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The Impact of the Use of Digital Media in the Radio on the Dissemination of Islamic Culture

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Abstract--The study aims to identify the impact of the use of digital media in the radio on the dissemination of Islamic culture, to identify the concept of digital media, to identify the nature and types of digital databases, and to reveal the role of radio in spreading Islamic culture. The Arab society is distinguished from other societies through the various historical stages, and the importance of this in spreading Islamic culture is highlighted, and social networking sites have also overpowered audio broadcasting as a result of the numerous electronic developments and applications. Beliefs, cultures, and media wars, and among its most important recommendations: the need to allocate financial budgets in order to bring in what is new in relation to digital applications, and to develop solutions to many of the problems facing radio by attracting those with competencies and expertise in relation to digital applications, as well as paying attention to training workers and engaging them in specialized courses Linked to digital applications in order to benefit from them in the improvement and development of radio programs.

Keywords---digital media, radio, Islamic culture.

Introduction

Media is not a new phenomenon in human history, as its methods are numerous and diverse, and its modern methods have achieved far-reaching goals. Consequently, the fundamental changes in the use of digital media that made it a central focus in the community system, as well as the intense interest in many issues in contemporary philosophical thought, different trends, customs, and values emerged. One of the most significant civilizational achievements is the revolution in modern communication technology. The use of technology has facilitated the use of various media via smart phones, computers, and the Internet, the reunification of people of the same sex, the abolition of borders between countries, the provision of many solutions to problems, and the shortening of long distances. It also enabled humans to accomplish many previously impossible tasks, such as maximizing time and effort, accomplishing tasks at high speeds, obtaining knowledge and information in record time, as well as increasing cognitive and creative abilities.

The only constant in this era is the change in developments and knowledge developments, which helped in the availability of digital media tools, which are characterized by their speed and ease, as well as the desire of community members to practice and deal with it, and their integration with technological tools in all their details. Regardless of whether this integration is positive or negative, officials and those in charge of this technology and digital media shall carry out their responsibilities by preparing a cadre capable of dealing with digital developments in order to possess qualifications with certain characteristics to carry out their work in the dissemination of the Islamic culture through various radio programs efficiently and effectively. Attitudes toward the mechanism of using digital media vary, so these uses must be directed to benefit from them in spreading and promoting Islamic culture through many means such as radio in the UAE, and other means, as they pose a danger to most members of society, particularly the youth group who falls into this category. A victim of its negatives, and its numerous means that have come to dominate the activities in our daily lives in this era, the current study seeks to identify the impact of the use of digital media in the radio on the dissemination of Islamic culture.

Study problem

The study's problem addresses the extent to which the use of digital media in the radio impacts the dissemination of Islamic culture, as the use of digital media has become a phenomenon, and the extent to which radio harnesses these means on the dissemination of Islamic culture, and how to direct them to benefit from them as they represent the essence of the development process of society, while also keeping pace with progress. Based on the preceding, the study problem can be formulated by answering the following question:

What is the impact of the use of digital media in the radio on the dissemination of Islamic culture? The following sub-questions are derived from it:

1. What is the definition of digital media, and what are the different types of digital databases?

2. What are the introductions to digital communication and how significance is it?
3. What role does radio play in the dissemination of Islamic culture?
4. What are the different forms and manifestations of digital media in radio?

Study objectives

The primary objective of the study is to determine *the impact of digital media in the radio on the dissemination of Islamic culture*, and the following sub-goals are derived from it:

1. Becoming acquainted with the definition of digital media, including what it is and the various types of digital databases.
2. Describing the introductions to digital communication and their significance.
3. Highlighting the role of radio in the dissemination of Islamic culture.
4. Demonstrating the digital media forms and manifestations on the radio.

Study significance

The significance of the study stems from the reality of digital media, as represented by technological applications, which has resulted in major changes in the media and its uses, as well as how to deal with it, as media institutions, particularly radio stations in the UAE, can only deal with it and keep pace with this development in this era. Hence, it is critical for the UAE to maintain an advanced position in this development, which is reflected in the adoption of modern media applications and catching up with the train of progress, development, and modernization, particularly in spreading Islamic culture among Emirati society members, which is what this study seeks to know the impact of the use of digital media in radio on dissemination Islamic culture.

