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New Media and Cultural Mediatisation: Case Study

ABSTRACT

New technologies of information and communication content spread via the Internet are enhancing globalized interpersonal interaction and reshaping social relations. Many Arab E-media appeared to advocate to Arab and Muslim societies features, in order to preserve their stereotypical image and prohibit local identity extinction. The case study of an Arab E-Magazine led to a generalized content including spiritual messages and features, some of them were specific to the Arab and Muslims but a great number were universal. The Happy Arabic Family concept treated by the E-Magazine seemed to be inspired by global morals and ethics. Sticking with universal morals and virtues seemed to be the way to preserve local identity in a multicultural space. Besides, a limited audience interest was noted leading to reducing the efficiency of the E-Magazine and driving the researcher to ask the question about the identity of the ideal „communication bowl“ for Family Media.

KEY WORDS

Mediatisation. Culture. New Media. Family. Case study.

1. Introduction

ICT appears as a primordial motor of changes related to Culture fundaments. This study will start from a cultural studies approach to study the correlations between Culture and Society. A special emphasis is put on the potential contribution of many research studies related to media critique and literacy.

According to Douglas Kellner¹, Radio, Television, films, popular music, the Internet and social networking, and other forms and products of Media culture provide materials out of which we forge our very identities, including our sense of selfhood. Media images help shape our view of the world and our deepest values. Media stories provide the symbols, myths, and resources through which we constitute a common culture and through the appropriation of which we insert ourselves into this culture.

Cultural studies apprise the role of Media in education. Mass Media are a profound and frequent source of cultural pedagogy; they contribute to educating us how to behave and what to think, feel, believe, fear and desire—and what not to. Media can also enhance individual sovereignty via-a-vis media culture and give people more power over their cultural environment.

Based on this central role played by Media, both its traditional and digital aspects, this study will focus on educational and pedagogical messages spread by the electronic Magazine „Happy Family“, in order to extrapolate the most important Arab values, principles and ethics that e-readers must adhere to, according to the e-magazine authors.

Many researches evocated problems related to the dual: Digital Media VS Local Education. The proliferation of digital technology contributes to the erosion of local cultural values and practices. This cultural degeneration in return leads to loss of identity and pride among young people, disrupting their focus and productivity, ultimately retarding social progress. Several scientific studies treated the subject from the main perspective: How can technology help preserve elements of local culture in the Digital Age?

Providing access to more local content is crucial to keep people in touch with their roots. Thankfully, technology has evolved to a stage where there are many tools easily available to create the software, graphics, websites, music and videos that will let each society transmit aspects of their culture to the youth, and indeed share their identity with everybody in a globalized world.

Julie B. Wiest² tried in her study to introduce a new media model that clearly illustrates the role of mass media in the transmission of cultural messages and helps to explain variations in the reception and employment of cultural messages by members of the same culture.

The researcher found that Mass media are significant transmitters of cultural messages and play an influential role in shaping culture, yet the process is complex. There is great variety in which messages are accepted by different consumers, how they are interpreted, and how they ultimately are employed (or not). Further, cultures that include contradictory messages are more likely to inadvertently promote deviant paths to culturally valued goals.

The new model introduced by Wiest clearly illustrates the complex process by which cultural messages are transmitted to receivers via mass media. Second, the model introduces the concept of „cultural capacity“ to complement existing concepts and advance understanding of the operation of culture.

¹ KELLNER, D.: *Cultural Studies, Multiculturalism and Media Culture*. [online]. [2018-08-06]. Available at: <<https://philpapers.org/rec/KELCSM>>.

² WIEST, J. B. et al.: The Role of Mass Media in the Transmission of Culture. In ROBINSON, L., SCHULZ, J. (eds.): *Communication and Information Technologies Annual Studies in Media and Communications*. Bingley : Emerald Group Publishing Limited, 2016, p. 203-219. [online]. [2018-08-06]. Available at: <<https://www.emeraldinsight.com/doi/abs/10.1108/S2050-20602016000011019>>.

Saptarshi Kolaya³ explored in his paper „Cultural Heritage Preservation of Traditional Indian Art through Virtual New-media“, contemporary research in virtual cultural heritage by arguing for an enhanced user-driven approach through new-media for the diffusion of knowledge.

