

The Impact of Media Disinformation on Public Opinion

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Abstract

The study talked about the impact of media disinformation to public opinion, this study has included, an introduction, which explained the importance of study and its concepts, the problem of the study and questions, approach, and previous studies, as well as included three sections and a conclusion. The study depends on two main questions, and answer them form the goal which they sought, which was in the result of facts, recommendations and Concludes of this study, in order to confront this media Disinformation which affects the Arab and Islamic nation

Keywords: Communication, Mass communications, Public opinion, Media disinformation.

Introduction

Media disinformation studies have gained an increasing importance in the last few years with the rapid growth in the numbers of the Arab satellite news channels and their influential role not only in news reporting, but in their evident influence in formulating, determining the Arab public opinion trends towards the political, economic and social issues. While millions of people are now using social media, the distribution of media authority among average individuals and the traditional guards of media gates such as governments, institutions, corporations have drastically changed. Nowadays, new types of media channels have emerged such as the alternative media or citizen press. The role of this new type of media have increased as the traditional media has become a party in the conflicts it covers, thus having a negative effect on its objectivity and integrity among average individuals.

It can be noticed, then, that public opinion and media disinformation as a field of study is an urgent issue needing further academic and methodological examination. As for practicing media activity, whether visual, written or audio, this type of media is an old human activity linked with the need for communication among group members, the nature of managing relations connecting between members of the same group, whether on the conflict or mutual cooperation levels, the media power has been dedicated for relations management relating the governing authority and the other members in the same group.

Significance of the Study

The significance of the current study stems from its attempt to shed light on the nature of the role played by media in public opinion disinformation. In doing so, the study tracked the methods used in news coverage, thus, to raise awareness among public opinion, particularly Arab public opinion concerning media disinformation to be able to get the news from the original sources or credible, indifferent and unbiased news sources while covering the news; providing the public opinion with true news.

Problem and Questions of the Study

With the increasing political and social mobility in the Arab World, and in this turning point of the Arab history marked by the increasing role of media influence in determining the course of conflicts, leveraging one side on another by covering news and how this news was presented to viewers and circulated among them, there is an urgent need for more academic research focusing on media disinformation. As such, the study addressed these two main questions: Is media disinformation a tool that can be controlled by the available different media channels in the competitions and struggles among states? What are the nature and limits of media influence practiced by media channels in formulating and disinformation public opinion?

Design of the Study

Based on the assumption that scientific research methods are the key path for researchers to reach truth, the current study employed the communication approach able to explain the political life phenomena per se while focusing at the same time on mass communication in the modern society and its penetration in the political life (Al Qasabi, 2004: 171). Some scholars postulate that mass communication approach is a fundamental element for political communication process, which is in turn the essence of political life, an integral part of it. Consequently, the use of this approach is mandatory for this study.

Definition of Terms

Communication: A socio psychological process based on semantic codes exchange between two parties in a social environment to achieve specific predetermined effects (Al Moussa, 1998: 20).

Instrument (Channel): The message is transmitted using an instrument. In the case of face to face communication, the message is transmitted using verbal communication. In the case of mass communication, the message is transmitted via the use of books, magazines, newspapers, radio, television, cinema, or the internet (Abu Isbaa', 1998: 14).

Mass Communication: The communication process based on the use of mass media such as radio, television, books, newspapers, and magazines. Mass communication is distinguished by transmitting messages for various groups of people with different attitudes and backgrounds, for people unknown for the message transmitter as they receive the message at same time and rapidly. With the ability to create public opinion, developing the attitudes and behavior not previously established in the individual, and the ability to transfer knowledge, information and entertainment, mass communication is very influential (Abu Isbaa', 1998: 20).

Public Opinion: The prevalent opinion among the majority of certain society members concerning one or more issues directly affecting the interests of this society members, preoccupying their mind and subjected to debate and discussion within a specific time period (Al Tuhami, 1987: 21).

