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The social function of the press about awareness of peaceful coexistence

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Abstract

The world is undergoing many political, social, economic, technological and other changes in terms of violence or terrorism. The world has also witnessed many incidents of violence, conflict, war, disasters and crises of all kinds. These conditions have led to intolerance, increased violence and hatred among individuals and peoples alike, as well as sectarian, ethnic and religious distinction among the people of one nation. In general, the media have the ability to reach a wide audience and thus have a social responsibility to promote the idea of peaceful coexistence, to foster a culture of dialogue, to promote tolerance among its members and to renounce the phenomenon of intolerance, violence and atonement. The printed press is one of the means of mass communication that has an effective role in spreading this culture, as it has characteristics and characteristics that distinguish it from other modern means of communication. It allows readers to control the time of their reading and re-read their contents, and they contain intricate topics with precise details that play a role in building intellectual, behavioral, cultural, political and social patterns. The methodological framework of the study included an introduction to the importance of the media and print media, research problem, the importance of research and its objectives, type and methodology of research, as well as the society and sample of research. As for the theoretical framework of the study, it focused on three axes: the dimensions of the social function of print journalism, what are the most common issues of peaceful coexistence in society, and the role of newspapers in educating the public about peaceful coexistence. The practical framework focused on clarifying the procedures of the study in terms of the methodology used in the study and the study society and its limits and tools and the statistical methods used, as well as the procedures of honesty and consistency of study and finally the results of the analytical study.

At the end of the research, the researcher concluded that the Iraqi newspapers play a large role in raising awareness about the concepts and issues of peaceful coexistence. The most prominent issues focused on the awareness campaigns carried out by Iraqi newspapers are the issue of renunciation of violence and hatred. The researcher recommended dealing with issues that create dialogue and involve Iraqi citizens in addressing some societal issues, especially those related to peaceful coexistence, as well as the need for Iraqi newspapers to rely on reliable sources, in-depth coverage and analytical vision when presenting a community issue and offering solutions.

La Función Social De La Prensa Sobre La Conciencia De La Convivencia Pacífica.

Resumen

El mundo está experimentando muchos cambios políticos, sociales, económicos, tecnológicos y de otro tipo en términos de violencia o terrorismo. El mundo también ha sido testigo de muchos incidentes de violencia, conflicto, guerra, desastres y crisis de todo tipo. Estas condiciones han llevado a la intolerancia, al aumento de la violencia y al odio entre personas y pueblos por igual, así como a la distinción sectaria, étnica y religiosa entre las personas de una nación.

En general, los medios de comunicación tienen la capacidad de llegar a un público amplio y, por lo tanto, tienen la responsabilidad social de promover la idea de la convivencia pacífica, fomentar una cultura de diálogo, promover la tolerancia entre sus miembros y renunciar al fenómeno de la intolerancia, la violencia y la violencia. expiación.

La prensa impresa es uno de los medios de comunicación masiva que tiene un papel efectivo en la difusión de esta cultura, ya que tiene características y características que la distinguen de otros medios modernos de comunicación. Permite a los lectores controlar el tiempo de su lectura y releer sus contenidos, y contienen temas complejos con detalles precisos que juegan un papel en la construcción de patrones intelectuales, de comportamiento, culturales, políticos y sociales.

El marco metodológico del estudio incluyó una introducción a la importancia de los medios y los medios impresos, el problema de investigación, la importancia de la investigación y sus objetivos, tipo y metodología de investigación, así como la sociedad y la muestra de investigación. En

cuanto al marco teórico del estudio, se centró en tres ejes: las dimensiones de la función social del periodismo impreso, cuáles son los problemas más comunes de la coexistencia pacífica en la sociedad y el papel de los periódicos en la educación del público sobre la coexistencia pacífica. El marco práctico se centró en aclarar los procedimientos del estudio en términos de la metodología utilizada en el estudio y la sociedad de estudio y sus límites y herramientas y los métodos estadísticos utilizados, así como los procedimientos de honestidad y consistencia del estudio y finalmente los resultados del estudio analítico. Al final de la investigación, el investigador concluyó que los periódicos iraquíes desempeñan un papel importante en la sensibilización sobre los conceptos y temas de la convivencia pacífica. Los temas más destacados centrados en las campañas de sensibilización llevadas a cabo por los periódicos iraquíes son el tema de la renuncia a la violencia y el odio. El investigador recomendó abordar los problemas que crean diálogo e involucran a los ciudadanos iraquíes en el tratamiento de algunos problemas sociales, especialmente aquellos relacionados con la coexistencia pacífica, así como la necesidad de que los periódicos iraquíes confíen en fuentes confiables, una cobertura profunda y una visión analítica al presentar un problema comunitario y ofreciendo soluciones.