Yehuda et al.,⁴ also consider that translating the pool of data, worthy to be preserved and diffused among a larger mass, into a popular paradigm like new-media is found more accessible by new generations and can act as an educative tool. Overall, it is obvious that nowadays, digital media is the favourite tool for diffusing culture, education and appraising identity belonging. This study will explore the important features of the Arab and Islamic culture that the E-magazine „Happy Family“ invites its audience to adhere to through its published articles, to limit the domination of western culture and Arab youth alienation?

2. Objective

- Identify the kind of Arab morals, traditions, rules and ethics posted and supported through the E-Magazine „Happy Family“,
- Analyzing the stereotypical image of the Arabic family that the sender is trying to convince his audience about its value and virtues,
- Measure out the readers interest towards the E-Magazine content, through the space reserved for comments and the tracked numbers of viewers.

3. Methods

A content analysis of the 47 articles published in the studied E-Magazine was conducted. In this research, the author tried first to identify the kind of published text (subjects, meanings, main discourse...etc.). This quantitative method that analyses the written words (conceptual analysis), can provide descriptive data such as the existence, frequency, direction and intensity of concepts in the text published via the studied E-Magazine, as well as articles lengths. A particular focus was also put on the various formats used (journalistic and non-journalistic), and the chosen pictures if any. The goal of choosing a content analyst is to evaluate and interpret the given data and determine the main cultural messages mediatized via „Happy-Family“.

4. Results

Through this study, several results were obtained: The home page of E-Magazine contains nine (9) main rubrics and two (2) short ones. The first named „Our lens“ is dedicated to pictures covering the e-magazine’s owners’ academic and educational activities, and the second is about „the versions of the writings“, a promotional rubric, with selling audio tapes with educational content. The home page includes also an interactive space entitled „Chat with us“; inviting E-readers to answer a question about the value of the paper book.

³ KOLAY, S.: Cultural Heritage Preservation of Traditional Indian Art through Virtual New-media. In *Procedia - Social and Behavioral Sciences*, Vol. 225, p. 309-320. [online]. [2019-03-23]. Available at: <https://ac.els-cdn.com/S1877042816307157/1-s2.0-S1877042816307157-main.pdf?_tid=35327d50-7028-4a3d-81e2-a73b7dc1d5d5&acdnat=1520007960_ddd6162d7bc6eba730f0ed3bb82ebcf3>.

⁴ YEHUDA, K., KVAN, T., AFFLECK, J.: *New heritage-new media and cultural heritage*. London, New York : Routledge, 2008, p. 13.

No	Rubrics	No. of Articles	%	No. of Words	%
1	Our News	5	10,63	347	0,26
2	Family news	7	14,89	2040	1,54
3	by Al Mutawaa	5	10,63	1884	1,42
4	Happy Family	5	10,63	111103	84,17
5	Husbands and wives	5	10,63	3145	2,382
6	Parents	5	10,63	2200	1,666
7	Approaching to marriage	5	10,63	3381	2,56
8	Family budget	5	10,63	5446	4,12
9	Suspicious and responses	5	10,63	2440	1,84
Total		47	100	131986	100

SCHEME 1: Content of „Happy Family“ articles

Source: E-Magazine „Happy Family“, own processing

Each of the nine rubrics is composed by five (5) press articles, except the rubric „family news“ with seven (7). All articles were written in 11 bold Typed in „Arab traditional font“. The researcher used the program Word Count in counting the words numbers and revealing the quality of boldface.

A description of each one of the articles included in „Happy Family“ was conducted to give an idea about the sample content.

The rubric „Our News“ contained in the main page the headlines of an article covering the graduation of a new batch of „Al-Nour Chair“. Five links were archived in the interior pages.⁵

The topics related to the rubric „Our News“ are the following:

1. „*The graduation of a new batch of Nour Chair*“ : A press release covering a graduation ceremony. It contains the graduate students' picture.
2. „*Religion is morality*“: An article covering an oral presentation held by the e-magazine owner during the scientific conference.
3. „*First Meeting at schools: Applying a global fun approach*“: The article highlighted a lecture by Dr. Jassim Al Mutawa, as the President of the Governing Council of library „global“ about global educational methods.
4. „*The education cycle*“: an old advertisement announcing a conference dating back to the year 2010.
5. „*I want Security not Happiness*“: A TV program advertisement, produced by Dr. Jassim Al Mutawa, the owner of the e-magazine.

Overall, the rubric „Our News“ was devoted to promote the e-magazine's owner's educational and professional activities. It was a marketing tool rather than educational container.

