



Democratic Arab Center

Journal of Afro-Asian Studies

The journal deals with the field of Afro-Asian strategic, political & economic Studies

Journal of Afro-Asian Studies



Germany: Berlin 10315
Gensinger- Str: 112
<http://democraticac.de>



Registration number
VR.336 446.B



Journal of Afro-Asian Studies

Journal of Afro-Asian Studies



Nationales ISSN-Zentrum für Deutschland

ISSN 2628-6475

President of the Arab Democratic Center
AMMAR . SHARAAN

Editor-in-Chief

Dr. Ali. Latreche

Lecturer at the university of Abou Bekr Belkaid Tlemcen – Algeria

Assistant Editor

Dr. Mahmoud Mohamed Ahmed Mohamed, Minya University, Egypt

Deputy Chief Editor of the French language

Dr. Abd Rezak Mohamed Abdou, from Germany

Deputy Chief Editor for English language

Dr Abdel Aziz Mohamed Hamed, From Sudan

Dr. El Hacem Moulaye Ahmed, the University of Nouakchott, Mauritania

Editorial director

Belbachir Nacera Kheiri

Tlemcen University – Algeria

Editorial Board

- *Ahmed Elgadri* , from **Britain**
- *Abbas Murad Dohan*, from **Iraq**
- *Soulaymen Mohamed Hamed* , from **Libya**
- *Hassan Ahmed Abd El Lah Ali* , from **Egypt**
- *Marwa Al-Saadie* , From **Syria**

Scientific Committee

President of the Scientific Committee

Dr. Salah Mohamed Ibrahim Ahmed, Associate Professor of Economics, Sudan

- *Pr.Saadi Mohamed*, Relizane University, **Algeria**
- *Dr. Marian Tadrous* - Ph.D. in Strategic Media , Liberty University – **USA**
- *Dr. Samira SETOUTAH*, University of Sharjah. **Émirats arabes unis**
- *Dr. Ahmed Abdel Moneim*, University of Khartoum, **Sudan**
- *Dr.Ali Ahmed Zain Alsagaf*, Jaipur University, **India**
- *Dr.Rafik Suleiman*, from **Germany**
- *Dr.Sekkal Babou Meryem*, Saida University, **Algeria**
- *Dr.Safia Zivingi*, Aleppo University, **Syria**
- *Dr.Ammar Mustafa Alzein*, Counselor at UN in Geneva, **Switzerland**
- *Dr.Benaicha Amine*, University of Algiers III, **Algeria**
- *Dr.Nadine Kahil*, Beirut Arab University, **Lebanon**
- *Dr.Ahmed Manea Hoshan*, Basrah University, **Iraq**
- *Dr.Filali Férial*, University of Algiers II, **Algeria**
- *Dr. Ahmed Mohamed Lemine El Mokhtar*, Nouakchott University, **Mauritania**
- *Dr.Ouarniki Ouafa*, Oran II University, **Algeria**
- *Dr. Samar Hassan El Bagori*, Cairo University, **Egypt**
- *Dr.Hamdani Yamina*, Tlemcen University, **Algeria**
- *Dr. Abdullahi Yunusa Husaini*, Sule Lamido University, **Nigeria**
- *Dr. Kelkoula Nachoua* l'université de Setif, **Algeria**