First: Research problem:

The importance of the mass media in general and the press in particular has increased in importance because of its ability to attract public attention to it, satisfy its needs, identify its needs and identify its concerns on the issues involved. This reflects its capacity for socialization and social responsibility. Newspapers on awareness of peaceful co-existence), from which several questions emerged:

1. What are the dimensions of the social function of print journalism?
2. What are the most common issues of peaceful coexistence in society?
3. What is the role of newspapers in educating the public about peaceful coexistence?

Second: The importance of research:

The importance of research is due to the scarcity of media studies in general to the issues of peaceful coexistence and communication with each other in the field of survey studies. This study can also establish a new vision on the role of the print press in addressing problems that may affect peaceful tolerance within societies such as violence, intolerance, and even terrorism.

Third: Research Objectives:

The research objectives are:

1. Identify the most important social functions that contribute to the public's awareness of the need for peaceful coexistence.
2. Knowledge of social issues that highlight the peaceful coexistence of newspapers.
3. Detecting the most important issues affecting members of society through violence, aggression and even terrorism.
4. To identify the factors of successful dissemination and promotion of awareness among the public through newspapers.

Fourth: Type and methodology of research

Type of research: This research is descriptive research, which aims to monitor and know the social function of printed newspapers on issues related to peaceful coexistence.

The researcher used the survey method to arrive at the results of the study and explain the ambiguity in the research as it is the most appropriate method of knowing the social function of the newspapers in raising the public awareness of the need for peaceful coexistence within the community.

Fifth: Society and the sample of research

The research community: This is the field of research or study. This field was human or non-human. The research community was the readership of the newspapers in Baghdad governorate.

The sample of the research was a sample of the audience of journalists who read the newspapers. This group is more aware of the topics of peaceful coexistence in the newspapers, which were (100) respondents in their various press organizations.

Sixth: procedural definitions:

The researcher believes that the concept of the social function of the printed press in this research means that the Iraqi newspapers play a social role in raising the awareness of Iraqi citizens about the concepts and issues of peaceful coexistence through working on shaping public opinion and directing the state's orientations and activities to the citizen with transparency and credibility. Cultural, social and economic change within the community.

Peaceful coexistence, the researcher believes that the concept of peaceful coexistence is an idea based on the existence of a multi-doctrinal society and ideologies in which the media in general and the print media in par-

ticular play a major role in the direction of tolerance and the dissemination of peace and acceptance and recognition of the other and renounce violence and extremism and hatred.

The theoretical framework of the study:

The theoretical framework of the study focuses on the following three themes:

First: Dimensions of the social function of print journalism:

The social function of the newspapers is linked to the concept of social responsibility, which is related to the number of jobs that the print media are committed to perform within the sectors of society in which they exist, whether political, economic, social or cultural, where certain professional values are required so that they can fulfill the role assigned to them. Accuracy, balance, comprehensiveness and objectivity. (Friend and father of al-Hassan, 2017: 117)

From this perspective, print journalism plays a social function vis-à-vis society and its members. Journalism is one of the main elements that help shape and direct public opinion within a society so that it has a specific position on a specific issue. It should be noted that the modern era is characterized by speed on more than one level, both in terms of the level of events or the transfer of information and dissemination from one place to another, which prompted the reader to be eager to carry out the new information provided to him, can be a clear picture of what is going on around the events. (Hijazi, 2015: 17) In order for the print press to carry out its social function, the following conditions must be met:

1. The State shall guarantee the various liberties, the most important of which is the freedom of opinion and expression, which enables the newspapers within it to play their role in enlightening the members of the community with all events and issues.
2. Professionalism and objectivity. It is one of the important principles on which print journalism must be based. It must be neutral and independent from any influences of any kind.
3. To express a wide segment of the public, not a particular group or minority, in order to have the capacity to express the conditions and reality of society. (Nora, 2018: 57)

Thus, if these conditions are met, the printed press can carry out its social function within the society in which it is located. (Muhammad: 2017) In the same context, the social function of the print media several dimensions can be referred to as follows:

1. Social and moral commitment; they are two main pillars of the press as

the cornerstone for forming a public opinion on a particular issue within society.

