

# The mutual Influence Between Language and Culture in Multiple Media.. An Analytical Study In Cultural Diversity

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**Abstract:** *In this brief analytical study, we will explore the mutual influence between language and culture in multiple media. Emphasis will be placed on studying cultural diversity and how media design and production are affected by these factors. The relationship between language and culture and how cultural values and beliefs are translated into the language of the media will be analysed. We will also review how language influences the understanding and comprehension of multicultural content.*

**Keywords:** language, cultural diversity, media, audience, message

## Introduction:

The influence of language in different media comes from multiple aspects, and is of great importance in affecting the form and content of the messages that are conveyed in order to be understood. The game of linguistic choice is an important part of guiding public opinion and shaping attitudes and beliefs. The media use strong, attention-grabbing headlines to attract viewers and readers by using sometimes ambiguous words, with some emotionally affecting phrases, in order to power and influence the audience's interpretation of the content. The research will be in the form of sequential points for ease of clarification and explanation.

Linguistic factors affecting the design and cultural orientation of media outlets will be analysed. We will shed light on cultural differences and how they affect the use of language and the interpretation of meanings in the context of media. We will provide examples to illustrate the mutual influence between language and culture in multiple media. We will discuss how language and different linguistic expressions are used to promote different cultures and cultural diversity.

## Factors used in influence:

There are many factors in the use of language as an influence on the receiver, including:

1. Use of cultural conventions: The use of cultural conventions in language can affect the audience's understanding and connection with the content. For example, in reality television shows targeting a specific audience, cultural terms and phrases shared between members may be used to communicate and promote cultural affiliation.
2. The influence of local dialects and regional dialects: Local dialects and regional dialects can contribute to defining the identity of characters or groups in the media. For example, in films or television series, accents can be used to differentiate characters, clarifying the type of culture they have and the nature of the geography of their areas.
3. Media use of body language: The use of body language can have a powerful impact in multiple media. For example, in interactive television or news programs, presenters use body language and facial expressions to convey emotions and information more clearly and persuasively to the audience.
4. Cultural expressions and symbols: Various media can contain cultural expressions and symbols that reflect the target cultural values and beliefs. For example, commercial advertisements may use certain cultural symbols to express luxury, elegance, or belonging to a particular group of society.
5. Translation and semantics: Translation and semantics can affect how content is understood and interpreted. For example, when translating content from one culture to another, language and expressions may be modified to suit the target culture, achieving the desired effect.

## Language influence:

The ways language influences multiple media can vary depending on the context, genre and specific purpose of each medium, of course. "The media language in social media is the language of the ordinary masses, which themselves define and choose the symbols and signs that match those that the recipient stores in the semantic framework (the cognitive stock), and it is the one that was born and grew in the womb of the means of mass communication that produced a special, inseparable speech and language, about the social and human time and place, it had a wide impact on the street, which received the discourse of these

means and was quick to adopt this language, and that short and clear discourse.”<sup>[1]</sup> Let us take some examples of how language influences various media:

1. Using language to suggest: Language can be used to make a certain suggestion, or direct certain reactions from the audience. For example, in commercial advertising, language is used in a way that motivates the audience to buy, or achieve a certain goal.
2. Linguistic choice in news: Linguistic choice in presenting news affects the audience, and specific words and phrases may be used to influence reader's feelings, or to direct a particular interpretation of events.
3. Cultural influence in movies and TV shows: The language of characters and the linguistic context in movies and TV shows can be influenced by the culture they represent. For example, dialects and idioms specific to a particular community may be used to explain the background of characters and establish the culture to which they belong.
4. The influence of language in social media: The use of language in social media platforms can affect people's interaction and influence. For example, phrases and linguistic symbols may be used to express belonging to a particular group, or to react to current topics.
5. Language in commercials advertisements: Language is used in commercials advertisements to influence consumer behavior. It is possible to use words that encourage purchase, or expressions that describe the product in a way that attracts the target audience and influences its emotions and how quickly it accepts it.
6. The influence of language in political media: Language can be used in political media to influence people's opinions and make political decisions. Powerful words and phrases can be used to arouse emotions and influence political thinking.

