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The Role of Media in Building
National Identity and Promoting Role Models

Introduction:

The media plays a significant role in shaping individuals by enhancing their national belonging, educating them, and informing them of their rights and duties. It also plays a key role in building society by elevating visions and perspectives that help people actively participate in the development process and the integration of the national community.

The media, through its various forms, holds the "power to influence public opinion and alter the behavioral patterns of the public by combating behaviors that society seeks to stop or modify, while helping to establish values and build new behaviors that are intended to dominate society." This includes the role media must play in cultivating national belonging, which should be reflected in behaviors that support the nation's development and progress. In light of this, alongside the various transformations in Egyptian society and its engagement with both traditional and modern media, the importance of studying the media's role in building national identity and promoting role models becomes clear.

Study Problem:

It is certain that Egyptian media, at its core, should be a national, political, economic, scientific, and cultural process connected to the life of the citizens and the nation. Therefore, the problem of this study revolves around **"The role of media in strengthening the concepts of citizenship and identity to support the building of the Egyptian character and the promotion of role models in society."** This issue is examined through four main axes:

1. Media and the issue of building national identity.

2. Media and the issue of promoting role models and positive examples.

3. Challenges facing the media in building the Egyptian character.

4. Mechanisms of the media strategy to build national identity and support the promotion of role models.

Study Objectives:

1. To develop a clear vision regarding the impact of media on individuals.

2. To identify the roles of the media in building national identity, and the challenges it faces in doing so.

3. To understand the relationship between media and values, as well as media and identity.

4. To define the media's role in promoting role models and positive examples.

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First Section

Strategic Studies

5. To develop a focused media strategy for building the Egyptian national identity and supporting the promotion of role models.

Study Questions:

1. What are the limits of the media's influence on individuals?

2. What are the roles of the media in building national identity? What are the main challenges facing this?

3. How do media relate to values and identity?

4. What are the roles of the media in promoting role models and positive examples?

5. What are the key components of a media strategy to build the Egyptian national identity and promote role models?

Study Methodology:

1. Descriptive and Inductive Method: This approach reflects on the details of scientific accumulation, allowing the researcher to derive a general description of the phenomenon under study.

2. Comparative Method: This method relies on comparing phenomena, highlighting similarities and differences between two or more phenomena or subjects. Through these comparisons, the researcher can understand the ambiguities surrounding the research problem[1].

Additionally, a Secondary Analysis Tool was employed, relying on methodical analysis of studies and research published in the relevant field over an extended period, from 2013 to December 2023, in Arabic and foreign peer-reviewed journals, as well as master's and doctoral theses.

Study Contents:

1. Media and the issue of building national identity.

2. The impact of media on national identity.

3. Study results and proposed solutions.

First: Media and the Issue of Building National Identity

National identity holds significant importance at the social level, as it is directly related to individuals' social belonging and helps preserve the social fabric of nations and communities. The more successful the establishment of a distinctive national identity that encompasses all members of society, the greater the societal progress and development that can be achieved. National identity differentiates individuals from others, gives them a sense of belonging to the nation, and enhances cohesion between them, forming a driving force for production and contribution.

If we agree on the term "national character," it can be defined as the character of a citizen who possesses the true elements and characteristics of citizenship, especially national belonging, and has an inherent sense of national responsibility. This requires the refinement, shaping, and objective construction of this character, along with its intellectual and mental traits and societal roles, through media and socialization institutions.

We will examine the concepts of media and the issue of building national identity through the following elements:

The impact of media, the relationship between media and values, the relationship between media and national identity, and then towards a deeper understanding of the nature of social media platforms.

Impact of Media on the Audience:

It is clear that there is no complete agreement among researchers regarding the assumed impact of media. Some believe there is no influence at all, while others argue that the effects are very strong.

At the same time, while media impacts the social system, it is also influenced by it in its functional role. The social system within which media operates is one of the primary forces affecting communicators. Any social system includes values and principles that it seeks to establish and works to have citizens accept, and media reflects this concern by attempting to uphold prevailing social values. In some cases, the media does not provide full coverage of events or what is known as "breaking news," in order to maintain social responsibility or to reinforce societal values and traditions.