2. To play a supervisory role towards the policies of the state so as to reflect all the steps of the state at all levels and convey them to the citizen with transparency and credibility.

3. To contribute to cultural, social and economic change within society. (Hossam El-Din, 1996: 97)

4. Second: What are the most common issues of peaceful coexistence in society:

The issue of peaceful co-existence between and within societies is also one of the most important issues, especially in an age of conflict, conflict and war of different kinds, which have led to the loss of these cultures of coexistence and are more assertive and monotonous. (Fawzia, 2018, 40). Peaceful co-existence is essential for development within different societies. A society that suffers from extremism and conflict and lacks peace and social harmony can not take a simple step towards development. This leads some of them to explore ways to achieve peaceful coexistence, which at the same time relate to a range of issues that support their actions (Popper, 2005: 151).

1. The issue of community unity:

Peaceful co-existence is linked to the achievement of social unity. It works to embody the concepts of harmony and cooperation among members of a society according to their national, religious and sectarian affiliations, as well as their attitudes and ideas. Coexistence works to strengthen some of the common bonds between these individuals and to overcome any differences between them in order to build a healthy social system within the society respected by all its members and based on respect for the freedoms of individuals and their differences. It is thus possible to say that there are some rules that link the issues of peaceful coexistence and community unity (Tuwaijri, 1998: 42-45), including the following:

- Respect the other party by recognizing and dealing with it.
- Achieving a balance between the rights and duties of individuals without discrimination.
- Achieving political and social solidarity and enhancing means of cooperation within society. (Hoshan, 2018: 108)

2. The issue of tolerance:

The essence of the idea of tolerance is based on the tolerance of different opinions and acceptance of things that people do not want and which contradict their ideas and morals. This means that the individual tries to

accept the existence of individuals who are different from him in terms of blood, religion, sect or national association, etc. He tries to live with this difference and accept the idea of diversity Establishing a healthy and positive relationship with the different partner (Al-Hakami, 2015: 90). To establish the idea of tolerance within individuals, the following points must be drawn:

- The family, the family has a great role in raising their children on the idea of dialogue and discussion and acceptance of differences and views contrary to them. (Arak, 1997: 36)
- The school should encourage materials as well as teachers to dialogue and discussions among students, which helps them to listen to each other and accept ideas and criticism. (Mukherim, 2017: 53)
- The media, of different types, have a great role in promoting the idea of tolerance among the members of society through the transfer of correct information that seeks to achieve harmony between them and the distance from extremism and violence. (Cyber Strategy, 2015)

3. The issue of renunciation of violence and hatred:

Peaceful co-existence is linked to the issue of renouncing violence and hatred. It eliminates extremism, extremism and extremism, which forces the individual to commit heinous acts against society. He also works to address the arbitrariness of these individuals who resort to violence for specific ends. (Deadening: 2015, 8-15), as well as addressing the problem of self-centeredness these individuals are motivated by their unwillingness to engage in dialogue with society properly. (Mekidri, 2016: 74)

4. The issue of eliminating discrimination of all kinds:

Peaceful co-existence works to heal the rift between the different parts of society by eliminating all forms of discrimination, exclusion and marginalization, whether on the basis of sex, color, etc. It is concerned mainly with the consolidation of civil and social peace, with the aim of establishing a general framework that helps in the restructuring and rebuilding of the society, so that its members can differ in their affiliations and ideologies from co-existence, cooperation and harmony. (Abdel Samie, 1998: 37-38)

Third: The Role of Newspapers in Raising Public Awareness of Peaceful Coexistence:

The press has a significant impact on public awareness of the importance of peaceful coexistence and the concepts associated with it, such as disseminating a culture of tolerance, combating violence and extremism and rejecting discrimination through the culture industry, (Herpig, 2015: 597-

