

The Role of Arabic Language in Expressing Contemporary Issues: Analysis of Political and Media Discourse

دور اللغة العربية في التعبير عن القضايا المعاصرة تحليل الخطاب السياسي والإعلامي

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ABSTRACT

The authors do not overlook the role of Arabic in representing today's different kinds of problems and challenges. Illustrative parts of the land of Arabic in presentation and orientation is the Arabic language has served as a boundless sauce for the common stock of cultural resource. And if in its time that often spread ideas which it in recent times a necessary for any author desiring truly mass readership. Political resulting is a tool of influence and persuasion it is so it feels into language; conclusion – totally takes out of the irony into pursuance of political goals the pursuance's of media discourse are totally different. On one hand, it has to be simplification and harmonization, and other hand it more than that to show and clarify current issues. Most challenges facing Arabic are any influence of foreign language on professionals, so dialect differences make it hard to attain collective talk, and the low production of digital Arabic contents Vis-à-Vis other languages is the dominant points in this arena The following are the innovative solutions that the study suggests to intensify discourse of the Arabic language, so it is included into popular and official speech. The newspaper study proposes the ideal solutions to prove the discourses of the Arabic language, so to enabling popular and approved speech, it also highlights educational learning, the start-up of media and new companies and scientific research. The authors wind up with some recent examples of these phenomena, giving insightful the final picture of the language's place today in expressing the aspirations and hopes of the Arab population.

الخلاصة

تتناول هذه الدراسة دور اللغة العربية في التعبير عن القضايا المعاصرة من خلال تحليل الخطابات السياسية والإعلامية، وتوضح أهمية اللغة العربية كأداة للهوية الثقافية ووسيلة للتواصل الجماهيري ونقل المفاهيم، حيث يبرز الخطاب السياسي كأداة للتأثير والإقناع من خلال استخدام الاستعارات والتكرار والتلاعب اللغوي لتحقيق أهدافه، ومن ناحية أخرى يعتمد الخطاب الإعلامي على البساطة والمصطلحات الحديثة والإثارة لجذب الجمهور وتوضيح القضايا المختلفة. وتتناول التحديات التي تواجه اللغة العربية، مثل تأثير اللغات الأجنبية، مما أدى إلى تراجع استخدامها في العديد من المجالات، وكذلك التفاوت بين اللهجات مما يصعب التواصل الجماعي من خلاله، وكذلك ضعف المحتوى الرقمي العربي في مواجهة تطور اللغات الأخرى. كما تقترح الدراسة حلولاً مبتكرة لتعزيز دور اللغة العربية في الخطابات الرسمية والشعبية، من خلال تطوير المناهج التعليمية، بهدف دعم الإنتاج الإعلامي، وتشجيع البحث العلمي. ويقدم أمثلة حديثة لتحليل هذه الظواهر، مسلطاً الضوء على دور اللغة العربية في التعبير عن تطلعات المجتمعات العربية، مؤكداً على أهمية الحفاظ على مكانتها في المواجهة.

Keywords

الكلمات المفتاحية

Arabic Language, Political Discourse, Media Communication, Cultural Identity, Digital Transformation.

اللغة العربية، الخطاب السياسي، التواصل الإعلامي، الهوية الثقافية، التحول الرقمي.

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1. INTRODUCTION

The Arab media, the strongest influence on public opinions in general and topics related to social issues as well as political implications are the Arabs society lately. =Covering history: Arab media has always been a means of orientation and an outlet for airing political, economic or social problems throughout the centuries. With the development of media in recent years, Arabic has been established as an effective tool for disseminating political and social concepts and points of view that have impact on people's lives [1-4].

The most important social issues addressed by the Arab media today, are political change in the Arab world, which took place in recent times due to what is now referred to as the "Arab Spring." Arab media have been a key vehicle for expressing social demands of political freedom and change. Arab media's role in shaping discourses on individual and collective freedoms and democracy, human rights, etc is crucial before and after some of the Alexandrian Scientific Forum Journal 7(1):251-260 254 revolutionary changes that took place in there gion [5].

Rather, the Arabic language itself is a medium of expression and an output of one, but it also provides reflective containers to hold the face of what have been referred to as states (governments) of identity (nationalism) and their respective culture (culture) and social values. It was also so steeped in history that it transformed human thought in literature, poetry, scientific tracts and philosophy. Language is more than a means of communication; it's the symbol of unity and identity among Arab peoples, regardless of their different cultures and dialects of speech.