Study Methodology

The current study is based on a descriptive and analytical approach, which describes the reality of digital media, its effects on members of society, and how radio stations address the applications of this media in dissemination Islamic culture within the Emirati society, with the goal of achieving results that are based on an accurate and clear scientific aspect, from which many appropriate recommendations would be made.

Study Plan

- First Chapter: Definition of Digital Media.
 - First Topic: What is media, and what are the different types of digital databases?
 - Second Topic: Introduction to digital communication and its significance.
- Second Chapter: Definition of the Islamic Culture.
 - First Topic: Role of radio in the dissemination of Islamic culture.
 - Second Topic: The forms and manifestations of digital media in radio.

Results and Recommendations

First Chapter: Definition of Digital Media Introduction and Partition

Modern communication technology has imposed from the means of communication the opportunity for many members of society to have access to knowledge and to communicate and outreach with individuals from other societies around the world that were not previously available, and this is due to the obvious shortcomings in the old means of communication. Thus, new technology has produced a new generation that carries many different new contents in terms of form and content than what was present and circulated in traditional media, and more details on this topic will be shed through the following demands:

- First Topic: What is media, and what are the different types of digital databases?
- Second Topic: Introduction to digital communication and its significance

First Topic: What is media, and what are the different types of digital databases?

Digital media expresses a group of advanced technological applications, and is concerned with means of communication that rely primarily on many electronic media to provide the masses with news and information about what is going on in the world, and thus digital media derives from translating various and divergent information, and then work on storing and transferring them in the form of strings or symbolic formations beginning with zero and one, and including graphic elements such as texts, photographs, and sound, and one of its forms is the Internet, which is a major tool among its tools.

The importance of digital media stems from its ability to keep up with qualitative and quantitative development in the application of technologies and information systems, as well as the emergence of what can be silenced by the continuous information revolution, or the permanent information and communication technology revolution. Furthermore, it represents a strong response to the challenges of the twenty-first century world, which are summarized in globalization and digital space, information economics, knowledge, the Internet revolution, and the World Wide Web. In terms of digital database types, they can be classified based on their users, the nature of their information content, or according to the nature of their users, as follows:

- Individual databases: A private database created by computer users that consists of a collection of unified files.
- Shared databases: This type of database is shared by users working for the same organization in the same location, and the information for the database is stored on the server machine of the network being used.
- Distributed databases: The data in this type of database is stored on a group of computers that are connected to each other in different locations via the Internet.

- Public databases: These are websites that are open to the public and can be accessed via the Internet, and access to these sites can be free or paid.

Second Topic: Introduction to digital communication and its significance

Digital communication is one of the dimensions of the developments that have occurred in the world of communication and media, and its fields and services are numerous. As the transition from analogue to digital communication resulted in changes that revolutionized the world of audio-visual communication, which transcended the stage of noise to clarity, sound and image quality to accuracy, ease of use, and then interactivity, and the integration of multimedia to a reduction in production costs. It includes the audience of communication means everywhere in the world, where it does not express a specific identity that determines its nature, as it consists of many individuals belonging to multiple identities, as a result of the extension of this audience in large areas determined by the coverage areas of the mass media in the era of digital communication. The ambiguity surrounding the mass of communication means has made it a dangerous tool in the hands of those who can influence, activate, and direct it to serve their interests, whether they are individuals, parties, institutions, or states, since the public has different characteristics, the mass media must address it. The influence of the media on the masses requires rationalizing, codifying, and directing the media discourse according to the goals and objectives included in the communication programs of influence, especially since the masses represent a heterogeneous mixture that differs in terms of the degree of maturity and culture, as well as the level of urbanization the degree of influence. The masses also differ in terms of their beliefs, affiliations, tendencies, trends, goals, and interests, necessitating research and categorization, as well as addressing each group or segment based on characteristics and interests.