607) It has the capacity to disseminate information about events and issues among a broad audience through news, cultural, or other programs. (Mustafa, 2000: 18-19)

It should be noted that the media in general and the print media in particular have a significant role to play in determining the attitudes, attitudes and opinions of individuals towards the world's events. Which means that the media is accountable to the emerging country and the individuals residing within it for raising awareness about the concepts of peaceful coexistence and spreading a culture of dialogue, constructive criticism and tolerance, which in turn plays a major role towards the advancement and progress of the state and the development of the skills of its members. (DLW, 2003: 62-63)

Thus, the role of the printed press towards public awareness of the concept of peaceful coexistence and the related issues is reflected in the following points:

- instilling cultural values and spreading a culture of awareness of the other.
- Advocacy to promote the values of tolerance and fighting extremism.
- To enlighten public opinion about the dangers that may result from the continuation of extremist ideas.
- Conduct advertising campaigns on the importance of spreading a culture of peace and non-violence and conflict within society.
- To address the ideological tendency of some arbitrariness.
- Sponsoring scientific conferences, seminars, workshops and scientific meetings as well as various cultural and dialogue activities based on dialogue and constructive discussion. (Othman, 2010: 103-107)

The practical framework of the study:

Study Procedures:

This study belongs to the descriptive research category, which aims to monitor and analyze the treatment of some Iraqi newspapers for the issue of awareness of the importance of peaceful coexistence in the period from 2017 to 2018. For the methodology of the study, it relied mainly on the survey method, - The study on its role in educating Iraqi citizens about the concept of peaceful coexistence and its impact on the quality of daily life. The researcher believes that this approach is one of the most appropriate curricula that can meet the requirements of the study and provide the read-

er with a complete picture of the main research problem. This approach helps in establishing the infrastructure of scientific disciplines that focus most on studying the communities and the issues raised within them. (Naimi, 2015)

As for the study society, the survey population of the content was identified as an objective sample of about 100 respondents who are considered the most aware of the issues of peaceful coexistence in Iraqi newspapers.

As for the study limits, the study period extends from January 2017 to November 2018. According to the survey conducted by the researcher through follow-up to random samples of the newspapers included in the study found that this period of the most period published these newspapers topics on the concepts and issues of peaceful coexistence and the importance of both currents Religious, political or societal, especially in light of the events and circumstances in Iraq today or the surrounding area.

The new newspapers (Al-Sabah Al-Jadid, Al-Iraq for All, Al-Takkhi Newspaper and Sawt Al-Iraq) were considered to be different in attitudes and intellectual views. In addition to the regularity of the publications are newspapers published on a daily basis, as well as provide archiving services to be accessible, as well as being the most prevalent within Iraq and enjoys a great place among Iraqi citizens.

As for the study tools, the study used the so-called second level of content analysis to collect the information required to complete the requirements of the practical framework of the study in question in order to reach the numerical results that contribute to the formation of a basis for quantitative and qualitative interpretation of the study and achieve its objectives. Therefore, the researcher used quantitative and qualitative content analysis tools, which included: "the type of press coverage of the subjects, their type and sources, the forces of effectiveness, the values reflected by the selected topics, the methods of presentation and highlighting the most important contents of peaceful coexistence." The researcher of all the press arts, which includes news, reports, articles and interviews, for the purposes of study.

As for the statistical methods used in the study, the researcher adopted the following data collection after the completion of the data required to enter after coding to the computer and processing and reach the statistical results using the program (SPSS) and the statistical package of social sciences.

Procedures of honesty and consistency:

As for the validity test, it means the validity of the tool to achieve the desired goal of the study, as well as the validity of the scale used and

its accuracy in measuring the variable that the researcher wants to measure, and the analysis form was presented to a group of arbitrators to judge the validity of the form for measurement and then made appropriate adjustments according to opinions. The arbitrators even became applicable. (Bashir, 2015)

For stability measures, it is intended to achieve reliable results by repeating the application of the scale to the subjects. After the analysis was completed, another researcher was used to re-analyze a sub-sample of the study samples.

Results of the analytical study:

The present study dealt with the research of the views of a sample of 100 respondents who regularly carry out a number of Iraqi newspapers. A number of questions were asked: What are the dimensions of the social function of print journalism, which is the most common issue of peaceful coexistence in society? What is the role of the newspapers in educating the public about peaceful coexistence?

