

# **SOCIETAL SECURITY IN THE AUDIO – VISUAL JORDANIAN MEDIA (YAQIN RADIO AND ROYA TV – AS A MODEL)**

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## **Abstract**

This study aimed at investigating the positive role played by the audio – visual media in enhancing societal security. In order to achieve the aim of the study, the Jordanian Radio Station (Yaqin) and Roya TV as a model for the audio and visual means. By virtue of the researcher’s work on Radio Yaqin and his acquaintance with Roya TV work, the program cycle of the two means has been followed through a specific time period, during which emergency political and security events passed on the country that affected the societal security system (Sit – ins, strikes, civil disobedience attempts, and sometimes riots), objection to the policy of the government of Al – Molki in the middle of (2018) and follow up on the content of their programs that covered those events. The researcher recommended the necessity of paying attention to the quality of the contents of the means and the seriousness of monitoring what is being offered while covering all regions and reviving the role of Amman Message.

**Keywords:** Visual media, Audio media, Yaqin radio, Roya Television .

## **Introduction**

Allah says “Let them worship the Lord of this house, who fed them with hunger and security from fear”. Great truth of God.

Through mankind’s times, concepts varied in defining societal security and its limits, but the fields of study in sociology, political science and security clarified the foundations on which the concept of societal security is built and which is defined as the state of security, stability and reassurance in society through these outputs that the citizen touches them in his normal and stable environmental life to give an appropriate opportunity for the individual to produce, creativity and a decent life.

Also, this individual who is active, positive and aware of everything that is going on around him and has that knowledge of his rights and duties is essential in maintaining the security of homeland. In order for security to be achieved in a society in the world with its different components, it must have the pillars of wise leadership, space and security apparatus, and the conscious people.

## **These concurrent elements are what societal security needs in general**

The scholars were interested in studying the interaction between the media means and the masses that are exposed to these methods, including setting priorities for political and social issues of concern to society, assuming that the media are unable to present all issues that occur in society. Rather, the media people choose some topics that focus heavily and control their nature and content. These issues gradually raise people’s interest and make them aware of them, and therefore these issues represent a relatively greater importance for the masses than the topics raised by the media. It also affirms the existence of a positive relationship between what they assert and the media in their own means, and between what the public sees, no matter which means that the media and communication contribute to the arrangement of the interests and priorities of the masses, and from that it performs a directive and developmental function (Jamal Al – Din, 1993, 10).

In 1922 Walter Lieberman went on to prioritize the role of the media in finding the link between events in the outside world and the images that arise in our minds about these events in his book “The public opinion” in which he said that media means help to build the mental image of the masses. Often these means provide false environments in the minds of the masses. The media work to form public opinion by presenting issues of concern to Society (Mc Caw & Al – Saeid, 1998, 288).

Murad (2014, 143) pointed out that while any media mean decided to allocate most of the time and space in news coverage in an issue, this issue will gain the utmost importance among the audiences that are exposed to this mean.

It should be noted that the media means, through their professionalism in arranging the priorities it broadcasts, it can create a public opinion that serves the issue positively and is more effective in influencing the

positive thinking pattern of the listener or viewer alike and directing the public opinion of the street (Ismail, 2003, 271).

The researcher believes that the media means mostly that provide us with data and information. Therefore, they clearly affect our concepts, attitudes and on judgment on complicated issues.

The researcher agrees with what Abdul Hamid (2004, 91) went to: that the environmental variables, the content, the means, the audience and the interaction lead to a clear effect and a limited time in the understanding, attitudes, values and human behavior towards these variables. Also, the repeated presentation of the content of media means in a thoughtful way pushes the public opinion towards a profound knowledge path characterized by its continuing profound impact and leads to building knowledge, values and behavior on the level of the individual and society, with confirmation that the time factor is an urgent necessity for the credibility of the media and in the continuous tracking of events, their broadcast, analysis and follow – up in the country’s media field because of its priority and importance to the ordinary and specialized citizen.

Societal security, according to experts (the situation in which the citizen feels that the official State systems meet his/ her basic needs with the support of the active and interactive private sector in the areas of financial resources, work, housing, health, education, public security and State safety, provided that they are all of acceptable level and quality determined according to the extent of the rule of security and law on the one hand, and on the other hand, adequate family income, availability of work opportunities, the suitability of working conditions with wages, the availability of basic facilities within housing and work, and the enjoyment by all citizens of health – care services and access for all to job opportunities.