Index

<i>Article titled</i>	<i>author</i>	<i>page number</i>
1. Artificial Intelligence in Asia Historical Aspects and Future Prospects	Habib Al Badawi, Ph.D. Professor - Lebanese University – Faculty of Letters and Human Sciences (B.I) – History Department, Beirut, Lebanon. <i>habib.badawi@ul.edu.lb</i>	08
2. The restrictive authority of the administration is a guarantee of the rights and freedoms of persons	Dr: Zeenah Sahib Gawzan Imam Al-Kadhum College (IKC)	23
3. The Public Attitudes towards following up the media coverage of the French presidential elections on "Facebook" pages, a field study.	Dr. Eman Mohamed Ahmed Hassan , Assistant Professor of Radio and Television, Department of Educational Media, Faculty of Specific Education- Minia University- Egypt Dr. Marian Tadrus - Ph.D. in Strategic Media - School of Communication and Arts- Liberty University - USA Dr. Noha Sabri Muhammad Al-Qatawneh - Ph.D. in Electronic journalism and media legislation at the Institute of Journalism and News Sciences - Manouba University - Tunisia - Kingdom of Jordan. Dr. Jad OUAIDAT - Information and Communication Doctor- Bordeaux University – France. Dr. Mahmoud Mohamed Ahmed Mohamed - Ph.D. in Educational media, specializing in "Radio and Television" - Faculty of Specific Education - Minia University - Egypt.	37
4. The Impact of Fiscal Discipline Rules on Economic Growth in Selected Countries	Dr: Farhan Mohammed Hasan. Department of Economics, Faculty of Administration and Economics, University of Kufa, Iraq.	76
5. The impact of demotivation of ELF students at Sudanese Secondary Schools.	Dr. Hassan Mohammed Abdelaal Al Moukashfi , Assistant professor of English language, White Nile University, Kosti. Sudan.	90
6. The impact of access to resources in enhancing entrepreneurial advantage through strategic planning (An exploratory study of the opinions of a sample of bank employees)	Riyadh Hassoon Jabbar , Imam Al-Kadhum College (IKC)	101

7. The Arab features of the World Cup in Qatar in 2022 and their relationship to spreading the spirit of Arabism among Palestinian youth	Dr. Roba A. M. Abu Kmeil . Ministry of Education, Gaza/Palestine	110
8. The role of intellectual capital in achieving competitive advantage (A case study of Omdurman National Bank 2010-2015)	Prof. Al-Bashir Al-Tijani Muhammad -Bakht El-Ruda University - White Nile Private University	126
9. Performance Efficiency Assessment Ataba Spring Water Project in Najaf	Dr. Farhan Mohammed Abuthebahak Mahammed Gwad Mussa Kadhum Department of Economics, Faculty of Administration and Economics, University of Kufa, Iraq.	136
10. La marginalisation de la montagne marocaine :Quels enjeux de développement ?	Lamiae EL BEZZARI , Laboratoire : territoire, environnement et développement. Université Ibn Tofail	149
11. Investigating Questions Formation Difficulties Encountered by Undergraduate University Students, (An applied study in Khartoum State, Gezira State, White Nile State)	Dr. Ali Fadlalla Ahmad AL Basheer , Assistant professor, English Language Department, Faculty of Arts, White Nile University, Kosti, Sudan. Dr. MohiEldeen Ahmed Abdelrahman , Assistant professor, English Language Department, Faculty of Arts, White Nile University, Kosti, Sudan.	165
12. Evaluation of the performance of intra-trade in the Nile Basin countries	Dr: Salwa Hegazy , Doctor of Philosophy in Applied Statistics and Econometrics, African Economics Researcher, Cairo University.	177
13. Social media applications, guidelines and analyzes	Dr. Marian Tadrous -PHD in Strategic media, Liberty University, USA	194
14. The role of social networking applications in introducing the West to Islam 'The World Cup Qatar is a model	Dr. Noha Sabri Muhammad Al- Qatawneh - PhD in electronic journalism and media legislation at the Institute of Journalism and News Sciences - Manouba University - Tunisia - Kingdom of Jordan.	203
15. International laws and their relationships to diplomacy	a. Muhammad bin Salem bin Hamoud Al-Saadi - PhD researcher in the press and media at the Institute of Journalism and News Sciences- Manouba University- Tunisi	211

Allocution du rédacteur en chef de la revue

Dr. Ali Latreche /Maître de conférences "A" à l'Université de Tlemcen (Algérie)

Souvent, la personne qui réfléchit éprouve un sentiment de peur de la disparition du système international qui régit les relations internationales entre les États et les organisations et entre les personnes morales internationales. L'histoire se répète souvent, avec la chute de régimes qui régissent des relations internationales entrelacées et complexes, et les résultats de la chute sont souvent les mêmes, le fléau des guerres qui anéantissent les droits et les libertés, humiliant les peuples et les nations.