As for the first question: What are the dimensions of the social function of print journalism ?, the researcher presented three answers to the research sample, as follows:

1. Forming public opinion within the community and directing it.
2. To play a supervisory role vis-à-vis the policies of the State and to transfer them to the citizen with transparency and credibility.
3. To contribute to cultural, social and economic change within society.

Table (1) Dimensions of the social function of the printed press

Percentage of respondents	Answers to the first question
%67	Forming and directing public opinion within the community.
%12	To play a supervisory role towards the policies of the state and its transfer to the citizen with transparency and credibility.
%21	Contribute to cultural, social and economic change within society.

The above table shows the dimensions of the social function of print journalism in Iraq from the point of view of the sample of the study. 67% of the sample believes that printed newspapers play a major role in forming

public opinion within the society towards specific issues, including peaceful coexistence, which enhances their social and moral commitment. 12% of the sample believes that it plays a supervisory role in following up the state’s policies and decisions and transferring them with transparency and credibility to the Iraqi citizen. 21% of the sample believes that they contribute to cultural, social and economic change within Iraqi society.

The researcher asked another question about the dimensions of the social function desired by the print press in Iraq, and focused on the answers:

1. Citizenship and strengthening the spirit of belonging to the target audience.
2. Entertainment and simplification of information of deep dimensions to the target audience.
3. Political and community awareness.
- 4 - Consolidation of community communication.
- 5 - being a link between the target audience and political leaders.
6. Introduce meaningful community issues.
- 7 - To become a platform for the exchange of ideas and ideas in the community between political leaders and ordinary readers.

Table (2) Dimensions the desired social function of the printed press in Iraq

Percentage of respondents	Answers to the first question
%52	Citizenship and the spirit of belonging to the target audience.
%15	Entertainment and simplification of information of deep dimensions to the target audience.
%3	Political and community awareness.
% 7	Consolidation of community communication.
%8	As a link between the target audience and political leaders.
%8	Introduce meaningful community issues.
%7	To become a platform for the exchange of ideas and ideas in the community between the political leaders and ordinary readers.

The above table shows the social function desired by the printed press in Iraq from the point of view of the sample of the study, where 52% of the

sample believes that printed newspapers should consolidate citizenship and strengthen the spirit of belonging to the target audience. While 15% of the sample believes that it should entertain and simplify the information of the deep dimensions of the target. 8% to 7% of the sample believes that it should contribute to the consolidation of community communication, to be a link between the target audience and political leaders, to raise the community's objective issues, and to become a platform for exchanging views and ideas in the community between political leaders and the public. Normal readers of Iraqi society.

As for the second question: What are the most common issues of peaceful coexistence in society? The researcher presented the following answers:

1. Community Unit.
2. Tolerance.
3. Denial of violence and hatred.
4. Elimination of discrimination of all kinds.

Table (3) the most common issues of peaceful coexistence in society

Percentage of respondents	Answers to the second question
%17	The issue of community unity
%28	The issue of tolerance
%42	The issue of renouncing violence and hatred
%13	The issue of eliminating discrimination of all kinds

The above table shows the most common issues of peaceful coexistence in the society in Iraq from the point of view of the sample of the study, where 42% of the sample that the issue of renunciation of violence and hatred is the most issues dealt with Iraqi newspapers as closely related to peaceful coexistence in Iraq, , Then the issue of community unity by 17%, and then the issue of eliminating discrimination of all types by 13%.

The researcher asked another question about: Issues that should be traded in the community about peaceful coexistence? The respondents presented the following answers:

1. Denial of terrorism.
2. Values of humanity.
3. Value of citizenship.
4. Values and principles of peaceful dialogue.

Table (4) Issues that must be dealt with in society about peaceful coexistence in society

Percentage of respondents	Answers to the first question
%13	The issue of renouncing terrorism
%22	Issues and values of humanity
%48	The issue and value of citizenship
%17	The issue of the values and principles of peaceful dialogue

The above table shows the issues that must be dealt with in society about the peaceful coexistence of the society in Iraq from the point of view of the sample of the study, where 48% of the sample believes that the newspapers should address the issue and the value of citizenship as closely related to peaceful coexistence in Iraq, 22%, then the issue of values and principles of peaceful dialogue by 17%, and 13% of the sample that the newspapers should address the issue of renunciation of terrorism as closely related to peaceful coexistence in Iraq.

