

THE IMPACT OF GLOBALIZATION ON CULTURAL PROPERTIES AND CIVILIZATIONAL HERITAGE

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Abstract

The study deals with the role of the media in the protection of cultural heritage and properties through studying the new media and cultural properties in the shadow of globalization.

The research follows the descriptive approach by extrapolating the definition of cultural properties, and the analytical approach to determining the role of the new media in the protection of cultural properties.

It consists of the impact of globalization on cultural and civilizational heritage through two axis: New media and globalization and the role of globalization in cultural properties and heritage

Keywords: New media, heritage, cultural properties, globalization, historical monuments, cultural heritage.

1. Introduction

The New Media has come to dominate centralized traditional media, and individuals and institutions can address everyone directly and at a reasonable cost [1]. The new media or digital media is a term that includes all the digital communication and information technologies that made it possible Production, dissemination, consumption and exchange of information through electronic devices (media) connected or non-Internet, and interact with other users.

There are other definitions, such as the forms of communication in the digital world, which include publishing on CDs and DVDs and more importantly on the Internet, and that the term includes various forms of electronic communication, which became possible through the use of computer technology. Given the relevance of the term to old media, such as printed newspapers and magazines, whose text and graphics are still silent, the new media includes: Web sites, streaming audio and video, chat rooms, e-mail, Internet communities, Internet ads, CD and DVD, virtual reality, Digital data with phone, digital cameras and mobile phones.

The power of the new media is not limited to the interactive feature it offers, which allows for the exchange of communication roles, but they have revolutionized multimedia content, including text, images, audio files and video clips.

These and other characteristics have led everyone to jump on these new means, which in a short period of time have produced a lot of dramatic effects on the political, commercial, social and technical levels. Social networks such as Facebook, Twitter, YouTube and blogging have emerged as well as the proliferation of smartphones with digital cameras Internet connectivity from anywhere, such as the iPhone and BlackBerry, as well as tablet devices such as iPad and Galaxy Tab, which led to the lifting of the limit of freedom of expression and access to information and the ability to communicate in an unprecedented manner and had a Large others can not be ignored.

The current changes in information technology are the fourth major changes of its kind in the modern era, following the invention of the printer, mainly the fast steam printer, which made the distribution of newspapers, magazines and books to the public a reality (1833) then television (1939).

The change we see today depends on the use of computers in the production, storage and distribution of information and entertainment, this feature is the process of providing sources of information and entertainment for the general public at a low cost and easy is in fact a common feature between the old and new media, the difference is that the new media is able to add a new properties It is provided by the old media, Interactivity and Post-Interaction.

The interaction is the ability of the new communication medium to respond to the user's conversation just as happens in the conversation process between two people. This feature has added an important new dimension to the current mass media patterns, which are usually one-way products sent from a central source such as a newspaper, television or radio channel to the consumer with the possibility of choosing the sources of information and entertainment that he wants whenever he wants and in the way he wants.

In the past, users 'ability to interact was limited to an echoing circle of content posted on websites by adding comments and taking notes on visitors' records, for example. The relationship was relatively liberal with the existence of forums, newsgroups and mailing lists. However, it did not give the public the freedom to practice absolute media, which was only available after the emergence of blogs and the subsequent emergence of social networking sites and participatory video sites such as YouTube and free encyclopedias such as Wikipedia , These sites represent elements of transition to the interactive post.

This phase is a reversal of the traditional communication model, where the average individual can deliver his message to those who want it in a multi-directional way, not just from the top down, according to the old contact model.

2. New media and globalization

In addition, the new media has the following characteristics:

- Changing the behavior patterns of the means of communication in terms of requiring a high degree of attention, the user must do an active action to choose the content that he wants to get.



- The integration of the various media, which in the past were independent means unrelated to each other in such a way that the boundaries between those means were canceled.
- Making freedom of information an unavoidable reality. The World Wide Web, for example, has made it possible for anyone with an Internet connection to become a publisher and deliver his message to the world at little cost. There are also tens of thousands of newsgroups on the Internet, A theme that comes to mind with an unlimited number of other users in different parts of the world.
- Multimedia is the latest quality revolution in communication content that includes a mix of texts, images, audio files and video clips.
- Media fragmentation means increasing and multiplying options for media consumers whose time has been distributed among many means such as websites, social networks, smart phones, video games, and traditional media, newspapers, radio and television.
- The absence of synchronism is intended not to need the presence of the sender and the receiver at the same time, the recipient can access the content at any time he wants.
- Diffusion and universality of access: The spread is intended to spread to almost all segments of society, in addition to its universality and its ability to transcend geographical boundaries.
- Communicability regardless of content creator's standards and standards.