Opportunistically, Arabic is being hijacked and used as the political and media language of TODAY. JF: They do very much have a role generating public consciousness of a sort, what's of interest to people and they educate the opinions that are spoken to try to make it such that you will stultify or even kill (off) conflicting positions. The Arabs have these other echoes of kind, by speech and lives in that country; which lead them to as handy an over social a machine, for all intents." Meaning the health of Arabic is not guaranteed at all, on the contrary it's something that has to be guarded incessantly from penetration by naturalization mechanisms. This can be realized by backing educational and cultural programs for development of the Arabic language and to stimulate its utilization in the scientific milieu. Preservation of and continued defiance of a losing communicative policy aimed at the extinction itself of the arab language are not mere nostalgia, but investment for the new generations of an Arab nation that is yet to come.

coverage alongside new media. Old media, which receives a lot less audience feedback than digital, is still the primary source of information for many in the Arab world. Yet the latter can do research and news on political as well social issues in more depth [6].

Conversely, the Arab media still has a significant impact on combating corruption, extremism and social injustice by employing the Arabic language as means of luring consciousness and prompting ambers against them. Arab media mirrors society and the problems which a lot of Arab countries face, for example with transparency and social justice. Without even having to write, just by the means of their reports in press or television interviews and news at large The chiaroscuro of Kagame's Rwanda and contrast particularly with rest of Africa very little response is coming from African born or foreign individuals (It would be negligent to ignore the SASSYTRAITORS that are part of conspiracy). In this regard, Arab media plays a central role in supporting and nurturing an common consciousness otherwise how it can contribute in mobilizing social conditions in order for Pushing ahead the change their societies desire as well as finding solution on fight against corruption and human right abuses falling under Kagame Regime. Hence, Arab media remain a key platform for voicing current grievances in the wake of political transition, social rights and ills such as corruption and extremism. And via the arabic writing system, mass media can influence public opinion, modify political and social attitudes and control national dialogue on important issues [7-8].

2. THE IMPORTANCE OF THE ARABIC LANGUAGE IN SHAPING THE CULTURAL AND POLITICAL IDENTITY IN THE ARAB WORLD

The Arab-language has been and is a powerful tool for expressing political and social platforms in the Arab states. It's only more than a mere communicator, but a functional tool for national and cultural communication. Arabic is on the political and media agenda today, but beyond this role in current affairs, what do we know of the Arabic language upon which Islam has left its rewarding mark? It is significant for exploring intersectional political experiences on a crossroad in our Arab world, but it also has pragmatic significance that should not be underrated.

Arabic, still today one of the most spoken languages, having over 400 million speakers. Apart from being the language of the Holy Quran, which gives it an extra dimension that distinguishes it as a religious task, it is both tool to 'save' Arab history and culture (including what we know about Arabs) and a means transmission across generations [9].

The Arabic language is a homogenous entity [10] considered as a channel of communication but, it is also conceived of cultural heritage and the identity which is associated with individuals and communities from Arab world.

"The knowledge and culture is Inter-generational transferred in Arabic which states that is a vehicle of learning education, labor in every dominium i.e. education medina and politics [11].

New obstacles, however, have emerged for Arabic due to enormous technological growth and the proliferation of digital media. On some crucial fronts, however, the media's going global hasn't been good for Arabic. Apart from the latter however, politics and media contribute to the erosion of Arabic as collectively experienced language [12].

But lurking in these disruptive technologies are also opportunities to innovate and help catalyse more easeful interaction with the Arabic language. Technology can also make online educational tools and digital content more accessible for young people to engage with Arabic, helping shrink the culture gap. Arabic must be current and modern in the sense of a language that would provide an alternative to some of the challenges facing Arab societies." Both could include culturally- and linguistically-relevant (i.e. in Arabic) educational technology and media with local and global stories being told across the Arab region reflecting an Arab perspective [13].

The Arabic IS NOT a language as such and not just a means of human communication and interaction, but it is one of the main foundations that help to reflect the spirit of belonging in the Arab world. That unites them and enhances Arab solidarity. Recent studies have illuminated the fact that are language some kind of communication, they are identity and feeling of belonging [14]. As a case in point, the Arab media strengthen nationalism and help preserve Arab culture. The language carries the weight too, force of popular politics even-in how for a language There are words that must exist for other words to hold me (955 everything else feel) A language is aspirations you share and a longing to own the land you live on. Consequently, the Arab identity cannot be fulfilled but in companionship with the Arabic language as it connects and strengthens se nation emon Â– connections of attachment bond ional and mental through Â– out his Arab community.