Sometimes, the media avoids criticizing individuals who play social and cultural roles to support the social and cultural fabric of society and prevent disrupting its value or ethical system. Media also faces obstacles through its functional performance toward individuals and society that reduce its effectiveness. These obstacles are

referred to in communication studies as "selective processes," which include:

1. **Selective Attention:** People cannot focus on everything directed to them. If they try, they will suffer from cognitive overload. Therefore, they focus on a limited part of what is available daily and ignore other parts, with this selection being related to personal interests, group affiliations, and social connections.

2. **Selective Perception:** The interpretation of media messages differs from one individual to another or from one group to another based on the psychological traits and behavioral tendencies of social groups and their affiliations.

3. **Selective Recall:** Some types of media messages are easily remembered by certain audiences for a long time, while the same message may be quickly forgotten by other groups with different knowledge structures and social affiliations.

4. **Selective Behavior:** Individuals will not respond the same way to a particular media message. These responses depend on the intersecting effects of various factors.

In general, it can be said that media influences human development, as there is a causal relationship between exposure to media and human behavior. However, the effects of media are diverse and vary in intensity; they can be short-term or long-term, overt or hidden, strong or weak, and can affect opinions, values, information levels, skills, tastes, and behaviors.

Regarding the role of media discourse and its impact on values and attitudes, there is general agreement that media affects social values. However, the time frame for this impact is still debated. Most studies suggest that media plays a tangible role in shaping values and opinions more than in changing them. Consistency and repetition of media messages solidify the idea being presented, making it acceptable and believed by the targeted audience.

One reason media supports existing values is humans' tendency to protect themselves through selective exposure, perception, and recall. Scholars in media and communication have noted that media does not only support existing values but also supports societal attitudes and behaviors. Media discourse bridges the gap between individual attitudes and public morals.

Some studies have focused on measuring what is called the **"observational effect"** or bias toward opinions believed to represent the majority. This occurs when individuals adopt certain opinions, not because they believe in their importance or truth, but because they appear to be shared by most people. Minority groups try to resist such bias but lack strong support from a reference group, thus they are forced to conform to the majority.

Five possible ways media can influence social values or individual or collective behavior:

1. Media can be the sole direct cause, where the impact of media increases when it is the only source of information.

2. Media can be the cause of an effect in the presence of intermediary factors, and such factors may operate before, during, or after exposure to media messages.

3. Media can be the intermediary factor, while other factors are the cause of the effect, such as the assassination of a national figure, where media increases or reduces the impact through the messages it reflects.

4. Media can be a necessary but not sufficient cause of an effect, among other many factors.

5. Media can be a sufficient cause but not a necessary one for the effect, as alternative causes may also exist.

Media and Values:

The relationship between the media system and the system of social and ethical values is dynamic and intertwined. The media in any society serves as a means of transmitting patterns of thinking, knowledge, and values, thus contributing to creating a significant part of the social culture and way of life of any people or specific population group.

The strength of the media's impact is not only on individuals but also on the culture, behaviors, values, and attitudes adopted by these individuals. The media strengthens social norms, including the values and cultural heritage it contains, and spreads them according to the standards and approach of the communicator.

Nature of Social Values:

Every society has a set of values and social norms that define the behavior of its individuals and influence their acceptance of change. Since the economic, social, and cultural realities are constantly changing at varying rates in all societies, some values and social norms that are valid in one period may become invalid in another. These values are thus subject to both internal and external influences. In the context of external influences, the media works to reconstruct the thinking of the masses, influencing their beliefs through these messages as tools for expressing the superstructure and its material base and through its role in intellectual and social activities.

Thus, media content helps to reorder the value system and behavior of the public by introducing new values and standards that assist in establishing behavior patterns for development in people's minds, strengthening established trends and building supportive attitudes towards them.

The concept of values varies according to the many definitions that address their nature or meaning. Values are **"explicit or implicit dynamic perceptions and concepts that distinguish an individual or a group and determine what is socially desirable, influencing the selection of goals, methods, styles, and means of action, or manifesting in individual and collective attitudes and behaviors. They are interconnected with other components of social structure, influencing and being influenced by it"** [2].

Values are divided into primary values that are difficult to change, and secondary values related to daily life issues, which are raised when individuals face alternatives they need to choose between. These types of values are subject to change depending on the situations, events, and information the individual receives from their social environment, leading to the correction or reshaping of the individual's value system to align with acceptable behavior in society.