The rubric „Family News“ included five articles addressing several issues of concern to the family:

1. *Discussions on the Child health in the National Council for Childhood and Motherhood*: A written coverage of a conference about childhood and motherhood without pictures.
2. *Hitting children helps them to succeed*: The article summarized the results of a study published in the newspaper „Daily Telegraph“, about the called „benefits“ of hitting children.

⁵ Time. [online]. [2019-03-21]. Available at: <<http://time.com/money/4776640/money-tips-married-couples>>.

3. *work in distance in Saudi Arabia...women is the biggest beneficiary*: An old article published since 2006, about the results of the research study issued by the Council of the Development of Human Resources in Saudi Arabia.
4. *20 days in the desert to help persons with disabilities*: A long article describing an emirate young man walk trip that lasted for one (1) month in the Empty Quarter desert for purpose of collecting donations to persons with disabilities.
5. *Women's skin is more wrinkling than men's*: An article summarizing the results of a medical research study made by a group of westerner's doctors.
6. *Warning of the growing of sexual harassment*: A coverage of the symposium program dedicated to sexual harassment in Cairo, without going deeper in raising the subject from ethical, social and religious perspectives.
7. *Muslims in Britain*: A translation of an English article published in „Sunday Times“ about an official report entitled „the integration of Muslims in the Western society“, prepared by the Open Society Institute in Britain.

To conclude, the second rubric was fully dedicated to cover international cultural events like conferences, international organization announcements...etc.

The rubric „by Al Mutawaa“, included four articles with diversified topics:

1. *Omar Mokhtar is still alive*: an article describing some touristic places linked to the historic personality of „Omar Mokhtar“ in Libya.
2. *I asked my son who is the rich?* An article exploring the different criterion of wealth and poverty.
3. *Youth technology from Al Medina Al Monawara*: Media coverage of a lecture about „Youth and modern Tools of communication“. This article dealt with the concept of technological intelligence and the question of its use to serve Islam and Muslims.
4. *A State without Children*: The author discussed the idea of reluctance on marriage, focusing on its implications for the society.
5. *More importantly how we consider dilemma when it comes?* An article that listed two tales about suffering and proposed considering suffering as a way to paradise.

The rubric „Happy Family“ included five diversified articles as the following:

1. *Prior agreement on role distribution inside the Family*: A detailed-research article on principles of sharing house burdens.
2. *Guide to prevent the deterioration of couple's relationship*: An article narrating the „Guide to marital relations“ details in Brazil.
3. *10 Ways to Get the Quiet Life*: A lecture listing 10 rules for family stability.
4. *How can couples avoid the danger of jealousy*: A lecture about the need to overcome doubts between couples and to maintain mutual respect for family stability.
5. *A practical program for happy marital life*: A short lecture about „how to discuss within the family“?

We can summarize that the rubric was fully dedicated to raise couples' issues and problems from the academic and social researches perspective. The rubric doesn't include any topics related to sons or daughters. Only couples' relationship's particularities were the subject of focus.

The rubric „Husbands and wives“ was composed of five shorts articles dedicated to womens' issues:

1. *How to become a fine wife and win your loving heart husband?* A lecture on how to deal with the husband on a daily basis.

2. *Blind point in the marital dialog*: A lecture on the importance of listening during conversations between couples. The writer used several views of psychological and social western scientists, especially „John Gorchoul“, a specialized researcher on the study of marital relations.
3. *Problems of the past are poisoning the life of couples*: A summarized translation study carried out by a US Journal, on the causes of daily marital disputes. At the end of the article, the writer stressed the necessity of dialog.
4. *How to turn marital violence to a quiet dialóg?* This article focused on the causes of family violence and warns of resorting to beatings in case of disagreement between couples.
5. *Psychological touches in marital life*: A critical point of view concerning family differences. The writer tries to answer the following question: what should the husband do so as not to lose his wife?

This rubric appeared as continuity to the previous ones as all the articles were dealing with couple's daily problems and how to avoid misunderstandings.

The five articles included in the rubric „Parents“ were addressing important issues relative to the relationship between parents and children:

1. *The deadly mistakes of marriage*: The article listed the divorce reasons based on some experimental social studies results.
2. *Our relationships in Family sphere.... Does it change after marriage?* The article dealt with relationship fluctuations that occur at home between couples freshly married.
3. *Five tips for marriage without problems*: The shortest article in the magazine⁶ in which five points were listed to keep the ghost of family problems and disagreement away.
4. *Dialog between Couples*: A long lecture dealing with the importance of Dialog between couples and its safe foundations.
5. *Understanding the partner is the basis of a successful marriage*: The article tackled the importance of mutual understanding between husbands and wives.