Globalization [2], [3], [4], [5], [6], which means the universalization of a thing [7], is an integrated Western civilization project [8] Cultures across all cultures in the world [9], [10]. As the West achieved high goals in the field of technology and computer, developed in recent years a tremendous development in the field of communications and information and the Internet [11].

The American perspective of globalization combines technology, economics, politics, behavior, values and ethics, that is to say, not only wants to control the material aspects, but also the social values of peoples. In the context of the political evolution of humanity globalization should not be mainstreamed into the future, globalization was taking its place as one of the rings of that development [12].

It represents the Western hegemony of the United States in the field of communications and scientific achievements, which is a huge concession of the national state or to induce them to waive rights for the benefit of the world's controllers [13]. Thus, the forms and forms of globalization multiply, their applications vary, and their interpretations and dimensions become more complex [11], [14].

The goal of globalization, which surfaces [15], [16], [17], [18], [19] is the removal of barriers and boundaries between cultures and the movement of the economy and society and making it available to all throughout the world [20]. This is acceptable in terms of overview. In fact, globalization is the instrument by which the West wants to blur the divisions of peoples and shape them according to its vision, and wants the world to follow its concepts [21] to control the technology, information, communications and information devices necessary to continue to dominate, although each nation has concepts, visions and trends measured by those Issues [22].



Arab media and satellite channels in particular face a major challenge: the impact of globalization streams that do not recognize any culture other than Western culture, and that some American writers try to suggest that other cultures are inappropriate traditional cultures [23]. Hence, globalization is no longer an economic system, but it is related to the modern means of communication. These methods propagate the culture of penetration. The promoters of globalization, by their enormous means, destroy the original heritage created by mankind in its long march.

We refer briefly to the cultural dimension of globalization, because it is related to the communicative and media dimension. The dimensions of globalization are taken from the new media and modern communication as an essential means to find their way into penetration and application. One of the goals of globalization in the cultural field is that people follow the Western style, according to tradition and behavior, and to apply the standards of Western culture. Media itself is a dimension of globalization, and it is also one of the indispensable mechanisms for implementing the other dimensions of globalization. The globalization of satellite technologies [24] is one of the major forces on which globalization depends and hence the role of the media which is particularly new in the consolidation of globalization.

Over the centuries, traditional media, such as newspapers, magazines, radio and television, have been the focus of community communication and media outlets that are used to reach out to the masses and deliver messages to them whether they are political, social, commercial or otherwise [25], [26], [27]. Despite the importance of the role played by these means [28], [29], [30], the new media have reshaped the communication and media map in contemporary societies with their characteristics of global reach, speed of access, interaction and low cost [31] [32], [33] and no doubt that Western colonialism used all means to subjugate its vulnerable countries and those of the media [34], [35].

If the hegemonic states are slow to recognize the importance of the cultural communication factor in their struggle for an identifiable existence and independence, the dominant is no less aware of the significance of this factor and their awareness may be superior to that of their victims. At the national and international levels, between those who seek cultural hegemony and those who seek to retain it. Public media are at the forefront of operational projects that are used in the penetration process. In order to achieve this, the dominant power to the media itself, largely through the commercialization of radio, television and the press [36].

The crisis of Arab heritage is the result of the means of knowledge exported through modern means of communication, or the policy of American globalization, which seeks to remove the constants of different nations, and that the owners of this technology are not a nation with beliefs and heritage, but have beliefs and values contrary, knowledge has become under modern means to break into all the inherited restrictions. The major decision-makers in the world insist on taking individuals out of their society and their beliefs and pushing them to activate migration to their own heritage [37].

There is no doubt that globalization has a significant and clear impact on cultural identity [38], [39],



[40], [41] and civilization [42], [43], [44], [45]. Where cultural globalization refers to the situation of the peoples of the world in unified intellectual blocks in order to distance them from their cultural and cultural heritage and thus emptying the collective identity of the nation from any content.