These are just some examples, and there are many ways in which language can influence multiple media. The impact depends on the context, purpose, and target audience of each media outlet. If we ask, is it possible to clarify how cultural diversity can affect cultural views and interactions in the media?

Cultural diversity in the media can greatly influence individual's cultural perceptions and interactions. “The media - with its amazing communication capabilities, and because of its great influence on the recipients - can be one of the most effective means of linguistic prosperity and bridging the distance between the Arab citizen and his national language, and it is capable of serving the Arabic language in a way that has no limits, especially in the era of listening culture. The culture of the image accompanying the spoken word, and its superiority over the read word” <sup>[2]</sup> We can identify some of the ways in which this effect occurs:

1. Expanding horizons and multiplying voices: Cultural diversity in the media allows for a multiplicity of voices and opinions represented. When a wide range of cultures and societies are represented in the media, individuals can learn about different points of view, critical thinking and engagement with cultural diversity are stimulated
2. Promoting cultural understanding: This is done by providing information and a deeper understanding of different cultures. Cultural diversity in the media can enhance cultural understanding between individuals. This often contributes to reducing cultural prejudice and discrimination and promoting peaceful coexistence and mutual respect.
3. Breaking down stereotypes and biases: Cultural diversity in the media can contribute to breaking down cultural stereotypes and biases derived from cultural rigidity. By representing a diverse range of individuals and cultures in a positive and inclusive manner. The media can provide new and diverse visions that challenge prevailing perceptions and promote tolerance and coexistence.
4. Promoting social inclusion: When cultural diversity is properly and balancedly represented in the media, it can contribute to promoting social inclusion. Through the media, individuals can feel a sense of belonging and representation in society, and thus positive interaction between different members of society can be enhanced.
5. Promoting cultural participation: The media can play a role in promoting cultural participation among individuals and communities. When cultural diversity is represented in the media, individuals can feel that their opinions and cultural experiences are important, and thus their participation in various dialogues can be enhanced, and this can lead to the promotion of cultural diversity in society in general.

These points summarize how cultural diversity in the media can influence cultural perceptions and interactions. By representing and promoting cultural diversity in the media; Individuals can learn about different points of view, increase their knowledge of different cultures, and develop understanding, tolerance and peaceful coexistence between different cultures.

#### **The media's contribution to breaking down cultural stereotypes and biases:**

There are several ways in which the media can contribute to breaking down cultural stereotypes and biases, including:

1. **Balanced representation:** The media can contribute to breaking stereotypes through balanced representation of different cultures and societies. There must be diversity in actors, reporters, broadcasters, writers, producers and artists in the media, so that a wide range of cultures are represented fairly and balanced.
2. **Reducing linguistic biases:** The language used in the media can constitute cultural bias. The media should avoid using language that contains biases or negative connotations toward certain cultures. Media professionals must have linguistic and cultural awareness and respect for linguistic diversity.
3. **Presenting diverse stories and experiences:** The media can contribute to breaking stereotypes by presenting diverse stories and experiences for different cultures. This could include highlighting the cultural achievements and contributions of different individuals and communities, and highlighting diversity and pluralism as a positive value.
4. **Eliminate discrimination in media coverage:** The media must avoid discrimination in media coverage or providing unbalanced or distorted information about certain cultures. There must be a commitment to impartiality, fairness, and presenting the facts in a comprehensive and balanced manner.
5. **Promoting dialogue and interaction:** The media can contribute to breaking stereotypes by promoting dialogue and interaction between different cultures. Discussions and dialogue programs can be organized that enhance understanding and encourage participation and interaction between individuals from different cultural backgrounds.
6. **Awareness and education:** The media must play a role in raising awareness and education about cultural biases and stereotypes. Awareness programs can be provided that highlight the importance of cultural diversity, break down stereotypes, and provide correct and reliable information about different cultures.

