

The Role of Mass Media in our Digital Age in Forming the Family System of Values

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Abstract

The role of information and communications have increased through satellites, live broadcasting, the unprecedented increase in the number of TV channels, and the spread of the internet which connected the world in ways which were not available before. This made it easy for the audience worldwide to be influenced by different information channels. Herein comes the problem of this study with changes which seem to be contrary to the concepts and lifestyles of the previous years. These changes are led by mass media and communication systems to form new minds which are different from previous generations cognitively, affectionately, and behaviorally. The significance of this study stems from the fact that the mass media and communication form the most influential power in our lives because of technological development in our present age. This study aims at exploring the role of mass media and communication in our digital age in forming the family system of values. This study belongs to qualitative research type, and depends on the analytical descriptive method. The data were collected through general observation.

Through discussing the roles of mass media and communications and the negative effect which they might have on family values, this study came to a number of conclusions, some of which are the following: The necessity of specifying the required information objectives accurately , and dividing them chronologically so that people feel that there is a problem related to their lives and their children , their safety and security at large. Selecting the best means and forms of communications and

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information appropriate for each group of the target audience. Preparing information contents to be presented through an objective and accurate manner. Intensifying family programmes and presenting their contents in a modern manner, dealing with this issue as a threat to our values, reviewing information materials that threaten our system of values, and dealing with family as a connected entity and not just as a number individuals. The necessity of scheduling well the contents of information activities in away so as to achieve continuity, consistency, comprehensiveness, diversity, and concentration.