De nombreux facteurs alimentent ce sentiment, qui n'a rien d'étrange, notamment l'arrivée de la population terrestre à huit milliards de personnes, le réchauffement climatique, l'assèchement de nombreuses rivières et vallées dans le monde, l'exacerbation du phénomène de refuge environnemental, la fonte de certaines parties de l'océan arctique, la menace de noyade de nombreuses régions en raison de l'élévation du niveau des océans et des mers, la famine et la pauvreté s'infiltrant dans certains pays, l'effondrement du pouvoir d'achat des peuples de la plupart des pays du monde, la mondialisation de la crise alimentaire et le manque de cultures agricoles stratégiques, et même le froid sonne la cloche de la guerre en raison de la crise mondiale de la sécurité énergétique.

Même les auteurs et les juristes avaient l'habitude de présenter l'idée de guerre dans de nombreux ouvrages : guerre des ports, guerre de l'eau, guerre des détroits maritimes, guerre nucléaire, guerre des étoiles et terrorisme international, autant d'idées qui expliquent l'absence de sécurité mondiale : sécurité alimentaire, sécurité énergétique, cyber sécurité, sécurité intellectuelle... etc. qui expriment que le système international actuel est inefficace.

Ce qui prouve le manque d'efficacité, c'est la grogne et le ressentiment de certains pays à son sujet, car c'est un système qui sert à certains et pas à tous, dans tous les domaines mondiaux, notamment économiques. En fin de compte, le danger de la naissance d'un nouvel ordre international réside dans l'élimination de l'ordre international actuel, qui réside dans les résultats de leur lutte, qui s'étendra aux simples droits et libertés de l'homme.

Le système international actuel ne garantit pas la non-éclatement d'une troisième guerre mondiale, et la même chose quand un nouveau système international est né, que ce soit dans sa guerre avec le système actuel ou par des résultats inconnus dans divers domaines à l'avenir. ET loin de ces pensées pessimistes, je ressens la sécurité unique et absolue de Dieu qui a créé ce monde.

Speech by the Editor-in-Chief of the Journal

Dr. Ali Latreche / Lecturer "A" at the University of Tlemcen (Algeria)

Often, the thinking person experiences a sense of fear of the disappearance of the international system that governs international relations between States and organizations and between international legal persons. History often repeats itself, with the fall of regimes that govern intertwined and complex international relations, and the results of the fall are often the same, the scourge of wars that destroy rights and freedoms, humiliating peoples and nations.

Many factors fuel this feeling, which is not strange, including the arrival of the earth's population at eight billion people, global warming, the drying up of many rivers and valleys in the world, the exacerbation of environmental refuge phenomenon, the melting of parts of the Arctic Ocean, the threat of drowning of many regions due to rising ocean and sea levels, famine and poverty creeping into some countries, the collapse of the purchasing power of the people of most countries of the world, the globalization of the food crisis and the lack of strategic agricultural crops, and even the cold is ringing the bell of war due to the global security crisis energy.

Even authors and jurists used to present the idea of war in many books: port wars, water wars, maritime straits wars, nuclear wars, star wars and international terrorism, so many ideas that explain the absence of global security: food security, energy security, cyber security, intellectual security...etc. who express that the current international system is ineffective.

What proves the lack of efficiency is the grumbling and resentment of certain countries about it, because it is a system that serves some and not all, in all areas of the world, especially economic ones. Ultimately, the danger of the birth of a new international order lies in the elimination of the current international order, which lies in the results of their struggle, which will extend to simple human rights and freedoms.

The current international system does not guarantee the non-breaking out of a third world war, and the same when a new international system is born, whether in its war with the current system or by unknown results in various fields abroad. 'coming. And far from these pessimistic thoughts, I feel the unique and absolute security of God who created this world.



Artificial Intelligence in Asia Historical Aspects and Future Prospects

Habib Al Badawi, Ph.D. Professor - Lebanese University – Faculty of Letters and Human Sciences (B.I) – History Department, Beirut, Lebanon. habib.badawi@ul.edu.lb

Abstract

According to "Britannica", artificial intelligence is the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. Artificial intelligence is defined as a simulation of the human brain in carrying out some of its complex functions, such as learning, reasoning, planning, speech discrimination, problem-solving, rational, and logical thinking. It mostly provides services in the fields of technical, medical, educational, and service applications.