There are various concepts of values. One of the most relevant to this study is that values are **"a set of beliefs and behaviors adopted by individuals that directly and indirectly affect their lifestyle and daily behavior. These values are passed from one generation to another and stem from religion, prevailing traditions, and customs that do not conflict with the true religion"** [3].

Regarding the Egyptian context of media and values, the results of a recent study show the following [4]:

1. Technological advancement has affected our habits, values, and behaviors by 89.5%, highlighting the negative impact of technology on social values in Egyptian society.

2. A clear and tangible generational gap exists in Egyptian society, with a rate of 95%.

3. The new concepts and ideas gained by the younger generation were not present in the older generation with technological advancement, accounting for 70%. This explains the gap between the two generations.

4. The reasons for the greater cohesion of the older society in its value system include the absence of technology (50.5%), followed by good social upbringing (35%), the absence of entertainment media (7.5%), and shorter working hours (6.5%).

Nature of Social Media:

Social media succeeded in creating a shift from tribal thinking to collective shared thinking, enabling communication among individuals united by common traits and motivations. As a result, public media transformed into personal media, known as **"media of the new century,"** which led to a revolutionary change in the inherited communication model, allowing ordinary individuals to convey their messages to whomever they wish, at the time they want, and in a broad direction, rather than the traditional top-down communication model.

These platforms adopted virtual reality applications, offering individual features and customization, transcending the concept of the nation-state and international borders, providing users with significant opportunities to influence and cross borders with minimal or no restrictions.

The use of social media evolved from personal chatting to collective movements. However, it appears that a wave of maturity has emerged, and youth are exchanging viewpoints to call for improving the pace of political, social, and economic life. This gave rise to "youth rejection movements," and those opposing ideas easily spread across social media networks.

Thus, it can be said that social media has made individuals rebel against the "pre-packaged media content" previously offered by traditional media, which was one-sided. Now, individuals are participants, interactors, and analysts of the events around them. They present ideas, analyze news, respond to conflicting opinions, and comment on useful content, never allowing their dignity to be insulted or their worth, personality, or active role in the media process to be diminished, rejecting the style of indoctrination used by traditional and official media.

Studies indicate that many people turn to social media platforms and networks due to various influences that drive them to use these platforms. The physical distance between family members and relatives can be a motivator to seek ways to stay in touch with them. Additionally, escaping from family problems and the pressures they cause make turning to social media essential to relieve anxiety and stress. Some people also use social media to fill their free time, make new friends, and combat boredom while seeking novelty[5]. The high engagement of youth with social media can be explained through the Uses and Gratifications Theory. According to this theory, the central focus of communication is the individual recipient, who is considered the starting point in communication, not the communication medium or message. Individuals are driven towards social media by social, psychological, and cultural influences that create a need for communication and media consumption[6].

The Uses and Gratifications Theory is a selective influence theory within the social categories approach, relying on the principle of selectivity. It suggests that the use of communication media is influenced by personal traits, individual considerations, and subjective circumstances. This theory views the relationship between media and the audience differently, asserting that the audience uses media content to satisfy certain needs and desires. Rather than the media dictating the type of messages the audience receives, the audience now uses these media to fulfill their own desires and needs, and thus, has a significant control over the content they engage with.

The theory assumes that the audience is no longer a passive recipient but an active one, selectively choosing media that meets their psychological and social needs, reflecting their interests and expectations. The desire to choose a particular communication medium to satisfy certain needs depends on the audience's free will, shaped by individual differences. Individuals are the ones who use the media, and they understand the benefits derived from satisfying their needs through these media. As a result, the cultural norms prevailing in society can be inferred through the media use by the public, not the content of media messages[7].

The question then arises: Who is the audience of alternative media and social networks?

- **The first group:** marginalized lower classes.
- **The second group:** political elites, whether from political parties or civil society organizations, or just independent individuals.
- **The third group:** marginalized youth elites, i.e., those with degrees and university graduates.

Second: The Impact of Media on National Identity

As the main subject of the study is the role of media in building national identity and spreading role models, it is useful, while linking this to national security, to discuss the following:

Benefits of Social Media:

One of the benefits that social media and networks offer is the expression of identity and self, reinforcing individual differences among individuals and enhancing parts of their identity, such as ethnicity and cultural background. It also strengthens personal relationships by helping young people establish new relationships. Social media plays an important role in fostering belonging and a sense of collective identity, promoting mental health and well-being among young people. Additionally, it facilitates learning, skill development, knowledge support, and increases the ability to stay connected with family, relatives, and friends despite distance. It also allows individuals to access resources and tools to gain diverse experiences from around the world and form global friendships[8].