Therefore, the cultural broadcast that is exported to us by American globalization has a negative impact on the Arab heritage and mind and therefore on identity. The relationship between globalization and the issue of identity is not a one-way relationship, and it does not pose a single problem that can be solved. The process of bypassing requires resistance to this problem with its most powerful weapon, I mean the dissemination of scientific knowledge. And that overcoming the disadvantages of globalization is by raising the level of identity to the point where it can withstand the positive and full of self-confidence. And that the technological means provided by globalization at the level of communication are particularly helpful in disseminating scientific knowledge and disseminating the critical spirit [46].

With the ambition of the Western countries in general and the United States of America in particular, and their desire to broadcast their culture, ideology and economic goals, and with the possession of the modern media machine, and its satellite and other satellite technologies, all these data have made the information move in one direction, South and from west to east, from rich to developing countries. Thus, the declaration of freedom of information flow has become one-way [47].

Arab countries, like other third world countries, are exposed to this one-way flow, especially as the rich countries have ambitions in the Middle East, Africa and the Arabian Peninsula, which dictates that this flow be directed towards the region in particular. There is a quantitative imbalance among developing countries in information materials, such as the imbalance between political news on the one hand and social, cultural and economic news on the other, where the tyranny of political news is evident. There is a qualitative imbalance between so-called good news and bad news. Rich country news covers achievements, innovations, and developments. Developing countries' news is emerging from the crisis portal, Crisis Wars, coups, famines, floods and earthquakes. etc.

As for the flow of information across the Arab countries, there is a possibility of a balanced flow of information between them. The proliferation of satellite channels is supposed to constitute a fertile ground that prevents this flow from being disrupted, because the geographical proximity of these countries, their cultural and religious links, Qualify for non-disruption of the flow of information.

But political instability and the media, political, cultural and economic dependence of the West in most Arab countries make that balance difficult to attain. Satellite TV channels provide a lot of information that serves development, contributes to the advancement of societies and opens up the horizons of knowledge and development in all walks of life. There is no doubt that any developing country needs the information that helps it to plan its development programs and discover its land. Economic potential.

But this information remains the preserve of the rich countries, dealing with it as a commodity that can



only be made available to companies belonging to the countries, which in turn search for investments in developing countries on the basis of this information, which the state may wish to conceal for its own conditions or may not be Already known [48]. The term "secret science" has become a regular expression in the dictionary of Western countries, which is used to justify the exclusion of some areas of scientific research from the Freedom of Information Act, since disclosure may harm security and economic interests [49].

The monopoly of information was not limited to information that justified its monopoly as being related solely to security and economic interests, but to news and other information. Especially since international news agencies control 80% of internationally traded information [50], and 90% of global news [51]. Despite the spread of many national news agencies around the world. It is hoped that the Arab satellite channels will work in light of this heavy influx to promote the peoples of the Arab countries through development and cultural programs.

However, there are many other aspects that have focused the control of the Western media on these countries. Among these aspects: A number of news agencies control the international media system. Therefore, the Arab countries rely mainly on these agencies, the bias of these agencies against the Arab countries and third world countries in general [52]. And the control of the news sources pictured on the Arab news: since the news of the picture style accurate expression, so characterized by the value of media may sometimes exceed the word.

Western countries have sought to spread their media influence over the region. Many of these countries have channeled large networks and channels to control their control over news stories in the Arab media and satellites used by Western countries to broadcast information materials to the Arab region. For example, France used these satellites in the program exchange with Jordan for the first time in the Arab countries. As a result, Jordan has received a regular news package from the French Broadcasting Corporation. The Gulf States and French television also agreed on a daily broadcast via the Indian Ocean satellite. As Arab countries entered this field, this use was used to receive news from abroad and not to exchange news.

The role of media awareness is to inform citizens about the importance of cultural and economic effects to them and to seize opportunities to raise their interest in cultural heritage and to inform them of responsibility and to involve citizens in taking responsibility for protecting cultural and heritage. It is necessary to create governmental or civil institutions to help educate citizens and occupants of buildings And communication with the actors in this field to explain the dimensions of the issue of heritage and its usefulness to the people and identity and thus demand the allocation of funds necessary for the maintenance of these buildings and rationalize their uses and the issuance of legislation governing it.