These are some of the ways the media can help break down cultural stereotypes and biases. It is important for the media to be aware of the influence it can have in shaping visions and beliefs and to strive to represent cultural diversity fairly and comprehensively based on the influence of language, which “is defined as sounds used to express opinions, needs, purposes and understandings on the part of peoples. Language is a set of symbols and expressions. Commonly accepted among a group of people, these signs have the same meaning for the entire group when they are arranged in a specific way” [3].

#### **The importance of balanced representation of different cultures in the media:**

Balanced representation in the media contributes to enhancing diversity and pluralism in society. When a wide range of cultures and societies are represented, the media becomes a platform that reflects the diversity of society and promotes respect and understanding between different cultures. When audiences see a balanced representation of different cultures in the media, their perceptions and beliefs change and discrimination and cultural bias are reduced. Among these are:

1. **Strengthening belonging and identity:** Balanced representation of different cultures in the media enhances belonging and identity for individuals who belong to those cultures. Individuals can feel proud and empowered when they see a positive representation of their culture in the media, which contributes to enhancing trust and positive communication within society.
2. **Deepening understanding and communication:** Balanced representation of different cultures in the media helps deepen understanding and communication between different cultures. When audiences are exposed to diverse stories and experiences, their horizons are broadened, they learn about other cultures, and they gain a deeper understanding of cultural diversity.
3. **Boost sales and attract audience:** Balanced representation of different cultures in the media may increase sales and attract a wider audience. When audiences feel represented and targeted in advertisements and programs, they are encouraged to watch and support these media outlets.

In general, it can be said that balanced representation of different cultures in the media contributes to creating a more tolerant, interactive and cooperative society, and promotes mutual understanding and cooperation between different cultures. Through balanced representation, the media becomes a powerful tool in shaping positive and balanced visions of different cultures in society.

#### **Linguistic and cultural analysis in understanding media messages:**

Linguistic and cultural analysis in understanding media messages has an important role in this, and the media language is not a literary language that requires eloquence, but rather requires harmony between its linguistic tool and the level of users of this language if the media wants to succeed in its mission and achieve its goal, which is success in attracting the public to follow it. “It is the practical media language that the editor needs to use and deal with, which means the practical language that the press system needs today, the vocabulary, structures and methods of which people circulate in their daily lives and various meetings in an eloquent form and template that is far from strange”[4]. As follows:

1. Understanding connotations and meanings: Linguistic and cultural analysis helps reveal hidden connotations and meanings embedded in media messages. It allows us as observers and stakeholders to understand the linguistic and cultural strategies that are used to manipulate the feelings, opinions and behaviors of the audience.
2. Revealing cultural trends: Linguistic and cultural analysis helps reveal cultural trends followed in media messages. Analysis can reveal cultural values, beliefs, and practices that influence the way events are portrayed and topics are addressed.
3. Awareness of linguistic and cultural biases: Linguistic and cultural analysis helps clarify linguistic and cultural biases present in media messages, and can reveal discrimination.

#### **Linguistic and cultural strategies in media messages:**

By using specific language for the target audience, a specific format is chosen using terms and phrases that suit that audience. The language is adjusted according to the culture and linguistic background of the audience to achieve maximum understanding and impact. In addition to that, the use of symbols and images; Where cultural symbols and images with common connotations are used to communicate with the audience. These symbols and images can be cultural symbols or (emojis) that indicate specific thoughts or feelings.

Also overcome language barriers by using translation and clarification strategies when the sender uses concepts and examples that are familiar to the audience, to facilitate better understanding of the message, and avoid ambiguities or misinterpretations. Adapting to cultural values and beliefs is also done by following the strategy of adapting the message according to the cultural values and beliefs of the target audience. Cultural customs, traditions and trends are taken into account to promote positive interaction with the message.