Related Literature

- 1. Al Reda' (1998) " Public opinion, media and promotion":** The study addressed public opinion and the factors influencing public opinion formulation, particularly media, its tools, and the role played by media tools in formulation of public opinion. Furthermore, the study examined the influence of political and commercial promotion in this field while the role of media in public opinion disinformation and the negative impact of such practice were not examined in the context of the study. The study concluded that media was to divide Arab viewers to advocates or opposed concerning a specific issue. The current study benefited from this study in explaining the nature of public opinion and advertisement.
- 2. Al Moussa (1998)" An introduction in Mass Communication".** The study addressed the mass communication industry in the Arab World and the necessity for developing an integrative picture about the current situation for the modern communication science. In the study, the significance of the modern communication in our lives in the different stages was also examined. The study was very beneficial for the literature review.
- 3. Al Taiey (2012) "The fabrication of news and media disinformation methods".** The study clarified the basis of disinformation, how to fabricate misleading news using experts or individuals to gain some material gains, or to hide the consequences and wars in our society. These bases were used in the current study.
- 4. Al Ghamri (2013) "Public Opinion Disinformation on the Internet".** The study investigated the importance of the internet as a main contributor in formulating public opinion. Moreover, the study sought to speed of formulating public opinion via the use of the internet and that this has both positive and negative consequences. Facts and lies may be communicated to millions of people using the internet worldwide. The study clarified that the priority in mass media industry has become to braking news, the wide spread of the news and the rapid influence, and to serve some hidden agendas on the expense of credibility. The current study used this study by identifying the effect of the internet in formulating public opinion.
- 5. Taj Addin (2015) "The fourth generation of wars and public opinion disinformation".** The study addressed the various functions the mass media channels serve, particularly their role in creating opinions and attitudes among individuals, groups and nations.

The study provided some of models of public opinion disinformation such as selective disinformation as this form selects some words, facts, quotations and resources for disinformation purposes. The study benefited from this previous study in shedding the light on some of the disinformation methods and how to address them.

6. **Al Shmaimeeri (2015) "How to deal with media"**. The study addressed the main functions of mass media channels in creating opinions and attitudes among individuals, groups and nations. The study clarified that this function cannot be isolated from other functions such as news and entertainment, but they are unique in the purpose of this function. The study also provided examples of some of the media disinformation which was beneficial for the current study.

First Section: Public Opinion

First: Definition

Public opinion is a common term used by scholars and historians. It is widely employed by the politicians and journalists. Moreover, the term public opinion is very common in the discussions of the Arab states parliaments in addition to its use in daily life conversations among average citizens. Every individual is concerned with public opinion as it is very influential in his or her lives. It is what make reputation or destroys it, support public service agencies, creates laws and regulations and cancel them, recognizes the role of traditions, rituals and morale values or

The globalization of communication media led to radical changes in raising the awareness of public towards their problems accompanied by more contact with other nations and cultures. If the effect of globalization is in its beginnings, its consequences will make the greatest revolution in mankind's history as they have influences in the various aspects of nations' life. This includes politics, knowledge and even the personal and public life (Reda, 1998: 5).

Public opinion emerged from the existence of the concept of human society as it developed with their evolution, the complexity of their institutions. The significance of public opinion increased with the ascendance of awareness, culture, and community communication in addition to the development of the different political systems (Reda, 1998: 13). Several authors have defined the concept of public opinion. For example, Al Tuhami (p.21) defined it as the prevalent opinion between the majorities of the people in a given nation concerning a topic directly affecting their lives or becomes a concern for them which provoke debate and discussion in a specific time period. Thus, public opinion is determined by the cultured stake of people.

For Leonard (1945: 48), public opinion describes the attitudes and positions of people towards a specific topic when they are members of the same group. It is a set of opinions embraces by the majority of individuals in the same community regardless of the agreement and differences between them. The agreement level is not a prerequisite for achieving public opinion (Harwook, 1940: 48). Kloridyeing (1973:56) defined public opinion as the common judgment achieved by the group member concerning a public issue after comprehensive public debates.

Second: Forms of Public Opinions

There are several forms of public opinion depending on the standards employed in assessing public opinions. These include:

1. Public opinion based on the geographical region and these are divided into:

A-Regional Public Opinion: The prevalent opinion among neighboring nations within a specific time period towards an issue that is a main concern for them (Rababah, p. 16). This form of public opinion is determined by the common interest, historical connections, close traditions, customs, and beliefs, similar political, social and economic conditions (Al Tuhami, P. 72).

B-International (Global) Public Opinion

This refers to the opinion of the average people and not of the governments. This form of public opinion stems as a result of the emergence of specific issues that affect all nations worldwide, and these include wars, disasters, environmental issues, illegal immigration, asylum, etc.