In Jordan, God blessed us with a wise Hashemite leadership, a fair judiciary, armed forces and security forces that we pride ourselves on in the world. The original Jordanian citizen, like all other peoples, remains influenced by the visible and audible media that can advance the homeland if these means are exhausted, so the very important role of the media appeared in establishing societal security in Jordan. We can extrapolate that through a realistic analytical reading that takes a realistic model for these means, through the Radio Yaqin and Roya TV for Jordanians, and that is because the researcher works in the media and as a presenter for a dialogue program on Radio Yaqin and is aware of the progress of work and space channel programs in Roya.

### **Problem of the study**

The problem of the study lies in the scarcity of analytical research on the role of Jordanian audio and visual media in enhancing Jordanian societal security.

Therefore, this study came to find out the roles that these means can provide (Yaqin Radio and Roya TV) as a model in enhancing Jordanian Societal security.

### **Study question**

What is the role of the Jordanian audio-visual media in enhancing societal security (Yaqin Radio and Roya TV) as a model?

### **Objectives of the study**

This study aims mainly to study the active role of the Jordanian audio – visual media in enhancing societal security, especially after the Kingdom passed in the mid of (2018) with internal and external security and political conditions that affected the societal security system. From this goal, the following sub – goals are derived:

1. Finding out the active roles played by the Jordanian audio and visual media in enhancing societal security. Radio Yaqin was chosen as an audible model and Roya TV as a visual model.
2. Identifying the two media means in enhancing societal security during the recent crisis of citizen’s protests against the government of Al – Mulqi, which took place in the Kingdom for the period between 15/5/2018 and until 15/6/2018.
3. Developing a proposed program that enhances the performance of the Jordanian audio – visual media in disseminating the culture of responsibility and societal security.

### **Operational definitions of terms**

#### **- Societal security**

It is a descriptive of the safe environment in which the individual and society live, and provides them with the conditions, means of success, creativity and stability.

#### **- Audible media**

It is the official or private radio stations in the Hashemite Kingdom of Jordan.

#### **- Visual media**

It is the official and private space stations in the Hashemite Kingdom of Jordan.

**- Yaqin broadcasting**

Jordanian religious and social radio broadcasted on May 15, 2015 in a renewed spirit focusing on spiritual aspects of faith and moral values. Believing in the idea that work does not come unless there is certainty in the heart of trusting God, and that increasing faith is the motive for increasing good deeds. Its vision is to connect people with God Almighty using all available modern technical means within the limits of Sharia to keep pace with development (24) hours a day.

**Roya TV**

A Jordanian television station that started broadcasting on 1/1/2011, broadcasting various programs that meet the interests of the Jordanian and Arab audiences in the most highly – quality picture and to be a strong competitor at the level of the Arab world and includes: direct, social and family talks shows, technology programs, comedy, music, drama and news (24) hours.

**The Conclusion and Discussion**

What is the role of the Jordanian audio – visual media in enhancing societal security (Yaqin Radio and Roya TV) as a model?

The recent events that occurred in the middle of (2018) in the Kingdom, after citizens protested the government's decisions and demanded to drop it. The Jordanian media has reported this event with a noticeable contrast in covering and following the events. Yaqin Radio, within its programmatic session of a religious and intellectual nature, directed its programs to deal with events from the religious, legal and intellectual aspects of logic. It addressed the conscience and reason at the same time, with the aim of delivering indirect messages to the Jordanian street, calling for peace and societal security, without adopting any flag or direction except the flag of the homeland, without defending the government in particular. It maximizes Jordan's achievements and the slogan of Islam and contributes to the stability of society's pillars. So "Sabahak Nour", the direct dialogue every morning deals with the most prominent local newspaper headlines.

It analyzes and discusses them, with a focus on the positive aspects of the country's achievements and the gains it made over the decades. As well as showing the negative side of what is going on in the countries of the region.

It provides an accurate diagnosis of the situation and opens the way for the citizen to express his discontent and anger, and not to leave any dialogue or issue without putting logical solutions to it, and link that to the religious and legal advice based on Qur'an and Sunnah with the national behavioral intellectual messages at other times. And that would preserve the country's capabilities prevent strife.

This is what Roya TV translated in dealing with the situation through its direct and dialogue programs, which was selecting acceptable symbols for the street and talking to them about logical solutions and avoiding the escalation that is taking the country towards the abyss, God forbid. There was a high professionalism in diagnosing problems in its talk shows and striving to search for solutions and not to watch spectators, reviewing the events without interference. Rather, it meets with the viewer, which reflects the commitment of the citizen and the security man and their love for the country. Those scenes that install hope in the souls and jealousy of the country and embody the meanings of national sense that serves societal security.