Artificial intelligence will be the engine of progress and prosperity over the next few years due to the tremendous and accelerating scientific development that the world is witnessing in terms of critical transformations, especially in the era of the technological boom.

The goal of artificial intelligence is to allow machines to perform all kinds of complex tasks that require a human presence. Therefore, it will dominate the various applications used. The most prominent example of this is the use of flying drone systems, in which human presence is no longer required.

This manuscript expands on the prior research conducted and published, entitled Advantages and Risks of Artificial Intelligence on the Labor Workforce in the Developing Countries, by the Russian University of Transport (RUT–MIIT), while taking different scientific approaches by focusing on the governmental momentum reaction towards artificial intelligence.

In this study, I will present the historical chronology of the development of artificial intelligence, its fields, its mechanisms of action, the national goal of its dissemination, and a simplified strategy to promote artificial intelligence in developing countries in Asia.

Keywords: Asia - Artificial Intelligence - Developing Countries - Fourth Industrial Revolution - Strategic Planning - Technology.

“In this era of profound digital transformation, it’s important to remember that government, has a role to play in creating shared prosperity, not just prosperity. After all, the same technologies that can be used to concentrate wealth and power can also be used to distribute it more widely and empower more people.” — Erik Brynjolfsson, Director of the MIT Initiative on the Digital Economy

Introduction

Artificial intelligence (A.I.) (Kavanagh, 2019) represents the foremost successful outcome of the Fourth Industrial Revolution (Diesen, 2021) due to its multiplicity of implications in the military, industrial, and economic realms. As well as its larger impact, it is also focused on technical, medical, educational, and service applications. It is expected to open the door to limitless innovations and lead to more industrial revolutions in a way that will radically change human life. Industrial intelligence (Lasi, 2013) will be the engine of progress and prosperity over the next few years because of the tremendous and accelerating technological development the world is witnessing in terms of transformations under the Fourth Industrial Revolution.

1-Historical Background of Artificial Intelligence

In Greek mythology, machines were depicted as warnings (Shashkevich-Stanford, 2019), but their appearance as artificial intelligence arose from scientific research conducted at Dartmouth College in 1956 (Veisdal, 2019), by John McCarthy, Marvin Minsky, Allen Newell, Arthur Samuel, and Herbert Simon (Moor, 2006). They were able to solve problems in algebra and prove logical English-speaking theories (History of artificial intelligence, 2019). The historical sequence of artificial intelligence at the global level can be listed as follows:

- In 1822, Charles Babbage designed the world's first calculator (Bullock, 2008).
- In 1854, George Boole invented the theory of algebraic logic based on the two values of "zero and true one" (Burris, 2019).
- In 1921, the term robot was used for the first time in the Czech play "Universal Graphic Robots" (Jordan, 2019).
- In 1940, attempts began to create simple electronic networks that mimic neurons in a primitive way (Caroline Clabaugh, Dave Myszewski, and Jimmy Pang, 2020).

- In 1948, the scientist "Alan Turing" came up with the first idea of machines with the ability to think like human beings (Shyamasundar, 2014).
- In 1958, the scientist "John McCarthy" invented the programming language "lisp", which is the preferred language in the field of artificial intelligence(Wand, 1984).
- In the 1980s, artificial intelligence research witnessed an awakening through the commercial success of "expert systems" that simulate human experts(Gill, 1995).
- In 1985, the profits of artificial intelligence research reached more than one billion dollars, and governments began to fund this research (Anyoha, 2017).
- In 1987, the lisp machine market crashed. One of the programming languages and artificial intelligence research witnessed a setback (Newquist, 1994).
- In 1988, artificial intelligence achieved substantial success in the fields of logistical, data mining, and medical diagnosis (Fei Jiang, 2017).
- In 2018, the Japanese government announced that artificial intelligence would also become an official part of its “integrated innovation strategy”(Yelizarova, 2021).