Making use of stories and novels to communicate with the audience and deliver the message in a more effective way is no less important than the rest of the factors as it is a successful strategy. Stories can enhance empathy and engagement with the message and help achieve the desired effect.

These are just a few examples of the linguistic and cultural strategies used in media messages. The strategies used can vary based on the media platform, target audience, goal desired to be achieved, and intentional or unintentional discrimination in portraying certain segments of society or promoting certain opinions and attitudes.

Linguistic and cultural analysis can also help evaluate the impact and impact that media messages have on the audience. Analysis of the language and culture used in these messages can reveal their influence on the beliefs, behaviors and social interactions of the target audience.

In short, linguistic and cultural analysis gives us tools to understand how media messages are formed and influenced, and helps us develop linguistic and cultural awareness to deal more critically and consciously with different media.

#### **Media methods to deliver a successful message:**

It is possible to consider a group of media methods through which a successful message can be delivered to the receiving audience:

1. Use simple and clear language: Language that is easy to understand and free of linguistic complexities must be used. Complex sentences and difficult terms are avoided, instead direct, clear sentences that convey the message clearly are preferred.
2. Appropriate use of style and tone: An appropriate linguistic style must be chosen that matches the character and purpose of the message. Style can be formal or informal, and can include emotional, rational, positive or sarcastic tone, depending on the content and target audience.
3. Using technical strategies: Linguistic strategies, such as repetition, simile, metaphor, and metaphor, can be used to enhance understanding of the message and its impact. Verbal connections and additional explanations can be used to clarify meanings and direct attention.
4. Emotional and motivational impact: Language can be used to arouse emotions and motivation to interact with the message. You can use words with emotional power, clearly portray feelings and emotions, and use motivational phrases to encourage the audience to act or react.
5. Effective use of stories and examples: Stories and examples can be used to add personality and liveliness to the message. Stories and examples can attract attention, enhance engagement, and help illustrate the main idea.

It must be remembered that the linguistic strategies used must be appropriate to the target audience and the goal desired to be achieved. It may also be useful to conduct tests or surveys of the audience to assess their understanding and response to the message and adjust accordingly.

### **Use language to arouse emotions and motivation:**

In a media message, language is used to arouse emotions and motivation in several ways, including:

1. Using words with emotional power: Powerful and poignant words can be used to arouse emotions in the audience. For example, words like “amazing,” “amazing,” and “exciting” can be used to highlight positivity and enthusiasm. Conversely, words such as “painful,” “sad,” and “scary” can be used to highlight the emotional side and sympathy.
2. Using strong linguistic images: Linguistic images can be used to influence emotions. For example, a powerful image describing a poignant scene or depicting a character can be used to highlight courage or determination. Colors, symbols and metaphors can be used to create a strong linguistic impact.
3. Employing motivational phrases: Motivational phrases can be used to encourage the audience to move or take a specific action. For example, phrases such as “Don't miss this opportunity”, “Be the best”, “Change your life today” can be used to generate enthusiasm and motivate the audience to interact.
4. Use personal testimonials and stories: Testimonials and personal stories can be used to convey an emotional message and motivate the audience. By presenting success stories or real experiences, emotion can be enhanced and the audience can be motivated to interact and act.
5. Use tone and vocal direction: Tone and vocal direction can be used to enhance emotions and motivation. Enthusiasm and impulsiveness in vocal performance can be used to convey the message in a way that arouses emotion and stimulates the desired response.

It is important that the emotional use of language is balanced and consistent with the nature and purpose of the media message. The goal should be to arouse emotions in a positive and inspiring way, without veering into exaggeration or emotional exploitation of the audience.