Second Chapter: Definition of the Islamic Culture

Preamble

According to Ayoub, Islamic culture is good behavior, righteous deeds, and decent manners based on Islamic legislation, the divine approach, and adherence to the Muhammadan limits in all matters, in short, behavior that adheres to the Qur'an and Sunnah. The significance of Islamic culture stems from two aspects: the first is the significance of its study and knowledge, and the second is the significance of its application in human life at both the individual and societal levels. In fact, the two aspects are intertwined, and the significance of Islamic culture manifests itself in its application and embodiment in our behavior and practices. As it is the duty of the Muslim to apply the culture and embody it in his behavior, and this application is a conscious act, not just imitation, and includes his knowledge of the reality of the act that he practices, and in its correct form, and this matter can only be done by studying Islamic culture in a scientific study, it is obligatory and required. Among the sources of Islamic culture are: The Noble Qur'an, the Prophet's Sunnah, consensus, analogy, the Prophet's biography, jurisprudence, the Arabic language, and Islamic history.

First Topic: Role of the radio in the dissemination of Islamic culture

The radio plays a major role through the program activities that it broadcasts and sends to listeners, as it contains various types of knowledge, culture, and entertainment. Among these radio stations, some are specialized in social or sporting issues, special programs for children or youth, religious and cultural, or other such activities and programs, as they are targeted at different age groups, and their primary goals are:

- Concentration of information: Radio is an open university in all fields of specialization, and the various programs, seminars, interviews, and dialogues it offers lead to addressing many issues and providing a lot of information to the listener through specialized people.
- Delivering the message to be sent to the listeners in full: Whether it is a directive, instructive, or informative message, as it reaches the listener in full through two factors: the time factor in which the presenter can do everything he wants to present his program through.
- Seeking the assistance of specialists in dealing with problems or providing information and solutions to problems raised in specialized radio programs.
- The harmony and compatibility between the segments of specialized radio programs allows the listener to immerse themselves in the atmosphere of the material or the topic.
- Personalization enables broadcasters to delve deeper into their work by expanding their knowledge by reading information presented from the mouths of scholars specializing in talk shows.

The word "radio" is derived from the Latin word "radius", which means the diameter of a circle, and this designation is appropriate for radio transmission as it sends sound waves through transmission in the form of circles with a transmitting center. This word was also called "wireless" at first, and it is worth noting that the real and historical name for broadcasting news was through radio in the sense of the word news, and also the radio was able to overcome geographical, natural, and political barriers by using operating waves, including short and long-range. Thus appeared international radios, which direct their programs and news from one country to another, in times of peace and war, to reach all parts of the world in accordance with a planned media policy and strategy, such as British Radio, Monte Carlo, German Radio, and other international radios.

Second Topic: The forms and manifestations of digital media in radio

There are numerous forms and manifestations of digital media, which can be addressed as follows:

- Online Newspapers: Paper newspapers that have been converted into newspaper websites on the Internet.
- Electronic Archiving Service: Such as storing articles and writing in newspapers, and a person can easily and at any time refer to the archive library.

- Advertising Publishing: Where traditional paper publications have given way to online advertising publications.
- Cognitive Services: The reader can easily access what he wants in terms of media or development news via the Internet.
- Recreational Services: Including leisure and entertainment.
- Online Advertisements: By publishing on the Internet.
- Social Media: Such as Facebook, Twitter, and other websites.
- Breaking news services and their broadcasts, as well as media websites with Internet access.
- Blogs: It represents alternative media because they allow anyone who wants to write to do so freely.
- Mobile Telephone Services: It represents a mobile telephone service by sending images and texts via cell phones.
- E-mail Service: It is regarded as one of the most important tools for interpersonal communication and correspondence.

Conclusion

At the conclusion of this study, we explained the definition of digital media, the nature of media, and the introductions to digital communication, as well as the definition of Islamic culture, the role of radio in dissemination Islamic culture, and the forms and manifestations of digital media in radio.

Study results

- Distinguishing Arab society from other societies through various historical stages emerges, as does the significance of this in dissemination Islamic culture.
- The current challenges confronting Arab society as a result of conflicts over values, beliefs, faiths and cultures, and media wars.
- Social media has surpassed audio broadcasting as a result of numerous electronic developments and applications.
- Broadcasting Radio plays a small role in shaping the Islamic identity and culture of society compared to television and other websites.

Study recommendations

- The necessity for allocating financial budgets in order to bring in new digital applications.
- Work to overcome the physical challenges associated with digital applications.
- Develop solutions to many of radio's problems by attracting those with digital application competencies and experience.
- Paying attention to employee training and involving them in specialized digital application courses in order to benefit from them in improving and developing radio programs.

The necessity of discovering new principles related to digital applications by leveraging pioneering radio experiments.

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