- 1- **Public opinion Based on Time:** Some researchers divide public opinion based on chronological time period and is divided into the following:

A-Daily public opinion, which is affected by the daily events and is guided by the current political events and the parliament debates and discussions, by what is broadcasted by the various mass media, rumors and the direct interests of a given society. It is really a reaction towards what is happening on daily basis and changes from one day to another (Rababah, P. 18).

As such, the daily public opinion is dynamic, and is highly connected to mobile and changing political or economic events and the mass media channels play a vital role in formulating it (Abu Zaid, 1989: 73),

B-Temporary public opinion; and it emerges as a result of a sudden even and rapidly vanishes as the reasons leading to its emergence are no longer present. It may last for hours then vanishes and may not reoccur again "e.g. public opinion emerging after an earthquake, a crime, etc" (Al Reda, 1988, P.33).

C-Permanent public opinion, and refers to the steady public opinion lasting for long periods of time and is mainly influenced by the cultural factors.

2-Public opinion based on clarity: Researchers have classified this form of public opinion to two main categories:

A-Explicit public opinion, which is what we see in a specific time period and is reflected in what mass media broadcasts. It is also observed in the people's daily conversations and comments without any feeling of intimidations or discretion. This form of public opinion is clearly seen in the democratic regimes maintaining public speech freedom and the freedom of criticism. To express this form of public opinion takes many forms such as writing, seminars, and demonstrations (Reda, P.33).

B-Implicit public opinion, and this is unseen as the political regimes where this form of public opinion is formulated are non democratic and give no channels for freedom of speech or demonstrations or any other form of expressing opinion.

2-Public Opinion based on influence as researchers classify public opinion based on its influence and how it is affected by the different opinion:

A-The leading opinion, which represents the opinion of the elite in the society (e.g. leaders, intellectuals, scientists, and politicians). These represent a small portion of the society but they are not influenced by the mass media and may be who affect them (Reda, P. 31).

B- Educated public opinion, and this mirrors the opinions of highly educated and cultured individuals in the society. This form of public opinion varies in size depending on the education and culture level. It is also influenced by the mass media according to the awareness level of the educated individuals (Rababah, P. 20).

C- Led public opinion, which is in fact the majority of the society having a low level of education. These are influenced by mass media and they learn from what is given without deep thinking in the content of the mass media message. They learn rumors and are subjected to propaganda (Rababah, P. 21).

Third: Public Opinion Characteristics

When assessing public opinion, the following characteristics are taken into consideration

- 1- To how extent the public opinion is prevalent among the targeted audience being assesses considering an issue or a subject, whether it is average people, special audience, or qualitative one.
- 2- The continuity of the public opinion about an issue and to how long this continuity lasts.
- 3- The strength of the public opinion among public with respect to a specific cause, issue or situation.
- 4- The reasonability of the public opinion and whether it is based on reasonable acceptable basis.
- 5- The direction of the public opinion, which is a characteristic pertaining to the course of public opinion and its acceptance or rejection for an ideas, a cause or an issue when assessing it. This characteristic measures the acceptance or rejection of a specific cause or issue (Talat, 1993: 37).
- 6- The content of the public opinion and this is mostly relevant to the quantity and quality of the available information among the public opinion to be measured concerning an issue or a specific cause. It defines to how extent he public opinion has adequate information about the issues under debate.
- 7- The stability of the public opinion and this helps in examining the stability of the public opinion with respect to some causes or issue that can be described as sustainable. It also measures the change in the public opinion with time (Rocket, 1994: 35).

- 8- The strength of the public opinion as it measure the attention level given by the public opinion towards a cause, a problem, an issue and the variance in strength among the various groups.
- 9- Public opinion scope
- 10- Public opinion focus relating it with other emotion and backgrounds, values adopted by the members their public opinion being assessed (Hussein, 2011: 17).