Patterns of Communication and Motivations for Audience Exposure to Social Media:

Generally, the following can be stated regarding social media:

- Success in mobilizing the audience and gaining popularity.

- Contributing to the emergence of active and positive citizenship.
- Serving as counter-tools to propaganda and rumors, helping people analyze government data.
- Contributing to shaping a new awareness through rapid and intensive political movements and coordinating citizens' field activities, creating a communicative environment in which patterns of social and political communication have changed.

Impact of Social Media on Group Values and Norms:

There is a general debate among researchers regarding the type of effects the internet and social media can have on the values and social relationships of individuals. Two contradictory approaches have emerged: the optimistic school, which believes that the internet leads to increased social communication and relationships among individuals (especially those geographically distant) by maintaining constant contact; and the pessimistic school, which sees internet usage leading to less time spent with family and friends and with traditional communication media, with time on the internet being stolen from other communication activities aimed at interacting with others.

Whether we align with one of these directions or not, it is certain that social media has recently impacted social values and group norms. According to a study by "Shabir" and others, social media has different effects on youth and school students, as social media contrasts with family and school values taught by parents and teachers. Many studies have confirmed that nearly all types of social media content are highly "toxic" to social values and religious group norms. The contents of social media accessed by adolescents particularly in high schools pose a danger to their moral behavior, affecting their judgment of social values and ethical conduct[9].

Other studies suggest that unethical behavior has spread among many adolescents due to the use of social media, including violence, dating, sexual assault, bullying, harassment, delinquency, and cybersex[10].

Disadvantages and Risks of Social Media:

- Misuse of freedom of expression, or using it as a tool for crime, inciting violence, or spreading foreign values and ideologies.
- Massive exposure of private and public life details.
- Allowing hacking of individuals' pages or using images and videos "biased to a certain viewpoint" to influence public opinion, which may be manipulated or fabricated in ways that harm the nation's interests.
- Conducting psychological warfare, including spreading rumors that may harm national interests, and using it by hostile foreign parties to impact internal stability, such as calls to paralyze state institutions and vital services, leading from expressing opinions to applying pressure and, eventually, violent behavior using force against state institutions.
- Anonymity of the real sources behind social media users, leading to the use of these platforms for blackmail, identity theft, spreading misinformation, and defamation.
- Promoting destructive ideas within society or using it for slander among individuals, in addition to its psychological effects such as "usage addiction" and its impact on marital relationships and family life, leading to a waste of human resources and time.

New Media and Its Impact on Shaping Identity:

National identity and its formation for the public is one of the most important topics that should be focused on. Identity is one of the key features that distinguish a society and embodies its future aspirations, highlighting the development in individual behavior and achievements across various fields. It encompasses the principles and values that drive people to achieve specific goals. In this context, the cultural identity of a society must be rooted in its foundations, with value standards, ethical principles, social norms, and lofty goals that make it a center for global and human attraction.

Both traditional and new communication media play an important role in shaping identity and societal awareness in an indirect manner.

They affect the lives of societies by being the disseminators and promoters of thought and culture, carrying economic, political, ideological, social, and security content, among others. Media can be a double-edged sword it can either confirm the bond between individuals within a society by reinforcing the culture and identity of that society or destroy communities by spreading discord, distorting truths, or neglecting the positives.

It is clear that national media plays its role in countering destructive ideas and rumors. Until recently, visual and audio media were among the most important ideological tools for implementing directed socialization. However, with the rapid expansion of internet usage and social media platforms, the role of traditional media TV, radio, and newspapers has diminished in comparison to social media platforms that rely on the global web.

In the last two decades, due to scientific and technological developments and the information technology revolution under globalization, which represents a cultural, political, and economic system, the content presented through communication media both traditional and new has been affected. Consequently, the orientations of its users, especially the youth, have been influenced, as this content represents a social and cultural variable in their lives. It is also a primary source of information, learning, and shaping awareness of societal issues.