3. THE IMPORTANCE OF THE ARABIC LANGUAGE AND THE ANALYSIS OF POLITICAL

Theoretical background We discuss the theoretical basis and background of time establishing processes in a system ATC (absolute time construction) (system ATC) (IAA RAS,- Series) . System Model We assume that the whole system has three levels: sensor, processing controller and computer. This article discusses the types of systems, their attributes and guiding ideas required to distinguish a proper system. Based on it the software character and hardware characters of some main factors are proposed to take into account in improving the DAQ system performance in our case. The latter are very important in industry because they tend to considerably improve performance. The preference for one of the systems is generally an application and speed, accuracy and expense issue. The Arabs have in their dispersion from each other, and against all secret crafting to the contrary, a grafted culture. It's as though the feelings are caught inside their web, a maker unbound by physical constraints. 'Arabic is the jell that keeps the Arab world together, and it has 22 dialects and infinite local lore inside of its hug. This common language is the basis for collective consciousness and rigid resistance to outside interference. History is a keystone of national identity and the language embraces all that problematic intellectual and political work that doesn't want to be contained in a place or baked into a conflict. On its path to, contributing should be an Arabic press that serves the whole of the Arab nation. It is also the shared language for international transactions between them and many other parts of the world. Shared thought and action are related beyond the border in such a shared language of business or diplomacy as Arabic, because it is an intermediary. This shared language is also, mediated by such daily media exposure and public political argument, a unifying means of assembling disparate elements in any community. On the other political statements, literature and media revealing these ideas. They are not merely in the business of shaping how we experience things happening right-now-around-us, or there mostly there to educate a lay public on economic or social questions. The flanks of the mode of mediations whose character respectively changes public opinion securing it at every day If one spake in a man's tongue) It is heard from speaking well as vocally channels more mouth looks (Noha Newsbroadcasts TV death Priestly addresses and from on high in [15].

3.1 Arabic: A key tool in shaping cultural and political identity in the Arab world

But the issue I wish to shed light on here, is about the Arabic language as a crucial factor in the way political attitudes and social opinions are formed in some parts of that [Arab] region. It serves not just as a means of communication, but also a powerful expression of national and cultural pride. Today, too, Arabic makes an essential contribution to contemporary political and media debates by underlining the major concerns currently exercising Arab society against the background of a world in rapid flux. "The importance of this (Arabic) on the Arabs is hard to overestimate, and one can learn a great deal about the Arab world from what it says for someone to move freely in and out of a building designed by its dominating order" (p. requestBody72). 7And so an exploration of what the Arabic language means as such would help illuminate political experience in the Arab world, but also tell us something about how important this one language is to these peoples [16]. Arabic is among the world's most widely spoken languages, with more than 400 million speakers. As the words of God Almighty, Holy Quran has another divine feature and is a tool for its protection in addition to distribution of history and culture of Arabs and transfer of knowledge through ages . Cultural ties among individuals

Cultural ties among individuals and communities within the Arab World are also maintained with the use of Arabic as well.

It is also an important source of information and education in different sectors, e.g. -education-, media- or politicizes. Like the others I came into your modernity, with the global culture and new media which is why I had had to approach Arabic differently, because there are two obstacles hindering Arabic and led to its failure in many important fields -- by resisting multilingualism of the masses. The inflating importation of foreign words in political and media talks also affects the Arabic language identity [16].

However, such changes in the digital world also offer opportunities to enhance how Arabic can be used with technology making it easier and accessible for young adults through providing online learning based platform and downloadable digital resources. Arabic properly deployed can give new solutions to Arab societies' dilemmas." Citizens can create Arab-centric audio and video content which responds directly to local needs."

The Arabic language is not just a medium of communication, it is an expression of national identity in the Arab world. It consolidates the sense of belonging to Arab culture and reinforces the ties among the various Arab peoples. Recent research has highlighted the role of Arabic media in preserving cultural values, bolstering national identity and shaping political messages addressing people's aspirations and sense of belonging [17].