Even though the rubric was dedicated to parents, the relationship between husbands and wives was raised in many paragraphs if not in the entire articles belonging to this rubric.

„Family Budget“ was a financial rubric in which the writer tackled five educational lectures about how to manage the family budget:

1. *Extravagancy in cleaning materials usage is a danger*: An article dealing with the disadvantages of chemical substances included in cleaners or fresh air perfumes and called for less extravagance in the purchase and use of materials due to their extreme danger for family members.
2. *Family Budget*: The article called for the need to identify the family budget, enriched with examples of the Sunna. It is one of the longest articles published in the examined electronic magazine.⁷
3. *How to calculate the annual income of the family*: A detailed lecture on how to determine annual income.
4. *Ways to measure the budget*: The article gave answers to the question: how to optimize family consumption. The text was relatively brief and non-in-depth like previous texts.
5. *The family budget... the problem of expenditure*: The article was exposed to several examples of the problems experienced by some families as a result of mismanagement and certain financial regulations.

⁶ Note of the author: this article contains only 71 words.

⁷ Note of the author: this article contains 3206 words.

„Suspensions and responses“ was the last rubric that the E-Magazine allocated to talk about several topics of interest to women from religious and legitimacy perspectives.

1. *They claimed that revealing is the right of women, and the veil is injustice*: This article was addressing the issue of religious ideological concern to Muslim women and the imposition of the veil.
2. *Veil is conservative and religion is attainable*: This article also raised the veil topic, from the holy Koran and Sunna perspectives.
3. *The suspicion that the legacy of the female is just half of the legacy of the male*: The article raised the question of inheritance in Islam.
4. *The understanding of „Hadith“ that it is not authorized for women to fast without the permission of her husband*: An article about the necessity of the husband’s permission before fasting. The writer’s argument was based on the holy Koran and the Sunna.
5. *The suspicion that the woman is a distorted bone*: An opinion article about considering women as a distorted bone.

To conclude, the content seemed to be diversified and rich in terms of treated topics: Relationship between kids and parents, husbands and wives; the question of the legitimacy of the Muslim women’s hijab, family budget management...etc.

The studied E-Magazine combined a mixture of short, medium and long articles: The first rubric „Our News“ consisted of 347 words all articles included, and the third rubric entitled „Happy Family“ reached 111103 words. The sender seemed to be not aware of Online Journalistic shapes and formats. In the next step, focus was put on the journalistic formats used in the studied E-Magazine „Happy Family“.

Rubrics	Non-Journalistic Formats		Journalistic Formats			
	Lecture/Lesson	Add* ⁸ .	Investigative article	Opinion article	Report	Short news
Our News	-	2			-	3
Family news	-				6	1
By Al Mutawaa	-				5	
Happy Family	4				1	
Husbands and wives	4				1	
Parents	3			1	1	
Approaching to marriage	4		1		-	
The family budget	4			1	-	
Suspensions and responses				5	-	
Total	19	2	1	7	14	4
	21		26			
%	40,42	4,25	2,13	14,89	29,78	8,52
	44,67		55,33			

SCHEME 2: Journalistic formats

Source: E-Magazine “Happy Family”, own processing

8 *add: advertisement

In reference to the Table 2, the E-Magazine content is almost divided in two categories: 55,33% of the posted articles adhere to the journalistic formats: Short news, reports, opinion articles and investigations, while 44,67% were presented in lecture format. Also, it is important to mention that 29,78% of articles were Journalistic Reports being a form of the press located in the middle stage between fast and short news, and journalist investigation. The researcher recognizes that electronic/cyber space is an environment that allows storage and saving of precious educational content, which gives the E-reader the possibility to go back to the information whenever he/she wants. Thus, the extra length of these articles may frighten E-readers and push them to avoid following the online publications. Concerning the picture usage in the E-Magazine, the researcher obtained the results summarized in the Table 3.