Among the influential programs of Yaqin was the social program "Women's Homes" which addressed women. They are mothers who manage the homes of men and youth and have a great impact on their families and were guides who help the country to establish its security and stability, and to encourage jealousy over it.

And "your concern and my concern" program which listens to the complaints and demands of citizens and gives the atmosphere of goodness, mercy and tranquility. It tries to be a bridge between the philanthropist and the needy, and it creates a positive atmosphere through fatwas that have a positive effect and based on the individual and society. At the same time, advice, guidance and interaction with the listeners of this program.

As well as a program "On the visionary" that answers all legal and religious inquiries, and cultivates reassurance in the souls through advisory legitimate opinions, and "the Mercy Mahdi" program, which mentions the biography of the prophet, may God bless him and grant him peace, and recalls the virtues of the Messenger, the Companions, and the stories that stir the conscience of the street with the love of the Messenger and the countries of Muslims, and the broadcast of brotherhood and mercy in dealing with people like the prophet. In addition to "Another world" program that explains the hidden appearances in our lives and installs truth and tranquility with a scientific logic far from sorcery but rather rejects it and fights backwardness and ignorance, and contributes to build a conscious generation that distinguishes between truth and imagination. So, the Yaqin Radio programs combined had one goal that translates the positive and responsible effect at a stage that Jordan needs to join hands for unity and concern for societal security as a main goal contributes to its stability.

With regard to Roya TV output, it has a deliberate media approach invested in favor of societal security through a set of various programs that meet many interests of the public, and that include: Talks and social programs, technology programs, purposeful comedy programs, music, and a variety of dramas rich in social content. It also works to provide 24 – hour news to viewers informing them of any new local and sporting events. In addition, since its inception, it has taken it upon itself to tackle the most pressing issues, such as the environment, the economy, the money, and local affairs, through many programs that guarantee viewers a permanent look at the latest news, entertainment, cultural, sports and other developments, and the most prominent programs that contribute to achieving the goal of societal security, through diversity and addressing the largest segment of society with moderate and stable proposals. It has presence and interaction in the Jordanian street. Thus it is a social mean that addresses the society's stratifications at all levels.

“The Pulse of the Country” program is a political program that deals with many local Arab and international issues by hosting specialized people. The program displays field reports and communicates with the public through comments via social media and presents them to the guests during the episode.

“Donia Ya Donia Sabahy” social talk show, broadcast daily on the Roya satellite channel from Saturday to Thursday, is rich in content and positive diversity. This morning's program is an analytical coverage of the latest local, Arab and international news. The daily news broadcast live on television for a period of time, including political, social, economic and sports news, local, Palestinian, Arabic and international, in addition to a review of the expected weather.

An hour of comedy program of continuous laughter with comedy programs and the variety that Roya chooses carefully, that broadcast the smile, joy and optimism of the viewer and his general mood. This program is broadcasted daily.

“Sweet program Donia” a morning program broadcast on Friday morning that hosts many influential personalities locally, Arably and internationally, as it includes special reports from Jordan and Palestine.

“The Hour of Love” program, deals with a set of social, moral and spiritual concepts and topics that touch people's concerns in light of enlightened Islamic through and sublime spiritual values.

“Roya of Hope” is a program that deals with a set of difficult humanitarian conditions and situations for individuals and families, while giving them new hope to improve their lives.

Based on the above, by returning to radio and television programs, we feel that what our institutions should do or leave. The studied national programs should aim at removing suspicions from the nation, its institutions and leaders, maximizing the real achievements, raising morale, recalling what the country has achieved and what its loyal sons have provided throughout the years of life, and restoring the citizen's confidence in his official institutions, not based on arousing rumors and suspicions, and expanding their circle and thus affecting the security of society in general and the disruption of the social system in particular. Mature media institutions avoid this (It is not all true that is said and not all that is true), and to be clear and perfected with a high technical and professional level, and to be correct at all levels. In spite of the classification of the national address to the level of elites, the medium of culture, the level of youth and then the young, the national address in relation to the level of the young should be correct and carefully studied.

Thus, it is desirable that the matter be in relation to the promotion of the national culture of the child and the simple citizen that entrenches his national affiliation, which enhances his societal security.