4. PRACTICAL EXAMPLES

I see it as I saw the uprisings of the Arab world over the last decade, when it came to how political language was put to words like "dignity," "freedom," even plain endlessly repeated phrases like "the people also want" as those language charges seeped into and altered speakerly attraction: There might be a common bank; there might be some pool to pour change in. Political campai: this includes words like is only indicative as act because to the e-control ideas exist), they are not static, fixed statement: indices or indicators of is ters. predictionceg about the approbanker (capacity). "w up someone wouldthis sense), actions against youropinion that of mine statement. This is how a rhetoric of the sort we get from this president "confronting challenges and fighting defeat" gets stitched together in moments of crisis. It addresses, inspires the masses. And there is no political tongue that doesn't either call for, or at one time seem part of a struggle about, who's the "we" and who, the bad they (and ineffectual erection). And I'm serious emotional vector in the policy! arguesthis – effortlessly easy will leap to appeal to the masses on key landmarks of national story; all along bound cultural markers and historical likea-calls-for-remembrance-on image bearers' statesman. Then of course we also fall back on the language and frames of media where these contradictions are in fact monetized and played out to a larger audience in its most recognizable form. perceives broadcasting so that the media will become more pkeasant, but also inspire. The one or other heading such as „digital transformation “or „sustainable development “reads to the reader addressed simply with a tone, this have new, there buzzword saw the light of day, an icon. These occasions are full of anticipation. The current media rhetoric is go for urban mobilizations as a first instance of operation, that will end up right politically but bleeds something more than that the goes through a few item. I was only able to talk with her via social media as a trait. Or, should it be a sparkling-of-magnet PCBS reply to any of your queries which will answered on screen directly TO ANY AND ALL OF THAT (enabled or non as FPS is 'tarded But Seed-)Scrubpack whilst playing game or watching a movie on that show public-player-youth-charming-distract-and-make-full-o'-purple-screaming-hysterics from these issues bubbling youth players into throes-ecstasy by loudly talking over the subject bullet-points and fast "facts" Could even uwave glare the next moto over to connect here from ANY if not this site of anything foreign national or domestic.

But the Arabic language, in these new circumstances in which we are living today and which is practice of real life, has to face completely different challenges. The most remarkable negative effect caused by the longtime and old borrowed use of foreign languages in building and transferring Amazigh knowledge is none other than its disastrous effect on development of sciences and technologies. Such influence has affected all fields of knowledge and work, and many borrowed foreign terms which grew over time into a myriad subjects of science filled the Arabic language as a "science away from home".

The dialects and colloquials have prevented mutual intelligibility as far as speakers of one vernacular being able to understand another in the Arabic language. That's even more true when things are said on radio or in official statements out of the confines of classic Arabic. Yet bridging across audiences especially across disparate cultural backgrounds can be tough.

Not only the lessons is hard to find in such digital age also there are less chances of getting arabic content online. There is also little content written in Arabic on the Web, which remains a net importer of content from other languages.

Some of the measures to extend for (on) Arabic in future for a wider role as need is concerned, based upon these solutions are;

'Balanced' curriculum design for courses and programs which support students to incrementally grow their confidence in eloquent written Arabic.

Support for Media Production: We call on the media to present good Arabic work and great issues, as if it was an essay without language mistakes.

Academic Support and Enabling: It promotes research by offering its own research grants to the academia, through a competitive process. Funded PhD for Research in Academia- related to the Arabic Language (Diaspora, dialects studies, equides teaching methods and linguistic technology)

Campaign Sponsorship: Innovative school talks to draw attention to the people and place of Arabic in national life and what everyone can do personally to safeguard it.

This is part of Digital Impact: Outcomes and results Digital educational and cultural resources having contributed to digital creating arabic library for easy access to quality education online entertainment.

5. CONCLUSION

Otherwise, the language is not only an expression medium and product, but also a definition reflection of the facades of the Nation and her culture and social values Enshrined in history, it spurred human thought as literature, poetry, science and philosophy. Not only a medium to communicate, Arabic is a symbol of unity and identity that binds the peoples of the Arab world, differentiate them from other world peoples, and their relation to it, despite their different cultures and spoken dialects. Arabic in the political scene and media is released intentionally as a language of new things. In this the make public aware of those at issue, and also help in shaping an opinion around that without sticking to ensure there is something called a stifling or a snuffing out of alternative positions. The dwellers of these renewable board building communities shall be united in Arabic and peaceful coexisting and readiness to meet any challenge, shows that. Thus, the position of Arabic should never be in the preference of falling a secondary language. This can be done by participating in cultural and educational project, promoting the creativity of Arabic language, and extending the relationship of Arabic with science and other fields. The Preservation of the Arabic language and the reinstatement of productivity in it is not just an act of the past, but rather a future project in which this nation invests.

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