platform for the dissemination of extremist symbols and violence, can be a good platform to promote peace and stability. These information tools through the establishing appropriate and complete ties among the people and the government, the distance between the two will reduce and the field of resolving potential problems before they become crises provide. As well as the media, through the reminder cultural, social, religious and humanitarian Subscribe, will bring nations from different countries closer to each other and doing their same direction, especially on issues of regional importance. As we emphasized in the introduction and theoretical section, according to the media, cinema in terms

of its visual and attractive, is effective category. To deal with the growing production of large cinematic companies, especially companies Zionist, Should the Islamic world focus in empower self through visual production with the concepts of Ismaic values and originated from Islamic discourse. Use of resources, scientific and technological development in this area, guaranteed deal with cyber terrorism and film technology. Empowerment of Islamic world after such a qualifying will be met (A group of authors, 2012). Islam is based on the thought of compassion and kindness and compassion and kindness is initial value. If there is unity and the use of diplomacy media, a good future can be expected for political power and transregional for Islamic society and Islamic world. Empowerment of Islamic world media, is considered as new and modern discourse. This unity and monitored political openness will covert to firm gateway against the west media power. Media environments in Islamic countries, despite the need for direction and control of information which is necessary for the concept of media empowerment, requires attitude, along with incentives for users in the field of IT requires. The users in Islamic countries should be needs assessment, and then efficient workforces are trained to empowerment of the Islamic world. There's an important part of the process in management system. Means valuing of the adopted multi-year program of Media, away from the political and electoral invasions lead to taking steps in the realization of established landscape. After the foreign policy, Preventive is an efficient diplomacy and also in transregional relations will be necessary. Diplomacy that is not limited to government policies. This diplomacy is foundation of the government and long-term plans for it visualization was done.

## 6. Suggestions

According to the obtained results in this study, the following suggestions are offered: 1- promoting cyber capabilities, 2- use of existing norms in the production of visual effects, 3- Informing public opinion of the soft war and the enemy's cultural invasion, 4- Overestimate the fields of culture and political culture and identifying cultural crossings and overt and covert gaps in terms of management and restoration, 5- Notifications on the correct use of the media, including the Internet, 6- Provide political and social openness for the production of cinematic works and Islamic cinema, 7- optimal use of all material, human, technological resources to produce, reproduce and distribute targeted messages to the desired effect on the audience.

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