### **Cultural dialogue and interaction between different cultures:**

We will discuss some of the ways that the media can use cultural dialogue and interaction between different cultures to achieve this, including:

1. Providing information and awareness: The media can provide information and awareness about different cultures, through television and radio programs, articles in newspapers and magazines, and videos on the Internet and social media platforms. These subjects can address topics related to history, art, culture, traditions, etc., thus contributing to increased awareness and understanding between cultures.
2. Television and radio programs and events: Media outlets can present television and radio programs and events that host guests from different cultures, where important cultural and social issues are discussed. These programs can be dialogue meetings, group discussions, or even cultural competitions that encourage cooperation and interaction between different cultures.
3. Digital platforms and social media: Social media and digital platforms play a vital role in promoting cultural dialogue and intercultural interaction. Media outlets can create accounts and pages on social media platforms, where content is posted that promotes cultural understanding and encourages discussion and interaction between users from different cultures. Social media campaigns and discussions can also be organized to highlight important cultural issues and encourage interaction and mutual learning.
4. Producing films and documentaries: Media can produce films and documentaries that highlight the stories and experiences of people from different cultures. These films and documentaries can promote cultural diversity and enhance the audience's understanding of the experiences and cultures of others. These films and documentaries can inspire audiences and promote cultural dialogue by seeing and experiencing the world from different perspectives. These are some of the ways the media can be used to promote cultural dialogue and interaction between different cultures.

### **How do literary critics view this?**

Literary critics look at language and media in light of cultural diversity and their mutual influence between language and culture in various media in various ways. There are several viewpoints and critical schools that may deal with this topic. Some critics focus on analyzing the language used in multiple media and how it affects cultural diversity. Some of them study the linguistic

styles, dialects, and terminology used in different media, and analyze how this affects the representation of different cultures and the communication of cultural meanings and values between different cultures.

Some other critics view media and language in light of cultural diversity from a socially critical perspective. They focus on how media and language influence the construction of cultural identity and shape the visions of different societies. They address issues such as cultural representation, intercultural communication, cultural discrimination, and the challenges faced by less-represented cultures in multiple media.

In addition, literary critics can view the mutual influence between language and culture in multiple media from a literary critical perspective. They can study how different cultures are portrayed in literary, film and television works, and analyze characters, stories and symbols that reflect and influence cultural diversity.

Whatever the theoretical point adopted, literary critics seek to understand and analyze the mutual influence of language and culture in multiple media with the aim of illuminating the challenges and opportunities faced by cultural diversity in the context of media and public communication.

Literary critics address many important issues when they analyze language, media, and their role in cultural communication. We can point out some of the main issues they might focus on:

1. **Cultural Translation:** Critics study how ideas and meanings are translated between different languages and cultures, and analyze the impact of translation on cultural communication and understanding of literature and media in multiple contexts.
2. **Linguistic and cultural diversity:** Critics address the impact of linguistic and cultural diversity on media and literature, and how different cultures are represented and interact in contexts of cultural communication.
3. **Cultural identity and belonging:** Critics examine how language and media shape cultural identity and belonging, and how this affects communication and understanding of different cultures.
4. **Power and Colonialism:** Critics analyze the role that language and media play in achieving power and control in cultural communication, and how these factors influence colonial and post-colonial contexts.
5. **Social and historical context:** They look at language and media in their social and historical context, and how these factors influence cultural communication and interpretation of literature and media.
6. **Power and discrimination:** Critics examine how language and media are used as a means of power and discrimination, and how cultural identities and communities are strengthened or undermined through them.

These are just some of the issues that literary critics address when they analyze language, media, and their role in cultural communication. There are many other issues that could be included in their analysis, depending on the critical direction and specific topics they are studying.