The destruction of the cultural and cultural heritage of any people, nation or society can be carried out through a number of steps and actions, including the destruction of historic sites and monuments, the



destruction of religious and spiritual symbols and sites, the destruction of museums and the theft of their contents, the destruction of libraries and the theft and destruction of their contents; Archiving, documenting, stealing and destroying its contents, destroying cultural, social and artistic heritage, preventing its development and spread, and destroying statues and symbols that perpetuate the achievements and personalities of outstanding scientists, thinkers and innovators in the nation and the homeland.

In the midst of the all-out war that the Arab countries are facing today, and in parallel with and supporting the terrorist acts of aggression, the Arab countries are subjected to the worst media war known to our region and even to the entire world. They are carried out by dozens of international and regional news agencies and satellite channels, Speed, development and performance, in order to win hearts and minds and global public opinion, regional and local, through professional manipulation and led by experts specialized in the science of modern media, communications and public relations and methods of social communication and psychological warfare. Where some of the facts and facts are mixed with a very large percentage of false falsehoods and fabrications to undermine the trust of the people of the state first and of each other in order to make them believe that the problem is not in the neo-colonists and the Zionist entity and takfiri thought but in sectarian and religious differences.

The main objective of this media war is to reorient public opinion, destroy the foundations and foundations of national cohesion and solidarity of the common community, change the priorities and blow up the intellectual, psychological and emotional constants of the citizen, so that it is directed towards cultural, political and ideological paths or lapses against the foundations and pillars of national awareness and solidarity. To respect cultural, religious, sectarian, ethnic and other differences.

3. The role of globalization in cultural properties and heritage

In order to confront this war, which we have pointed out to some of its manifestations, especially in the attempt to destroy the cultural heritage and undermine the foundations of national identity, we conclude that all of our national media and all its forms, tools and names are required to interact positively with the battle of authentic existence and immediate interaction with the problems of systematic attacks on cultural heritage and looting And to work to highlight the components of national cultural identity in all parts of the country with all commitment and awareness, knowledge and responsibility, and the media is responsible for the protection of national identity and the registration of all elements, And thus be immunized politically and socially, so that he is able to distinguish between what serves the national identity and what is in the interest of sectarian, sectarian or ethnic thought against the rational rationalist secular pluralistic open.

It is illogical that young people do not know the value of cultural heritage, which is the first basis for the formation of national identity, or do not understand the foundations and elements of the Arab



personality and the history of their civilized nation. If we are afraid of the influence of hostile satellite channels, the Internet, social networks, and other dominant media, a large part of which is a threat to national identity, the only solution is to create an attractive alternative and to awaken the spirit of patriotism among young people.

The way to protect the heritage is by educating current and future generations about the importance and advantages of the Arab cultural heritage, explaining the role of this heritage and its great impact on the civilizations of the world and thus confronting the current globalization on Arab civilization with all the modern technology available to convey the information to all parts of the world.

Through the Internet and satellite television broadcasting, and publishing it with all the available media, visual, read and audio, and uniting the Arab efforts to document the Arab heritage and Arab civilization by working on the issuance of books and films and leaflets and documents And encourage and support the Arab documentation centers, museums and the role of the relevant monuments, and supporting and sponsoring public and private publishing houses in the Arab world and in the world, which adopts the idea of highlighting the importance of the authenticity of the Arab heritage and the national and national identity of the peoples. And its dissemination and dissemination as part of the Arab and international civilization and its features in philosophy, language, architecture, sculpture, photography, literature, science and arts through the honorable history of the Arab nation.

We emphasize here the provision of alternative and investment in the media and cultural industries.

The audience needs a convincing and realistic alternative to accurate news and not to opinions in the news or news on the sidelines of the opinion. The public needs local cultural programs and materials that reflect their personality, identity, interests and concerns, but if the good material, the serious and attractive style of presentation is not available and is free of images and movement, And he will have to find his cause or something in some of these satellite channels, regardless of their cultural, political, ideological and values. It is even more dangerous than smashing some statues or removing some graves and monuments. It is about a strategic plan that aims to destroy the society's existence, existence, history, present and future. It is therefore incumbent upon States, civil society organizations and all the living forces of the world to confront this barbaric war with strength and firmness and a comprehensive and counter-integrated plan.

The observer does not need much effort to discover the nature of the Western media, and its dealings with the host countries of cultural properties, and does not make the follower and interested in a lot of effort in this area, to reach the media strategy used by the West with peoples and communities of cultural heritage, That the West speaks a lot about human civilization and the importance and the need to preserve the human heritage throughout history, because it does not represent a nation or a specific state, but is a human heritage for all, and the specialist can see and identify the obvious contradictions between the words of the West and his actions, For example, a country that includes the most



important archaeological sites that belong to the civilizations of the human being first and high at the same time.