Second Section

Disinformation Basics

With the rapid changes in the political and social events, the civil wars and domestic conflicts, the increasing numbers of casualties, the decline of the political and moral influence of the public, the drastic changes in social styles to adopt behaviors detested by propaganda and psychological wars specialists, some government, political parties, civil and international organizations employ a well structured disinformation policy carrying lies and defamations to influence the public opinion, creating a delusional mental images that can help them achieve their goals. This media policy targets supporters before opponents as their objective are often unacceptable in the hearts and souls of recipients- reader, viewers and listeners- unless they were gleaned and distorted. Media disinformation entails using several tools and instruments which may appear or disappear based on the advances of communication technologies. However, there is no absolute fact in this matter and is subjected to changes derived from the results reported in research studies. As such, the media disinformation is based on several elements, including:

First: Media distortion (Media disinformation)

This form of media disinformation is based on distorting information and taking them from their real context to influence the public opinion. To gain a targeted public opinion is not achieved in some cases unless the real information was distorted. Therefore, some media channels use this form of disinformation to provide information that conforms to the objectives set by the groups or lobbies supporting and sponsoring them. This type of disinformation takes many forms, including:

- 1- **Distortion:** Actions of distortion is a common practice in the western media allying with the Zionist lobby. Lobbies, as known, decide what the public must see, know or even how to think. The newspapers in almost all the western countries publish one opinion about an issue but it is given in various moulds (Zeyad Hafez, 2015: 1). This also applies to the news networks (CNN, NBC). But, there are some media agencies such as FAIR that publishes real news. Nonetheless, such agencies are not accepted by the elite.
- 2- **Blackout:** Some media channels intends covering information that if being published may constrain achieving the targeted goals such as the case of the real losses of the American army during war on Iraq (Media Forum, 2015: 2).
- 3- **The indefinite form:** As the writer fabricates the news and information using the passive voice or indicating that someone or something has done this. In this form of disinformation, the writer indicates that the party responsible for the emergence of the news as indefinite.
- 4- **Exaggeration:** Western media works on creating a stereotype image for the western society, making it a superpower in the military field and the developed war arsenal. The y spread lies about the battles in the field such as the western armies' use of weapons able to penetrate mountains and other types of biological weapons.
- 5- **Gaining attention:** When great events threatening the designated objectives take place, the media seek to draw attention as they change the focus of the public opinion to other events.
- 6- **Intimidation:** The intimidation often precedes the major military events. Intimidation continues with threatening to use force to prevent an action.
- 7- **Lying or distortion:** When the enemy mass media is unable to achieve its targeted aims and objectives, it resorts to lying framing and fabricating untrue news.
- 8- **Reversing the truth:** When a shameful crime having negative consequences on the public image, the enemy mass media reverse the truth and the criminal becomes the victim and vice versa. This type of disinformation has been a common practice over the years.
- 9- **Excitement:** Certain topics drive the attention of the public and they become very interested in knowing the details relating to it. The information pertaining it are created to drive the attention of the common public. The news may take the form of a sequential story and spices are added to the news.

- 10- **Adding poison to honey:** This is the most dangerous forms of disinformation as the news is presented on accurate information, includes 90-95% of truth, but the remaining 5-10% is truth distortion and acts as a poison killing the person eating or drinking it.

These are only some of the methods employed in disinformation as a standard procedure in the capitalism democratic countries; which use disinformation to achieve their goals as they are certain that if the truth was presented, persuading common people will be an impossible mission.

Second: Propaganda

Publicly refers to directing the information to a specific course by an individual or a group. It is an organized attempt to influence the public opinion and changing individual and group attitudes using mass media communication (Media & Press Forum: 5). Propaganda is also defined as information, opinions, or beliefs being disseminated to indirectly or directly influence opinions, points of view, emotions and behaviors of an individual or a group in favor of lobby group (Ameen, 1982: 17). Forman John Powel (cited in Hatem: 13) defined propaganda as disseminating opinions and points of view affecting the ideologies and actions or both. It is also the actions leading to influence in the public ideologies, whether to urge it believe a specific idea, principle or doctrine or to make it abandon a specific idea, principle or doctrine public believe in (Fahmi, 1979: 16). From the above definitions, the following common points relating to propaganda may be summarized as follows:

- A- There is a propaganda objective and an individual responsible of achieving it. This may include a person or a group.
- B- The individual responsible of the propaganda uses different means to send the message and this includes mass media, communication technologies, disseminating opinions, calls, mottos, slogans, ideologies, points of view, attitudes, etc.
- C- There are specific methods for employing these means and this entails disinformation and news distortion.
- D- The aim for using these above mentioned means is to influence specific aspects among the public and these are emotions, attitudes, or behaviors (Al Dabbagh: 68).
- E- The end desired change is to achieve predetermined aims favoring the individual responsible of propaganda (military, political or economic).