It should be noted that literary critics use a variety of methods and approaches in analyzing language and media. Some of these common methods they use include:

1. **Linguistic analysis:** They use linguistic tools and concepts to analyze the language used in media texts, such as semantics, meaning, phonetics, grammar, and syntax. They examine words, phrases, and linguistic structures to understand how they influence cultural meaning and communication.
2. **Semiotic analysis:** They use the semiotic approach to understand symbols, symbols used in media and literature, such as pictures, logos, colors, and cultural symbols. They analyze how these symbols are used to direct cultural meaning and influence.
3. **Textual analysis:** They focus on analyzing media and literary texts comprehensively, including structure, story, characters, and narrative style. They study the internal structure of a text and how it affects cultural understanding and communication.
4. **Cultural analysis:** They look at language and media in their broader cultural context, and examine the cultural and social influences that influence meanings and communication. They use cultural critical theory to analyze the social forces and relationships embedded in texts and media.
5. **Comparative analysis:** They compare different languages and cultures in media and literature, and study differences and similarities in styles, concepts, and meanings. They aim to understand how language and culture interact in multiple communication contexts.

These are just some of the methods that literary critics use in analyzing language and media. They may use other methods or combine several methods and approaches to achieve their analytical goals and understand cultural communication.

Also, literary critics use a variety of theories in cultural analysis, and the theories used vary according to the critical school and the intellectual orientation of the critics. Among these are some common theories in cultural analysis:

- 1- Cultural criticism: It is based on the philosophy of cultural criticism that promotes a deep understanding of culture and its impact on literature and media. It revolves around the study of the social, political and cultural forces and relationships embedded in texts and media, and how they shape and influence cultural communication.
- 2- Structural cultural criticism: It relies on the theory of structure in understanding culture and literature, and studies the cultural patterns and structures found in texts and media. Focuses on shared cultural laws, rules, and codings and how they affect cultural interaction.
- 3- Feminist cultural criticism: It focuses on the study of (women and men) and issues related to them in culture and media. Critics analyze how genders are represented and the social codes associated with them, and examine discrimination, power, and resistance in cultural texts and media.
- 4- Ethnic cultural criticism: It focuses on studying the cultural representation of race, ethnicities, and ethnic identity in literature and media. Critics analyze how race is represented and interactions between different cultures and their impact on cultural communication and identity.
- 5- Post-colonial cultural criticism: It focuses on studying colonial and post-colonial influences on literature and media. Critics analyze how identity, power and discrimination are represented in texts and ideas emerging from and resistance to colonialism.

There are many different cultural theories that we can learn about, including:

- 1- Theory of the Social Mind: It focuses on the ways in which the individual is affected and influenced by the social mind and culture. It studies how beliefs, values and knowledge are formed in society, how they are transmitted and influence the behavior of individuals.
- 2- Cultural Production Theory: It focuses on studying the process of producing culture and media and the effects it has on society. The theory deals with cultural, economic, and political institutions and their role in shaping cultural and media content.
- 3- Cultural Integration Theory: It focuses on studying the interactions and mixing between different cultures and their impact on the formation of the new culture. It studies how new identities are formed, the coexistence of diverse cultural elements, and the resulting influences.
- 4- Cultural Identity Theory: It focuses on studying the formation of cultural identities and the influences they exert on individual and group behavior. It studies how cultural factors such as language, religion, and mores influence cultural identification and belonging.
- 5- Cultural consumption theory: It focuses on studying how culture and media are consumed by individuals and the impact of this on their identity and cultural interaction. The theory studies the interaction between the recipient, the cultural content, and the social relations that arise from it.

### **Flaws in the language of the media:**

Through many factors, a defect in the language of the media can be diagnosed, the most important of which are:

**Linguistic marginalization:** This imbalance occurs when the mother tongue is neglected in the media, and foreign languages become more used. This leads to a weak linguistic vision.

**Translation:** through which this defect sometimes occurs when inaccurate terms and phrases are translated, which leads to a misunderstanding between the parties.

**Poor Expression:** This defect occurs when inaccurate or incomprehensible phrases are used, resulting in difficulty understanding the information provided.

**Negativity bias:** This imbalance occurs when focus is placed on negative news and ignoring positive news, which leads to removing the image of society from an overall positive aspect, and maintaining a negative image.

**Cultural Advantage:** This imbalance partly occurs when the foreign language is used extensively in the media, resulting in the influence of the foreign culture and the loss of the original cultural heritage.