In the foregoing, and based on an analysis of the content of the two media means (Yaqin Radio and Roya TV) the researcher reached a set of recommendations that may contribute effectively to create a positive solution between the aforementioned societal security pillars (wise leadership, security agencies and the conscious people). They are as follows:

### **Recommendations**

The researcher sees through his experience in the field of media that we can put a set of recommendations that enhance the concepts of societal security using the audio and visual media as follows:

1. Giving priority and attention to the quality of the content over the quantitative expansion of programs while emphasizing the strength of broadcasting and technical coverage for all parts of the country.
2. Attracting people with competencies to Jordanian media institutions and elites from the guests to dialogue with them, with a focus on the privileged private sector to address what matters the street as a priority such as: culture of defect in the work, and treatment of unemployment for young people and the publication and consolidation of patterns of critical thinking and problem solving.
3. Reviving the Amman Message with huge media support, allocate a large budget, and professional specialized staff, and make this goal one of the strategic goals and one of the pillars of the Jordanian media message, locally and globally.

4. Bring attractiveness, beauty, and professionalism to programs related specifically to the nation's achievements and issues, which the country has grown accustomed to.
5. The broadcasting of national music and songs be avoided without justification or an occasion, so that this patriotic media weapon still possesses the real positive impact that these artistic works have been found for.
6. Permanent monitoring and evaluation of the cycle of radio and television programs, in order to confront the media and cultural attack targeting Jordan towards its stances regarding the nation's issues, foremost of which is the question of Palestine and the intended interference from inside and outside. And not only should this work be done in the field of news, but it should go beyond it to report and scientific and social dialogues, rich and far from boredom, drama and humor sometimes. Realizing that there are hostile sides operating in the same approach, but with destructive, hostile content against our country and its national constants. If we applied a reverse saying in it that says: (Fill fat with poison .... Our opponents fray poison with fat).
7. The moral identity is the true identity of society and its security, meaning that the center of gravity in societal security is the moral pole and all things are in their orbit.
8. It is necessary to coordinate the content of all letters and media messages and to do it in a balanced and sequential manner, especially in light of crises. With the recommendation to establish a special center for permanent and semi – governmental media crises management for all Jordanian public and private media. To serve this objective, competent experts in media, sociology, psychology, economics and politics contribute to it.
9. The indirect media message plays its strongest effect by enhancing societal security. Impact through meaningful content does not have to be direct. Modern media methods based on sociology, marketing science, communication, social psychology, and media psychology can collectively make us communicate the idea indirectly with a faster time, with stronger effect and at a lower cost.
10. The nature of the constitutional monarchy political system played an active role in improving levels of societal security throughout its history, but the economic situation in Jordan collapsed after the Arab Spring. Since 2011, market conditions and economic and professional employees in the public and private sectors have declined and unemployment rates have increased, reflecting the poor levels of societal security in general in Jordan at this stage, with the birth of a negative public mood towards all State institutions, the resulting demonstrations, needs, and prevalence of the phenomenon of societal violence in all its forms, grumbling, negativity, indifference and promoting rumor. The media should realize this, restore the citizen's confidence in his national institutions, and prevent the inclusion of His Majesty's name in the negative issues on the street.
11. In close and limited historical joints, the Arab Spring contributed to the promotion of good citizenship and national cohesion on a large level of all Jordanian society, and this is an untapped factor.
12. The concept of societal security and its relation to the phenomena of terrorism, extremism and hatred, requires the presentation of successful international experiences that have achieved societal security and combating extremism and promoting societal and civil peace and have risen from its demise (the Singapore, Japan and Germany experience) as a model.
13. Raising the degree of patriotism to address calls for chaos and violence, and to demonstrate the seriousness of extremism and terrorism in all its forms, especially intellectual, and spreading a culture of prompt reporting of mistakes or danger by ensuring his personal security, and the security of his family is a priority for the General Security and Security Services (Silent about the right is a dumb devil and a false spokesman is a talking demo).
14. Spreading the modern, innovative intellectual discourse to prevent rumors, discord, extremism and atheism, support the language of moderation, acceptance and respect for the other, and the necessity of renewing the means of advocacy and Islamic jurisprudence towards contemporary.
15. Urging the competent and executive authorities to take legal and judicial measures against any media mean that exceeds the law and greater activation of the role of the electronic rimes unit of the Public Security Agency and promoting its role and accomplishments in controlling the general situation in the media sky.

Our honorable Hashemite regime extends to (1435) years, and it is unfair to link the history of the Hashemite's to any contemporary stage, but rather from the history of the Islamic nation, and is the oldest ruling family on the face of the earth. The noble royal visions that made Jordan a model of societal and intellectual security make us Jordanians proud of our constitutional monarchy. This is reflected in our armed forces, our judicial and security services, and the Jordanian citizen. Where the three poles of the societal security axis, represented by wise leadership, the judicial and the security apparatus, and the conscious people, were completed.

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