No	image	Number	%
1	Writer's picture	3	6,38
2	City	4	8,51
3	Logos	1	2,12
4	Muslims in a Mosque	1	2,12
5	Old woman	1	2,12
6	Symbolic picture	37	78,72

SCHEME 3: Journalistic images

Source: E-Magazine "Happy Family", own processing

78,72% of the images published in the e-magazine were symbolic.⁹ The researcher believes that the absence of powerful and meaningful images in an online sphere is fatal because a story without a photo is like a body without a heart. It provides evidence that the news happened and paints a whole new picture to the story. Pictures make it more real for the reader. As the Chinese proverb says, „pictures are worth a thousand words“. The way people consume their information is changing dramatically. With the rise in mediums such as blogging, live-tweeting, and video streaming, the way we reach cyber readers is not the same as in the printing area, and it's no longer good enough to just report on important news or write a well-furnished article.

To measure the level of interest and satisfaction of the studied E - Magazine readers, the reading numbers of each article were tracked. A collection of comments if any from all the posted material was proceeded.

Rubrics	No. of Readings* ¹⁰	%	No. of Comments	%
Our News	35480	5,19	00	00
Family news	14498	2,12	00	00
by Al Mutawaa	66758	9,77	00	00
Happy Family	3391	0,05	00	00
Husbands and wives	164519	24,10	00	00
Parents	74543	10,91	00	00
Approaching to marriage	134400	19,681	00	00

⁹ The exposed photos were not accurate; sometimes painting was used to furnish the article. Besides, we noticed the use of old non-coloured photos about something indirectly related to the topics.

¹⁰ JENNINGS, N.: Medias and Families: Looking Ahead. In *The Journal Of Family Communication*, 2017, Vol. 17, No. 3, p. 203-207. [online]. [2017-01-06]. Available at: <<http://www.tandfonline.com/doi/abs/10.1080/15267431.2017.1322972?journalCode=hjfc20>>.

The family budget	146189	21,40	00	00
Suspicious and responses	43114	6,31	00	00
Total	682892	100	00	00

SCHEME 4: *The proportions of the cyber reader's interest per each rubric*

Source: E-Magazine "Happy Family", own processing

According to the numbers above, 24,10% of readers were interested by husband and wives' issues followed by family financial aspects with 21,40%. The reading size of the article entitled „how to become a fine wife and win your loving heart husband?“ exceeded eighty thousand readings¹¹. It occupied first place in the reading numbers of the magazine.

Due to the absolute absence of readers' feedback, the interest must be considered as very limited¹². Besides, the tracked numbers for the readings do not necessarily mean that the reader really finished the redaction of all and each one of the exposed articles. Reading the headlines or just a small paragraph is very possible.

5. Discussion

Many observations should be discussed in this study: The E-Magazine content analysis showed the diversity of the social, moral and cultural subjects treated. Despite the fact that the „Happy Family“ E-Magazine team claims to have as their target the preservation of Arabic and Muslim cultures, the main message was not limited to stress on local educational and cultural virtues; many universal morals and humanitarian causes were revealed and pointed as valuable. This statement shows that according to the sender, Arab and Islamic values are values for all humanity, and that the essence of this civilization derives its origins from universal principals, which makes us assert that no real threat is coming from globalization or western hegemony over Arab minds.

As we know, culture encompasses norms, beliefs, behaviours, values, traditions, languages, myths, ways of life, and so forth. Through the media, groups can create and represent cultural identities, and the media play an influential role in the cultural practices of individuals. Media are manipulating minds some times, and controlling them. Powerful media nowadays such as social networks are able to wash brains and reshape identities especially for people who are not well educated. That is why adhering to good morals and human values, is the only way according to the E-Magazine owner to preserve our original identity and prevent our Arabic and Islamic morals from vanishing.

Despite the relevance of this view, modern technologies, in our belief, will affect identity in some form and create a kind of cross-cultural interaction within one human soul. But we must not be certain that this blending is always negative and threatens the original identity of individuals. Cultural and educational interaction also has its advantages and is a factor contributing to the development of humanity. Therefore, technological development cannot in itself constitute a threat to local and ethnic identities and cultures, but the real danger lies in some negative connotations that tend to move away from human virtues, such as inciting hatred, racism and not accepting differences in race, religion or beliefs. Therefore, adhering to human values can be considered among the constructive solutions towards reducing the impact of negative implications that threaten national civilizations.

¹¹ See detailed tabs at the appendix No. 2.

¹² No comment was registered in any of the posted articles.

New Media may help shape our view of the world and could deepen our virtues. It helps us to constitute a common culture, built based on a universal „Identity-Model“, that goes beyond local culture but doesn't destroy it; on the contrary, it could reinforce its roots, maintain its fundamentals and facilitate its adaptation in a globalized world.