The question that is being circulated by those concerned and others about the secret of the strange media dealings with Iraq, where the West feels envious of this civilized history, as evidenced by the behavior, goals and media media, and we note that the supporters of the West media meet with him in the same goals and attributes, It has a deep cultural history, meets with one another in goals and instigates strife against nations and peoples that are a shining historical cradle of the monuments and civilizations that have contributed to advancing mankind in the path of progress and urbanization in thought and behavior.

Therefore, when we come to dissect and know the rules of the Western media and its fundamentals, methods and methods of dealing with Iraq, we will no doubt notice that this media is based on stirring up sedition and hatred and spread hatred among the components, ethnicities and ethnicities of the Iraqi people as well, so this media focuses on the severe security and political unrest Years ago in Iraq, and tries to even aspire to show everyone that their causes and motives sectarian, ethnic, ethnic and similar.

We do not exaggerate if we say that the West looks with envy to Iraq because it has a civilized heritage that is referred to as humane, especially since America The Western Europe, which today controls the world politically, economically and culturally, and seeks a comprehensive Western globalization through its clear quest to make the present century a century of pure Western identity that does not possess historical depth or cultural heritage that is deep in time. Political, economic, and cultural exploitation of countries and peoples with cultural heritage, and this calls for sedition in these areas to destroy the effects.

This is precisely what the Europeans lack because they are on the historical level of civilization and do not enjoy a clear presence, where the West is looking overly sensitive, cultural incubators throughout history. And here we have to wonder who is behind the destruction of monuments in a large number of Iraqi cities and archaeological museums, and whether sectarian war is the reason behind this destruction, or that there are those who actually plan behind the curtain to destroy the effects and civilization of Iraq, carried out by gangs linked to global forces . Therefore, it is a media campaign (terrorist) planned in advance, it is clear that there are countries and forces and groups centered around, and gathered together close targets, made her resort to the use of Western propaganda machine supported by some countries, the media work on the falsification of facts and portray the facts without the real image , Which requires us to confront this media war in ways that are equivalent to it, and stand against it completely, to make clear to governments, politicians and communities concerned all, these malicious goals, which are based on stirring up sedition and turn the facts, the fact that this media campaign and the Western media approach, N to fill in most of the media activities suspicious.

The international community therefore has legal and moral responsibilities to assist Iraq in its efforts

to restore its invaluable cultural properties. As the legislation of importing countries in the West tolerates trafficking in stolen cultural properties. These laws must therefore be changed in favor of the protection of the cultural heritage of those countries which suffer greatly from the illicit trafficking of their cultural wealth and the illegal excavations of their ancient archaeological sites. International covenants on cultural heritage must be amended in such a way that they can be used effectively to recover stolen cultural material. The bitter experience of Iraq demonstrates that international cooperation and coordination must be based primarily on a regional basis, since regional States are the first pathway for the illegal exit of cultural properties in order to reach its ultimate objectives in the countries of the West.

The media, in all its forms, forms and names, play an essential role in preventing the abolition of the memory of the Arab Society, by codifying all its parts and components in each country, and if we agree that the media is the system that will be preserved along with education, cultural institutions, Museums, cultural heritage and national identity, we believe that the biggest burden lies on the media because it is the most influential in the consciousness of people and shaping the trends of public opinion.

The media outputs undoubtedly serve this identity and work to maintain and strengthen it within the framework of the movement that the community is undergoing within the current transformations and developments in the Arab region. If the media system defeated and non-productive and non-interacting with the social movement and keep up with culturally what is happening in society, they rather than contribute to the definition of cultural heritage of the nation and the preservation of national identity and implant components in the community mind, they ignore these components and contribute in terms of knowing first unknowingly By creating spaces that will be filled with values, ideas, beliefs, attitudes and behaviors that contradict and contradict and contradict all that is national, national and human.

As for the responsibilities of the media towards our cultural heritage and our national identity, the national media has enormous responsibilities not only in confronting the massive media war being waged against the Arab countries and symbols of sovereignty and national independence, but also to employ greater, more effective and influential efforts to define and document our cultural heritage. Our cultural identity and its multi-cultural and integrated elements, which reflect the various components of society on the other hand.