In sum, propaganda can defined as the intended planned employment of mass media, communication tools, verbal, audio, visual, perceptual symbols and other means to persuade the public change their behaviors, attitudes or ideologies (Al Dabbagh: 68).

1-The characteristics of propaganda

- A- It is a conversational act encompassing all elements of conversation between two individuals.
- B- It projects ideas, assimilate specific opinions and ideologies after being well prepared and distorted to achieve the aims of the propaganda.
- C- A self expression embodying the party being responsible of the propaganda and doesn't rely on objectivity in delivering the content.
- D- Propaganda targets some specific, planned, and decisive goals that are based on the deliberate influence in the information, news, beliefs, and behaviors.
- E- It is based on persistence, influence aiming to accept a certain ideology, attitude, or behavior.
- F- Propaganda leads to distraction and intellectual ambiguity and allows for the easiness in accepting the desired ideas.
- G- It is the art of persuading others to adopt specific attitudes under the influence of the propaganda ideas.

1.1. The basic principles for media propaganda

- A- The media uses offensive methods, targeting individuals not topics (Startimes.com: 5).
- B- The propaganda must be discrete to achieve the targeted goals.
- C- The propaganda must be based on valuable information and accurate understanding of the events.
- D- The most significant full coordination is deep understanding of the opponents or targeted individuals language, even local accents.
- E- The propaganda must target creating new topics but considers the current ones and process them based on the propaganda goals.

- F- The formula of propaganda is flexible, able to follow day to day developments.
- G- The propaganda is directed by the central power responsible of it, but the methods used to execute it are run by the persons in the field.
- H- The propaganda must use all the available means, including recruitment of persons from the country targeted by the propaganda.

Third: Psychological war

Psychological war is a planned strategy from one or more countries to use propaganda and other media techniques targeting a hostile, neutral or a friendly group to influence its opinions, emotions, attitudes, positions in a way contributing in the achievement of the state policy (Media & Press Forum: 6). The psychological war is also defined as the use of propaganda against the enemy using military, economic, or social procedures.

1- The aims of psychological war

- A- To transmit despair and the will to surrender in the heart and soul of the enemy.
- B- To maximize the mistakes of the enemy to shake their trust in those leading them.
- C- To weaken the internal front in the enemy.
- D- To make the public speculate the political leadership.
- E- To weaken the unity among the public and the arm forces.
- F- To destroy the fighting soul of the enemy army

1- Types of psychological war

- A- **The strategic psychological war:** This war seeks to achieve long term objective and it is consistent with the general war strategic plans.
- F- **The tactical psychological war** (startimes.com: 7): It is the direct clash with the enemy. It takes various forms (political, economic, morale, military, or all of these). The tactical psychological war takes several forms, including (Al Dabbagh: 68).
- B- : 49):
 - A- Creating complains among the soldiers and fighters and to make them speculate their leaderships.
 - B- To convince the enemy about the unworthiness of the cause fighting for.
 - C- Facilitating city occupation by disseminating surrender statements.

C-Reinforcing psychological war: This type of war work son reinforcing the causes of victory in the soul of public opinion. It transforms the victory to something to legitimize it and make it sustainable (Al Dabagh: 49).

Third section

The influence of media and propaganda on public opinion

Media is generally defines as the process of dissimilating news and accurate information based on frankness and integrity, addressing public minds and their transcendent emotions and to promote the level of it by providing more enlightenment and education, not mere deceptions (Rababahh, 1987: 64). By contrast, propaganda is to influence the personality of individuals, control their behaviors by provoking innate animal instincts and news exaggeration. It is based on distributing lies and sweet talk. Therefore, negative media leads in most times to negative consequences harmful to the public opinion. Accordingly, both media and propaganda target the formulation of public opinion attitudes, each using its specific means and tools. The public opinion is created considering the fact that the first is mainly dependent on facts and addressing the mind, while the second is mainly based on addressing the animal instincts of humans, and sometimes deceptions and lies (Turki, 1984: 227). The following is a brief review of some of the media and propaganda tools contributing in formulating public opinion as they are influenced by it at the same time:

First: Newspapers

Newspapers are described as the most significant mass media communication. Their main function is to provide people with news, information, ideas, and points of views assisting them in rationalizing what is presented to them (Abdel Qader, 1997: 49). Nonetheless, they vary in their presentation of news .Some newspapers present only news and this means that they rely on thrill and action. Others adopt a specific line of thought and a particular doctrine.