This statement adheres with the model of Wiest and his concept of „cultural capacity“, introduced to complement existing concepts and advance understanding of the operation of culture. Mass media are significant transmitters of culture and education, and a huge influencer in shaping culture, but we have to admit like Wiest did, that the process is complex. There is variety in what messages are accepted by different consumers, how they are interpreted, and how they are ultimately employed or not.

So, the content was generally relevant and rich despite serious imperfections related to the shape: How it was said? In this matter, it is noticed that the sender seemed to be not aware of Online Journalistic shapes and formats: Writing scripts for online environment should be harmonious with cyber reader's needs and demands. Good online articles are usually 300–500 words in length and mostly accompanied by an image. Some features can be longer, but it doesn't have to appear as if it is the dominant style of writing in the E-Magazine. Long articles must appear as exceptions. The cyber reader is always a quick visitor who scans the content in seconds to decide if the posted materials are attractive enough to be read. A short article with hyper-text, interactivity and multimedia is a good tool for attraction in online journalism.

The published formats do not seem to adhere to the E- Newspaper effective rules of writing, described in „the pointer“.¹³ It is in fact a strategy that many journalists defend. The concept of electronic publication goes through the investment of the text that is being edited for publication in the printed media with the addition of the design and the integration of multimedia¹⁴.

Thus, it becomes frequent to read an article in E-newspapers or E-magazines that reminds us about printed press rules of writing, including lengthy articles. The electronic newspapers become a „News Bowl“ in printed newspapers, limited to re-publishing these articles with strengthened linkages and create interactive elements with the browser.

Despite the criticism that this trend has been exposed to, especially about the question of elaboration, many e-journals and e-magazines are still furnished by articles already published in printed newspapers. Jonathan Dubb said in this regard: „*that the main approach in the great majority of electronic newspapers is to provide printed materials, already published, plus other elements such as multimedia applications and connectivity referral through connections. The so-called REPACKAGE.*“¹⁵

The lack of interest of adding pictures in the magazine to published articles is a very critical point that could lead to total disinterest from the readers, which is confirmed already by the total absence of readers' feedback. The journalist must make sure that his audience stays on his page, shares his article, cares enough to comment and, most of all, remembers what he said: All benefits that visual content can give nowadays, is the era of featured images, infographics and in-article snapshots. According to Zach Kitschke, only 20% of what the audience read from the text sticks. However, if the writer puts that information into an image, suddenly the percentage of retained information takes a huge leap to 80%.¹⁶

¹³ JOHNSTON, L., G.: *Business writing. Talk, tips, and best picks for writers on the job.* [online]. [2019-03-21]. Available at: <https://www.businesswritingblog.com/business_writing>.

¹⁴ REASON, R.: *WED: The Integration of Writing/Editing/Design.* [online]. [2018-08-19]. Available at: <<https://www.poynter.org/news/wed-integration-writingeditingdesign>>.

¹⁵ LARRONDO URETA, A.: The Challenge of Online Journalistic Language to Narrative Forms. The Special Report Case Study on Spanish Press Websites. In *Zer English Edition*, 2007, Vol. 1, No. 1, p. 41. [online]. [2019-03-22]. Available at: <https://www.researchgate.net/publication/259740116_The_Challenge_of_Online_Journalistic_Language_to_Narrative_Forms_the_Special_Report_Case_Study_on_Spanish_Press_Websites>.

¹⁶ KITSCHKE, Z.: *Why Visual Communication Is the Most Important Skill for Journalists.* [online]. [2015-05-28]. Available at: <https://www.huffingtonpost.com/zach-kitschke/post_9445_b_7456664.html>.

6. Conclusion

This study aims to answer the question: „What are the most important features of the Arab and Islamic culture that the E-magazine „Happy Family“ invites its audience to adhere to through its published articles to limit the domination of western culture and Arab youth alienation?“

Based on a content analysis study, the researcher can claim that many features were raised through the 47 articles posted in the E-Magazine; some of them lead to universal virtues like love, mutual respect, compassion, peace and mercy:

Many articles were inviting readers to hold on to these features:

- Honouring parents and taking care of them even after marriage,
- Solving family problems through dialogue,
- Good management of family budget,
- Mutual respect between husbands and wives,

Besides, the researcher pointed out some topics specific for Arab and Muslim people, inviting Arabic and Muslim people to be committed to their religious principals and Arabic habits and traditions like:

- Women's inheritance in Islam
- Women's veil in Islam
- Arab and Muslim integration in western society
- Adhering to authenticity

The studied E-Magazine incorporated also subjects of wider than family interest like the article describing a trip in Tripoli (Libya), and the one dedicated to public awareness of chemical products danger.