Thus, it can be said that new media has negatively impacted national cultures, exploiting the cultural alienation that societies experience and the feelings of inferiority or self-doubt in the face of the Western influx. It has led to the demolition and distortion of national symbols, especially among the youth. Modern media has contributed to the transmission of behaviors and cultures between societies, so communities no longer have fixed values with distinct characteristics. International media has reshaped identities, especially cultural and national ones, and media technology has led to a radical change in social awareness. The concept of space was erased, and interaction is no longer based on one physical place but rather virtual, surpassing time and space through internet technology and social media platforms.

At the national level in Egypt, the state has witnessed significant transformations in recent years at various levels, impacting its structure and reconstruction. These transformations have led to many challenges, including media chaos and the spread of rumors. As a result, the youth increasingly rely on communication media to shape their views on societal issues[11].

Evaluating the Role of Egyptian Media in the Context of Building the Egyptian Citizen and Supporting National Identity:

Egyptian media, in its various forms, has not fulfilled the required role in building the Egyptian citizen's personality in the face of globalization, cultural invasion, and the harmful effects of social media. The following points are notable:

- Media has weakened, for example, the process of appreciating quality music and has influenced public taste in drama and cinema.

- A number of satellite channels have emerged that mock viewers' intellect, luring them with trivial and shallow competitions that should not be aired or responded to.

- Channels that host individuals claiming to interpret dreams, predict the future, and deal with the supernatural have proliferated. All of this harms the Egyptian character by either leading people to follow such content or causing them to seek alternative, Western media that is far removed from our values and cultural heritage.

Challenges Facing Media in Building the Egyptian Character:

In the context of the country's efforts to build a new republic, with a focus on building the human being, there are multiple challenges facing the Egyptian individual, particularly through efforts to fragment identity and scatter nationalism and citizenship among the people. Additionally, external adversaries have utilized fourth-generation warfare tactics, including psychological warfare, to create significant risks for internal security. The increasing influence of social media platforms on the younger generation also introduces dangerous, unintended effects on intellectual security. Thus, building societal awareness becomes a national issue and a cornerstone for Egypt's 2030 vision, beginning with the citizen's awareness of his identity as an Egyptian and his pride in belonging to his nation[12].

Challenges also exist related to the nature of the media system itself, including professionalism, ethics, leadership, strategic planning, and research studies.

Challenges Related to Media for Children:

Children's media has seen significant growth and has become more accessible to children at home, bringing with it many hidden dangers and negative effects. The rapid spread of children's media has introduced new, more advanced methods of influencing children, controlling their minds and behaviors, and encouraging them to become addicted to video games and Western cartoons. These media are produced by Western companies adhering to strict capitalist rules and a Western understanding of entertainment.

Thus, they have exposed Egyptian children to Western societal practices and have approached our children's mentality through a market-based perspective, without regard for our values and customs, leading to a state of Cultural Westernization, which alienates children from their country and culture.

Media and the Issue of Spreading Role Models and Positive Models:

The development of traditional media and the emergence of new media, along with changes in technological knowledge, have had a major impact on social construction. The availability of information has influenced individuals' knowledge base, encouraging them to engage in behaviors different from those they previously practiced.

This change signifies the acceptance of a new point of view that imposes itself and overcomes old ideas and beliefs, leading to the adoption of new values and norms.

One of the concepts that could be significantly impacted or adopted differently is "role models." This term refers to actions or things that are to be imitated or copied, and it applies to individuals whose actions inspire imitation. The concept of role models does not only apply to the individual being emulated but also to the actions coming from them[13].

Egyptian youth are significantly influenced by the role models presented to them via television, the internet, and social media[14]. For example,

Egyptian society is known for its warm, friendly relationships and mutual trust in tight-knit neighborhood networks as part of religious rituals and social traditions. Egyptians are also known for their generosity toward strangers in the streets. These are some stereotypical concepts about Egyptian society that can be reflected in television dramas and films, especially with young actors who are celebrated for their national orientation, generosity, dedication, and courage in acting[15].

In this context, a recent study on "youth imitation of artists as role models" examined the effect of violent content in television programs of a famous artist on Egyptian youth, considering his popularity and widespread influence[16].

The study used the General Aggression Model (GAM), proposed by Anderson (2018), as a descriptive and integrative theory that provides a practical guide to understanding the relationship between media violence and the resulting aggression[17].