2-Artificial Intelligence Fields and Applications

Artificial intelligence is used in the military, industry, economy, technology, medicine, education, and many other fields. The goal of artificial intelligence is to allow machines to perform all sorts of complex tasks that require human presence. As a result, the human presence behind the wheel is no longer required in autonomous vehicles and drone systems. Automated robots are designed to perform motor and verbal tasks that humans perform in critical fields such as operating nuclear reactors, laying wires, repairing underground wire installations, exploring mines, and car manufacturing. The nonlinear control system operates in the rail control field, with smart devices that check industrial designs, monitor processes, and take decisions. Using cognitive stimulation to test hypotheses on how the human mind recognizes faces, sounds, and handwriting, as well as processing images, extracting data, and retaining information.

While AI will be widely adopted in the medical field, it is expected to perform clinical diagnoses and perform surgeries in hospitals. On the other hand, the benefits of AI will help to streamline and optimize stock exchange data processes in the fields of economics and finance. This is because it will develop trade systems that require precise and fast monitoring systems that are more efficient than a human being.

Gaming is considered one of the first examples of artificial intelligence (AI) that is not a recent invention. It was developed in the 50s and early 60s of the last century until computers began to compete against humans in chess games and video games.

With the increasing number of websites on the internet, the most common search engines, such as Google, often give a long list of search results clusters that can help users find the results on their devices connected via the Internet. Artificial intelligence. Search engines are also concerned with special applications for learning different natural languages, rules for understanding written and spoken languages automatically; answering questions with pre-programmed answers, and automatic language translation systems for languages in real-time. Due to the agent's ability to perform tasks in a manner similar to that of human experts, it can make decisions accurately based on a set of logical operations to arrive at a correct decision or a set of logical options. The infinite implications of AI can be seen in all aspects of human life. This is evidenced in the applications of smart home services, smartphones, smart TVs, and hundreds of other apps.

3-The Motives of Nations' Direction to Activate Artificial Intelligence

Nation's relentless pursuit of new technologies of the Fourth Industrial Revolution is characterized by artificial intelligence, which is the language of the future, and cannot be separated from curbing illiteracy, and strengthening public health, education, and other key sectors.

Developing Asian countries proceeded to establish specialized scientific competencies and local capabilities in artificial intelligence and to organize specialized training courses for government employees in data science. The aim is to create a cultural awareness of artificial intelligence among societies. This will facilitate the spread of such applications based on technology, and a digital citizen who can deal with these applications.

In order for the community to receive the benefits of artificial intelligence, governments, education, and media institutions must join forces and establish research centers that contribute to the development of various sectors, focusing on raising community awareness of the fundamentals of this field.

Most countries seek to activate artificial intelligence to increase productivity in many major sectors, such as the industrial sector, which is considered a primary sector in the economy at a global level (Anton Korinek, 2021), as it moves aggressively to diversify its sources of income. This sector affects the state's economic position, and this requires supplying this significant and vital sector with the outputs of the Fourth Industrial Revolution, most notably artificial intelligence techniques (James EAGER, 2020). This is considered a

necessity due to the dependence on the health, education, and service sectors (O'Shaughnessy, 2018).

Whether it will serve other vital sectors such as transport through unmanned airplanes, autonomous cars, flying taxis, metros, and all land and sea transportation is still a controversial matter (Vallance, 2019). Because of its ability to assist medical staff in diagnosing and treating diseases, prescribing drugs, conducting surgeries, and better accessing patient files with voice commands, artificial intelligence has become indispensable in many fields, including health to the extent that patients can book appointments through it (Khan, 2022).

There is a possibility for self-education and development in artificial intelligence through learning, reasoning, self-correcting, and self-programming machines (Artificial intelligence and inclusion, compendium of promising initiatives, 2020) as A.I. contributes to achievement in interactive education (Chassignol, 2018). The education system will change as a concept because of the principles of the Fourth Industrial Revolution, as it will focus on sensory education to meet the requirements of the industrial sector and artificial intelligence (Artificial intelligence in industry: intelligent production, 2022).

Artificial intelligence implementations in the legal field contribute to the provision of legal advice (Brooks, 2020) and are used in the security and military fields (Cummings, 2017). In times of natural disasters, artificial intelligence can reduce hardships and dangerous actions for humans in exploration and rescue operations that require muscle strength (Heteren, 2020). Expert systems are artificial intelligence systems that can be used in knowledge bases and face recognition (The Facts on Facial Recognition with Artificial Intelligence, 2022). It can create new job opportunities and provide services at a reduced cost (Johnson, 2021), as it contributes to maintaining security. It also provides mechanisms and solutions to confront challenges, including cybercrime (Marr, 2019).