**Social Power:** This imbalance occurs in part when inappropriate language is used in the media, which results in its effects on general psychological and social behavior.

**Political power:** This imbalance generally occurs when political language is used in the media, resulting in its influence on public opinion and political trends.

**Economic Power:** This imbalance generally occurs when cheap language is used in the media, which results in its impact on the economy and economic trends. In general, it can be said that an imbalance in media language occurs when language is used inappropriately or inaccurately, resulting in poor or false information, which affects public policy.

### **Results and recommendations:**

Based on the analytical study of the mutual influence between language and culture in multiple media, we reached a number of findings and recommendations that can be summarized as follows:

1. **The influence of culture on language and communication:** The study showed that culture greatly affects language and expression, as cultural values and beliefs are translated into the language of the media. Producers and advertisers must be aware of cultural diversity and know how to use language in a way that reflects and responds to those cultures.
2. **Language as a means of understanding multicultural content:** Research shows that understanding multicultural content depends greatly on the language used. Language must be used clearly and understandably to communicate effectively with multicultural audiences and promote cultural understanding and communication.
3. **Challenges and opportunities:** The challenges and opportunities faced by advertisers and producers should be taken into account in designing media that reflects cultural diversity. This includes avoiding cultural bias and intolerance and promoting the values of tolerance and mutual respect. There must be strategies and tools that help promote cultural communication and understanding between different cultures.
4. **Recommendations for future practices:** Based on the findings, it is recommended to develop training programs for advertisers and producers that enhance cultural and linguistic awareness. These programs should include teaching the use of language in a way that reflects cultural diversity and understanding of cultural differences. It is also recommended to encourage cooperation and cultural exchange between creative and media teams to enhance diversity and innovation in multiple media.

In short, there must be a balanced attention between language and culture in multiple media, and a balance between linguistic expression and cultural understanding. This requires paying attention to the linguistic design and cultural orientation of media, and promoting dialogue and interaction between different cultures.

Furthermore, there should be initiatives to increase the cultural and linguistic awareness of the public, by providing multilingual and multicultural content and promoting mutual understanding and tolerance. Multimedia can play an important role in enhancing communication and cultural understanding, and this role must be exploited effectively.

In general, multimedia should adopt a multicultural approach and be sensitive to the diversity of target audiences and communities. This requires good communication, cultural understanding, and the use of language in a way that reflects diversity and enhances cultural communication.

Therefore, there should be recommendations to develop the cultural and linguistic competencies of producers and advertisers and enhance the cultural awareness of the public. International cooperation and exchange of knowledge and experience in this field should also be encouraged, in order to enhance mutual understanding and cultural communication across borders and different cultures.

Yes, there are many practical examples of how the recommendations can be applied in multiple media, which can be summarized as follows:

- 1- **Providing multilingual content:** This recommendation is important for communicating with multicultural and multilingual audiences. Some media outlets provide translation or interpretation of the content, whether it is a written translation or an audio translation. For example, some TV channels provide options to turn on closed captioning for content in different languages. There are also applications and online platforms that allow multilingual content to be provided to readers and users.



- 2- Mutual respect and international cooperation: The media can play a role in promoting mutual respect and cultural understanding through international cooperation. Media companies and institutions can exchange content and programs with media outlets from different countries to enhance cultural communication and deepen mutual understanding.
- 3- Cultural dialogue and interaction: Media can create platforms for dialogue and interaction between different cultures. For example, television or radio programs could be created that host guests from different cultures to discuss important cultural and social issues. Online platforms can also be created that allow the public to interact and exchange culturally.

These are a few examples of how recommendations can be applied in multiple media. We must point out that in the real world, there are many efforts being made to achieve recommendations in various media, and these efforts vary from one country to another and from one media outlet to another. You may find more examples when searching for specific experiences and initiatives in countries interested in this area.

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### **Note:**

**All original references are written in Arabic, and the titles and names of authors have been translated into English because the research is written in English.**