The results showed that those exposed to violent media content and influenced by the role models presenting such content could develop aggressive personalities and make violent decisions.

The Influence of Social Media Influencers on Role Models for Youth:

There has been a rapid and significant shift in the nature of role models among Egyptian youth, from attachment to art, music, and football stars to social media influencers. Social media has enabled ordinary people to rise to fame and gather large audiences of followers.

Influencers are individuals who become trusted sources by offering their opinions, interpretations, and analyses on various topics. Their opinions gain recognition due to their credibility and the trust they have built with their followers. With the increasing use of the internet and social media, influencers have gained an independent role in shaping how audiences use communication channels on social media platforms.

Social media influencers have the ability to produce content that sparks large, continuous interactions with their followers, which has led companies to seek them out to promote their brands and services. Influencers' content on social media varies depending on the platform and their

audience, and they are becoming more dynamic and intelligent in responding to audience patterns.

In recent years, the discourse of influencers on social media has included continuous user engagement and responses around the clock. This has resulted in seamless marketing characterized by intelligence and dynamic interaction with audience response patterns. As a result, powerful groups of influencers have emerged rapidly, leading to a notable shift in their communication activities across social media platforms.

Over time, influencers have gained a significant following by sharing details of their personal lives, making them more effective and closer to their audience than traditional celebrities[18]. However, some social media influencers may not primarily aim to be role models but may instead be used to spread certain ideas or promote extremist or deviating thoughts.

Third: Study Results and Proposed Solutions:

An overall media strategy for building national identity and supporting the spread of role models can be proposed. Before presenting the details of this strategy, we can say that there are desired roles for media in the process of building the Egyptian citizen. The media should aim to:

- Ensure national security by protecting citizens from any hostile media or intellectual invasion.
- Develop political awareness among citizens and help them understand the domestic situation.
- Address and analyze national issues affecting the state's political abilities.
- Educate citizens about the reasons behind national problems and ways to address them, encouraging public discussion and involving citizens in finding solutions.

Additionally, it is essential to:

- Train media professionals in both traditional and electronic media on security and warfare media principles, especially in times of crises and wars, to combat counter-propaganda and psychological warfare, as well as hostile cultural and intellectual invasion.
- Provide responsible freedom for media through legislative frameworks and self-regulation of the profession.

- Monitor media performance through civil society organizations and academic research.
- Activate viewer rights associations, which are in operation in several countries.

Some Necessary Steps for Institutions to Address Social Media Content:

- Continuously monitor and analyze social media content.
- Take the initiative, avoiding a reactive stance, ensuring institutions are always proactive and not behind.
- Continuously develop the capabilities and skills of institutions and their staff, according to the nature of social media and how to engage with it.
- Continuously assess the efforts and performance of institutions, adjusting plans to achieve desired goals.

Key Media Mechanisms to Build National Identity and Support Role Models:

These mechanisms include:

- Media Literacy as a tool to reduce the risks of electronic media.
- Launching an electronic platform to support Egyptian identity.
- Developing the artistic frameworks and production techniques of traditional media content.

1. Media Literacy as a Tool to Reduce the Risks of Electronic Media:

While new media contributes to spreading information and building bridges between cultures, there are significant negative implications that need attention. Media literacy is crucial as it helps individuals become aware of the negative effects of media content, which often conflicts with local cultures.

Media Literacy emerges as a mechanism that establishes guidelines to guide the use of media in a way that benefits the individual, making them aware of the negative effects of both traditional and new media. It is a process of training individuals on how to interact with various media through information, knowledge, and skills that help them use these media in an organized manner, avoiding their negative repercussions.

This process aims to cultivate critical analysis skills of media messages and foster creative participation in the production of media content, building a responsible, active citizen.

Media literacy focuses on two main aspects: the first is the individual's relationship with media content, through choice, consumption, participation, and evaluation. The second aspect is activating the relationship between the media system and the educational system to engage media in the educational process and leverage media techniques for educational purposes.

It is also crucial to establish legislative provisions dedicated to media literacy to give it organizational dimensions. Moreover, efforts should be made to integrate media literacy into school curricula through collaboration between experts in the fields of media and education.