Overall, in order to preserve „Happy Family“ high standards, the studied E-Magazine incorporated a set of spiritual principles and features, some of them are specific to Arab and Muslim cyber readers but a great number are universal and general that can be valid for all families over the world. The researcher at this stage confirms the diversity of media content posted through the studied E-Magazine „Happy Family“. Nevertheless, she pointed out the existence of general topics exceeding the family sphere. The studied E-Magazine almost targeted all categories and age groups composing family: Parents, sons and daughters, husbands and wives...etc. but small children were ignored. In the meantime, a gender distribution has been noted; the E-Magazine incorporated many articles treating topics relative to women in terms of aesthetics and behaviour.

The main message was not limited to stress on local educational and cultural virtues; many universal morals and humanitarian causes were revealed and pointed to as valuable. This statement shows that Arab and Islamic values were pointed to as homogeneous with other values, and that the essence of this civilization derives its origins from universal principals. This makes the owner of the magazine recognize that there is no danger of what we are dealing with through the new media channels as long as we stick to our original human values that unite with each other and make us compatible with other cultures in many virtues and principles.

Sticking with universal morals and virtues as a way to preserve local identities and cultures in a multicultural sphere seems to be a relevant approach. It surely helps to constitute a common culture built from a universal „Model-Identity“ that enriches local culture and education particularities without destroying their foundations and pillars.

Concerning the interest showed by cyber readers towards E-Magazine content, the attraction tends to be limited due to the absolute absence of comments and feedback or interactivity. We believe that the nature of educational subjects treated in E-Magazines, in addition to the

length of a large number of its articles, and the lack of pictures, made it difficult to interact. These results make us assert that the impact of the studied E-Magazine on its audience is limited and marginal. This last interpretation drives us to ask questions about the identity of the ideal „communication bowl“ for Family Media.

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Photos/pictures	Article Title
Graduates picture	Graduation of a new batch of Al-nour chair for the rehabilitation of the leaderships
Writer's picture	opening conference of Sweden
Writer's picture	first meeting at schools: applying the approach of the delightful global
picture of Abha City	education cycle
Writer's picture	I want security not happiness
Logo	Discussions on the health of the Child at the National Council for Childhood
Symbolic Image	Hitting children help them to succeed
Image of a newspaper	Work in distance in Saudi Arabia ...women is the biggest beneficiary of

Symbolic Image	20 days in the desert to help persons with disabilities
Image of old-curved woman	This skin of women is more curled than men
Symbolic Image	Warning from the growing of Arab sexual harassment
Image of Muslims in Mosque	Muslims in Britain
Writer's Image in Libya	Omar Mokhtar is still alive...
Symbolic Image	I asked my son ...who is the rich?
Symbolic Image	Youth and technology (from Al Medina Al Monawara)
Vatikan picture	A state without children
Symbolic Image	More importantly how we consider a dilemma when it comes
Symbolic Image	Prior agreement between the parents on the division of roles
Symbolic Image	couples Guide to prevent the deterioration of the marital relationship
Symbolic Image	Ten ways to get the quiet life
Symbolic Image	How can couples avoid the danger of jealousy
Symbolic Image	Practical program for happy marital life
Symbolic Image	How to become a fine wife and win your loving heart husband?
Symbolic Image	Blind point in the marital dialog
Symbolic Image	Previous problems are poisoning the life of couples
Symbolic Image	how to turn marital violence to a quiet dialog
Symbolic Image	psychological touches in marital life
Symbolic image	Children and the anger of the parents
Symbolic image	How to deal with the changing mood of your son?
Symbolic image	The compatibility of the parents stabilizes the behavior of children
Symbolic image	How to encourage your son to dialog with you?
Symbolic image	Teach your child the confidence from the moment of birth
Symbolic Image	The deadly mistakes of marriage
Symbolic Image	Our relationship to our Family.... Does it change, after marriage?
Symbolic Image	Five Tips for marriage without the problems!
Symbolic Image	dialog between Couples
Symbolic Image	understanding of partner is the basis of the successful marriage
Symbolic image	The extravagant in cleaning materials is danger!
Symbolic image	The family budget
Symbolic image	How to calculate the annual income and expenditure for family?
Symbolic image	Ways to measure the family budget
Symbolic image	Family budget, and the problem of spending, and the need to save
Symbolic Image	They claimed that revealing is the right of women, and the veil is injustice
Symbolic Image	veil is conservative, and the religion is attainable
Symbolic Image	the suspicion that the legacy of the female is just half of the legacy of the male
Symbolic Image	The „Hadiath“ that it is not authorized for women to fast and her husband is present, only with the permission
Symbolic Image	The suspicion that the women is a distorted bone