As for the third question: What is the role of the newspapers in educating the public about peaceful coexistence? The researcher presented the following answers:

1. Cultivate cultural values and spread the culture of awareness of the other.
2. Advocating the values of tolerance and combating extremism.
3. Inform public opinion of the dangers that may result from following extremist ideas.
4. Conduct advertising campaigns on the importance of spreading a culture of peace and renouncing violence and conflict within society.
5. Addressing the arbitrary ideological orientation of some.
6. Sponsoring scientific conferences, seminars, workshops and scientific meetings as well as various cultural and dialogue activities based on dialogue and constructive discussion.

Table (5) The Role of Newspapers in Raising Public Awareness of Peaceful Coexistence

Percentage of respondents	Answers to the third question
%8	Instilling cultural values and spreading a culture of awareness of the other.
%37	Call for the promotion of values of tolerance and fighting extremism.
%13	Enlighten public opinion about the dangers that may result from the alignment of extremist ideas.
%23	To conduct advertising campaigns on the importance of spreading a culture of peace and renouncing violence and conflict within society.
%11	Addressing the arbitrary ideological orientation of some.
%7	Sponsoring scientific conferences, seminars, workshops and scientific meetings as well as various cultural and dialogue activities based on dialogue and constructive discussion.

The above table shows the role of the newspapers in raising public awareness of peaceful coexistence. 37% of the sample believes that the Iraqi newspapers are focused on promoting tolerance and fighting extremism. 23% of respondents believe that they are focusing on campaigning on the importance of spreading a culture of peace and rejecting violence and conflict within society. While 13% of the respondents believe that they are enlightening public opinion about the dangers that may result from the continuation of extremist ideas. As for the treatment of the arbitrary ideological orientation of some, 11% of the sample, instilling cultural values and spreading the culture of awareness of the other amounted to 8% of the sample, and finally sponsoring scientific conferences, seminars, workshops and scientific meetings as well as various cultural and dialogue activities based on dialogue and constructive discussion Amounted to 7% of the sample.

Conclusion:

The study aimed to identify the role of some Iraqi newspapers in educating Iraqi citizens about the importance of concepts and issues of peaceful coexistence and its importance within society. The study population was represented in a sample of 100 respondents from a number of Iraqi daily newspapers. The period of study was between January 2017 and Novem-

ber 2018, because this period included many developments and transformations, both at the internal Iraqi level and at the Arab or global level regarding the concept of peaceful coexistence. The results of the study indicated the following points:

1. Iraqi newspapers play a large role in raising awareness of the concepts and issues of peaceful coexistence by forming public opinion within the society and guiding it towards this type of issue.

2. Given the nature of the circumstances that Iraq is experiencing both during the past period and the current period or even the circumstances surrounding the State itself, especially in the context of the surrounding countries and the crises that they are experiencing and their impact on internal stability, the most important issues focused on the awareness campaigns carried out by Iraqi newspapers Is the issue of renunciation of violence and hatred followed by the call for tolerance, openness to cultures, acceptance and dialogue with others.

3. The main role played by Iraqi newspapers is to promote the values of tolerance and fighting extremism, followed by their role in spreading the culture of peace and renouncing violence and conflict within society, which is appropriate to the conditions that Iraq is experiencing at that time. Accordingly, the study recommends the following:

1. Taking care of issues that create dialogue and engage Iraqi citizens in addressing some societal issues, especially those related to peaceful coexistence.

2. Iraqi newspapers should rely on reliable sources, in-depth coverage and analytical vision when presenting a community issue and offering solutions.

3. The need for government agencies to facilitate the access of newspapers to sufficient information to disseminate a community issue in a timely manner so that it can be presented to public opinion and involve them in finding solutions.

4. The necessity of the press to adhere to professional and ethical rules when presenting a community issue that may lead to social change within society.

5 - The necessity of the newspapers to develop the awareness of the citizens through the commitment to the values and principles that work on the consolidation of identity and community affiliation to them.

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