The link between the political events and the looting and destruction of the cultural heritage is evident in the countries where the destructive, non-creative chaos has been ignited. There is a parallel or parallel path between the destruction of these countries and the destruction of Arab history, collective memory and cultural heritage. It is intended to deliberately empty it of its ancient historical stock and transform it from intellectual, scientific and creative minds to empty structures of content and content.

The Arab media need to stand before themselves clearly and explicitly to determine their strategy,



identity and viability. The theme of heritage and its protection is a comprehensive process, and the Arab media must have a plan aimed at introducing heritage and its dangers. The media also helped to archiving, preserving and introducing the heritage and presenting it to the public. The reason is that new generations are growing ignorant of historical and archaeological cultural stocks. Perhaps the media is the most important means that can serve the theme of rooting and protecting the heritage by finding effective and targeted information that cooperates with professionals working in the field of heritage and art.

The new media call for a strict policy to protect heritage and cultural properties. This policy follows several key points: the call to preserve the total memory of the heritage of the Arab world, to encourage digitization and the expansion of the use of information technology in heritage documentation, Documenting the heritage, contributing to increasing the electronic content of the Arab world on the Internet, highlighting Arab contributions to human civilization, promoting the existence of high-quality public services in heritage-related fields, and creating an environment that encourages sustainable production of The development of training programs for small and medium-sized enterprises from around the Arab world in documenting and preserving heritage, training participants on electronic documentation, assisting in the identification and standardization of the implementation of heritage information technology by providing standard guidance, integrated and accessible databases High standards of heritage information technology, comprehensive databases available, and the development and dissemination of an electronic portal on the Internet that presents what has been documented from all countries and participating institutions with the possibility of continuous updating.

It should also be called upon to highlight the richness and historical integration of the Arab heritage in order to document the ages and historic periods that have passed through the history of each country or region, documenting historic cities in the Arab world, documenting important events, figures, monuments and artifacts in the history of the Arab world. And to achieve the link between the themes of the Memory of the Arab World project and to prepare an integrated timeline for the history of the Arab world.

In the field of Arab architecture and heritage: preservation and documentation of the heritage of architecture and architecture electronically to consolidate the knowledge of future generations of their heritage, and contribute to the increase of Arab content on architectural heritage, highlighting the diversity of architectural and urban production in Arab cities, as well as the contributions of ancient civilizations and their impact on urban movement. Identification and development of documentation standards for the heritage of architecture and urbanization in the digital age, and the digital and traditional availability of all aspects of the heritage of architecture and construction for the general public, researchers and experts on a wide scale, And the extent to which foreign cultures influence it, and to highlight the diverse architectural styles prevailing in each historical period and its most

important features.

In the field of Arabic manuscripts: preserving and documenting the heritage of Arabic manuscripts electronically, contributing to the increase of Arabic content, highlighting the contribution of Arab and Islamic civilization to global civilization in general and the development of scientific knowledge in particular. Digital, and digital and traditional access to all aspects of the manuscript heritage of the general public and researchers and expert specialists on a wider scale.

In the field of information technology: Encouraging digitalization in the Arab countries and increasing the use of information technology, and the use of communication and information technologies in documenting the Arab heritage, which facilitates the preservation and retrieval of Arab heritage, and the dissemination of Arab heritage on the Internet through the establishment of an electronic portal on the heritage of the Arab world And assist in defining and setting standards in the application of heritage information technology by providing standardized guidelines and integrated databases that provide high availability of information technology requirements, and to inform the world of Arab contributions to the formation of a Interactively create a reliable source of information on Arab heritage and increase Arabic content on the Internet.

Conclusion

- The research dealt with the role of media in the protection of cultural heritage and properties, which constitute a cycle of cultural and civilizational development. It represents the memory of peoples that are transmitted from one generation to another
- The research dealt with the role of the media in the protection of cultural heritage and properties in the context of globalization.
- The research tackled the cultural dimension of globalization and its relation to the communicative and media dimensions. Hence, the role of satellite TV channels in particular in the consolidation of globalization is highlighted.
- The national media has a heavy responsibility for the cultural heritage and national identity not only in confronting the massive media war being waged against the Arab countries, but also to employ greater, more effective and influential efforts in defining and documenting the cultural heritage, and defending the cultural identity and its multi- In a remarkable way, on the various components of society.

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