APPENDIX 1: Pictures used in the E-Magazine

Source: E-Magazine "Happy Family", own processing

Font	Size	Number of Words	Article Title
Traditional Arabic	11	54	Graduation of a new batch of Al-nour chair for the rehabilitation of the leaderships
Traditional Arabic	11	48	opening conference of Sweden
Traditional Arabic	11	59	first meeting at schools: applying the approach of the delightful global
Traditional Arabic	11	58	education cycle
Traditional Arabic	11	128	I want security not happiness
Traditional Arabic	11	162	Discussions on the health of the Child at the National Council for Childhood
Traditional Arabic	11	232	Hitting children help them to succeed
Traditional Arabic	11	583	Work in distance in Saudi Arabia ...women is the biggest beneficiary of
Traditional Arabic	11	276	20 days in the desert to help persons with disabilities
Traditional Arabic	11	222	This skin of women is more curled than men
Traditional Arabic	11	335	Warning from the growing of Arab sexual harassment
Traditional Arabic	11	230	Muslims in Britain
Traditional Arabic	11	422	Omar Mokhtar is still alive...
Traditional Arabic	11	374	I asked my son ...who is the rich?
Traditional Arabic	11	338	Youth and technology from Al Medina Al Monawara
Traditional Arabic	11	347	A state without children
Traditional Arabic	11	403	More importantly how we consider a dilemma when it comes
Traditional Arabic	11	29133	Prior agreement between the parents on the division of roles
Traditional Arabic	11	22507	couples Guide to prevent the deterioration of the marital relationship
Traditional Arabic	11	24117	Ten ways to get the quiet life
Traditional Arabic	11	12148	How can couples avoid the danger of jealousy
Traditional Arabic	11	23198	Practical program for happy marital life
Traditional Arabic	11	768	How to become a fine wife and win your loving heart husband?
Traditional Arabic	11	575	Blind point in the marital dialog
Traditional Arabic	11	276	Previous problems is poisoning the life of couples
Traditional Arabic	11	524	how to turn marital violence to a quiet dialog
Traditional Arabic	11	1002	psychological touches in marital life
Traditional Arabic	11	228	Children and the anger of the parents
Traditional Arabic	11	151	How to deal with the changing mood of your son?
Traditional Arabic	11	261	The compatibility of the parents stabilizes the behavior of children
Traditional Arabic	11	509	How to encourage your son to dialog with you?
Traditional Arabic	11	1051	Teach your child the confidence from the moment of birth
Traditional Arabic	11	392	The deadly mistakes of marriage
Traditional Arabic	11	1069	Our relationship to our Family...Does it change, after marriage?
Traditional Arabic	11	71	Five Tips for marriage without the problems!
Traditional Arabic	11	720	dialog between Couples
Traditional Arabic	11	1129	understanding of partner is the basis of the successful marriage
Traditional Arabic	11	115	The extravagant in cleaning materials is danger!
Traditional Arabic	11	3206	The family budget
Traditional Arabic	11	844	How to calculate the annual income and expenditure for family?
Traditional Arabic	11	338	Ways to measure the family budget

Traditional Arabic	11	943	Family budget, and the problem of spending ,and the need to save
Traditional Arabic	11	203	They claimed that revealing is the right of women, and the veil is injustice
Traditional Arabic	11	539	veil is conservative and the religion is attainable
Traditional Arabic	11	739	the suspicion that the legacy of the female is just half of the legacy of the male
Traditional Arabic	11	447	The understanding of „Hadiath“ that it is not authorized for women to fast and her husband is present, only with the permission
Traditional Arabic	11	512	The suspicion that the women is a distorted bone

APPENDIX 2: Article sizes in the E-Magazine

Source: E-Magazine "Happy Family", own processing

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