2. Launching an Electronic Platform to Support Egyptian Identity:

This platform will produce a wide array of documentaries, records, and dramas that showcase various aspects of Egyptian culture and heritage for young people in multiple languages. It will feature a cultural database that allows all Egyptian segments to access and download books and cultural encyclopedias related to Egyptian civilization.

The platform's operation and content production will be a collaborative effort between the private and public sectors. It will have unique features, including fact-checking tools to reduce rumors and prevent the falsification of history or the distortion of national symbols. Additionally, it can be linked to international databases of institutions working in the fields of science and culture.

3. Developing Artistic Frameworks and Production Techniques for Traditional Media Content:

A. Focusing on journalistic and television investigations that highlight youth initiatives, innovations, and the awards earned by Egyptian youth.

B. Prioritizing development media and improving local media outlets to serve the state's sustainable development goals.

C. Developing children's television programs and launching electronic platforms to address their interests and nurture values of belonging and patriotism.

D. Avoiding the production of programs based solely on copying, Arabization, or mimicking foreign programs.

E. Presenting original dramas that faithfully and objectively portray Egyptian heritage, linking generations. This is a core element of identity development and national character building through revitalizing the role of Egypt's production sector.

Conclusion:

New media emerges as a promising field, with consumers at its center, offering various choices and possibilities. It has become an active partner in content creation and distribution. New media extends to rejuvenate traditional media and existing media institutions, pushing them to engage more with their audience while innovating new media services.

While the issue of "the role of media in national identity, values, and role models" has been extensively studied, new media remains an unpredictable sector with its transformations. Despite this, enough progress has been made to understand its general direction and its influence on values, leading to shifts that require careful study. Discussions around values in new media should proceed with caution, as the field is still evolving and subject to constant change. Although we acknowledge new media's vast potential and its continuous renewal, there is still a lack of awareness of its true dimensions and characteristics, most of which are latent and difficult to perceive. More thorough research and serious scientific studies are required.

Finally, it should be emphasized that enhancing national identity and building the Egyptian citizen should not be a seasonal task, linked only to national events when media discussions of patriotism arise, only to be forgotten for the rest of the year.

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The Role of Media in Building National Identity and Promoting Role Models

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Abstract:

Media plays a vital role in shaping individuals by enhancing their national identity, educating them about their rights and responsibilities, and fostering their sense of belonging. It contributes to societal development by promoting perspectives and ideas that enable people to actively participate in development processes and strengthen national cohesion.

Through its diverse platforms, media wields the power to influence public opinion and transform behavioral patterns by combating undesirable behaviors, promoting values, and instilling new societal norms. Among its critical roles is fostering national identity, translating this into behaviors that support the nation's growth and progress.

Given these roles, along with the various transformations in Egyptian society and its interaction with both traditional and modern media, the importance of studying the role of media in building national character and promoting role models becomes evident.

Keywords: Media, character, role models.

دور الإعلام فى بناء الشخصية الوطنية ونشر نماذج القدوة

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المستخلص :

يؤثـر الاعلام فى بناء الإنسـان عبر تعزيز انتمائه الوطنى وتثقيفـه وتعريفه بحقوقه وواجباته، وفى بناء المجتمع مـن خلال الارتقاء بالرؤى والتصـورات التى تسـاعد الناس فى المشـاركة بفاعلية فـى عملية التنمية وانصهار الجماعة الوطنية، ويملك الإعلام بوسـائله المختلفة سلطة التأثير على الرأى العام والعمل على تغيير الأنماط السلوكية للجماهير عن طريق محاربة السلوكيات التى يسعى المجتمع لوقفها أو تعديلها، والمعاونة فى إرسـاء قيم وبناء سـلوكيات جديدة يُراد لها أن تسـود المجتمع، ومن ذلك ما ينبغى أن يقوم به من دور فى تنمية الانتمـاء الوطنـى علـى أنَ يتجسـدَ ذلك فى صورة سـلوك يدعم بناء الوطـن وتقدمه. وفى ضوء ذلـك، بالإضافة للتحولات المختلفة التى طرأت على المجتمع المصرى وتعامله مع وسائل الإعلام- سواء التقليدية أو الحديثة- تتضح أهمية إجراء دراسة حول دور الإعلام فى بناء الشخصية الوطنية ونشر نماذج القدوة.

الكلمات المفتاحية : الإعلام، الشخصية، القدوة.