These include government newspapers or party ones. For most times, newspapers are just a tool in the hands of their sponsors to adapt and adjust public opinion, knowing that most people did not have fair chances to learn and be educated.

Moreover, the average reader does not spend much time thinking of the news he she read. They are more interested in getting ready news with even thinking of their content (Rababahh: 66). The average person is prone to accepting news without any hesitation as he she lacks the time to judge things. The newspapers play a significant role in creating public opinion and this adds an important responsibility for those working in these mass media tools. They are to provide true facts and the information surrounding them must be adequate for the readers to be knowledgeable of event surrounding them (Abdel Qader: 68).

Second: The Internet

The emergence of the internet was a revolution in mass media. It provides quick and continuance access to news. Browsing the internet enables the individual access conferences, forums, blogs, and chatrooms. He she can visit news groups and this means easier communication among people worldwide. Some of the strongest nation's leaders have blogs on the internet such as the case for common citizens. This is a true embodiment for communication democracy, at the least on the internet access level (INFINTY, 2015: 2).

Third: Radio

In addition to entertainment, radio programs provide enough material to contribute in creating public opinion. These include, but are not limited to, news and commentaries, the speeches of public opinion leaders in the different political, social cultural and economic fields. In the dictatorships states, radio is used for only political propaganda (Abdel Qader: 55).

Fourth: Television

Television is the most powerful influential tool presented in the 20th century. It is also the most dangerous as it presents audio and visual information for the viewer. In the last few years, the significance of T.V. and its effect in formulating public opinion has been very apparent and it was employed by the superpowers (USA for example) to spread their interests. As indicated by Al Wafed (2012: 3), T.V. has many advantages as it is the closest means for communication and confrontation and that most of its programs are bound to the state borders, meaning that it is more appropriate to address the public opinion and influencing it.

Fifth: Theatre

It is a live mass art expressing the human life, presenting its problems and systems. As such, theatre is a sincere expression of public opinion, talks for it, presents its expectations, joys, and aspirations.

Conclusion

Media has played the most significant role in public opinion disinformation in the various political causes. It is used by the governments to distort public opinion and present falsely information. For these reasons, it has become a field of study in higher education programs as it is employed to distort the true picture of what is happening in the field. Media now make the friend an enemy, and the enemy the closest friend. There is a need for paying more attention by scholars to the vital role of media. It is now part of the big battle nation's fight. Unless possessing strong media tools, nations cannot reveal the truth and reality for its people taking into consideration the emergence of globalization. The appearance of Al Jazeera News Network in 1996, followed by Al Arabia channel in 2003 had a major effect in raising public awareness concerning the moral, technical and technological problems relating to the forming a news , presenting it and how it is taken. The appearance of new forms of media such as citizen journalism due to the enormous developments in technological tools has been a turning point in media field. Any person having a mobile can record the news and broadcast it immediately if having internet access.

In light of this study, the following facts, recommendations, and conclusion must be emphasized:

- 1- Media plays a major role in creating public opinion via the use of radio, television, cinema, theatre, and social media websites. They all work together to form a public opinion towards a specific problem or cause.
- 2- The new types of media (alternative media) play a significant role as an advanced media tool that can be captured and employed for forming public opinion.

- 3- The official bodies, public organizations in the Arab World must be more considerate to public opinion. The common public interests should be more focused on.
- 4- The morale and the psychological spirit are key pillars for achieving victory, and this deserves more attention in the various domains.
- 5- The Arab diplomacy assumes a vital role, and is accused that it lacks the competencies and skills to assume this role. It may focus on the following:
 - A- To compete what the Arab governments have achieved in raising the awareness of average people in the Western countries to promote a glorious picture of Muslims and Arabs.
 - B- To follow up what is being promoted and broadcasted about Arabs to refute the accusations being addressed to them?
 - C- To fulfill the psychological media role in various fields to confront this form of disinformation.
- 6- To adopt some defensive mechanisms to restore awareness of the Arab nation by exposing the lies of the Western society.
- 7- To abandon the myths of the western superiority, leave the values of the western societies; restore our faith in the Arab nations and values.
- 8- To compare the moral and material potentials of the Arab nation and those possessed by the west, and then to be convinced that we can succeed.
- 9- To believe that the freedom of speech is something sacred; that we cannot forgive someone giving enemies information that can harm the internal front.

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