4-Mechanisms to Activate Artificial Intelligence Effectively

The vast economic opportunities provided by artificial intelligence to many economic sectors around the world include its ability to achieve huge profits while using its applications and relying on accurate information and advice (Meltzer, 2019), as well as its positive effects on decreasing reliance on the human element and employment. This raises the quality of products and cuts spending; most governments have adopted many mechanisms not only to improve project performance but also to reduce the number of expatriate workers and amend the imbalance in the labor market structure and demographics (Dachs, 2018).

The implication of this approach of reducing the human element in multiple domains requires raising awareness and educating the public and minorities in society about the concept of artificial intelligence to facilitate the widespread use of applications that depend on this technology (Reese, 2022). Refocus government, education, and media efforts on developing a digital citizen capable of coping with these technologies (Gurría, 2019). Increasing awareness among the leaders of institutions, managers, and employees of government agencies about the importance of artificial intelligence is crucial.

The adoption of this technology in the work environment and the development of services are also part of improving those agencies (Tim Fountaine, 2019). Formation of work teams with the knowledge of innovation executives in government institutions to study the opportunities and challenges facing these entities in developing their services and electronic systems by relying on artificial intelligence techniques, creating plans to implement them, and finding solutions to the challenges they will face holds major importance (Gerdon, 2019).

Working on the development of scientific competencies and local capabilities that are specialized in artificial intelligence, training and encouraging government employees to acquire computer science skills and engaging those employees in specialized data science courses are done in order to develop knowledge of how to utilize artificial intelligence techniques (Scherer, 2016). Launching several educational programs in universities to keep track of the expected change in future jobs is also part of this process (Padamkar, 2022).

A trend of educational institutions adopting virtual reality learning technology in order to stay in line with artificial intelligence (Aylett, 2001) has been devoted to separating this subject from artificial intelligence in schools and universities and consolidating its concept among students, as well as adopting everything that will contribute to increasing the number of outstanding students admitted to universities; those with sensory understanding and manual skills over the next ten years (Popenici, 2017).

Furthermore, establishing research centers to develop various sectors in developing countries and qualify them to receive the necessities of artificial intelligence (Weiss, 2020) would benefit the transportation sector and contribute to its development by offering all services provided by the authorities via artificial intelligence technologies such as flying taxis, metros, and all land and marine transportation modes (Rousseau, 2018).

Developing the services of some government departments by targeting the public relies on artificial intelligence techniques (Noordt, 2020). There is work to launch “Silicon Cities” globally (Brooke, 2014), and implement Watson system for cognitive computing (IBM

cognitive – Get started with cognitive technology, 2020). An artificial intelligence laboratory is being created to help government agencies improve their services using artificial intelligence and cognitive computing techniques (Desouza, 2018).

Also, the launching of an automated engineer by Infrastructure Development in developing countries, which performs the tasks of an architect from design to implementation, as an alternative to the human engineer, should be implemented (Schober, 2020). Finally, a ministry for Artificial Intelligence within the government in its reformed ministerial structure should be established (Hirsh, 2018).

5-The Future of A.I.

The transitional decline of the Gross domestic product (GDP) (Callen, 2020) in developing countries is critical. To prevent this growing divergence, policymakers in developing economies will need to take measures to increase productivity and improve skills among untalented workers worldwide (Impact of artificial intelligence (AI) on the gross domestic products (GDPs) worldwide in 2030, by region, 2022).

The mission of developing countries' governments is to advance AI research, education, policy, and practice to improve the living condition of their people. We can summarize the main points of the suggested strategy in the following manner:

1. Governance:

Using artificial intelligence for governance should move towards the creation of the state's Artificial Intelligence council and work on building teams composed of chief executives for innovation in governments. An international protocol with leading governments in the field is being considered. By implementing this protocol, regulations will be enforced for the safe use of A.I., and periodic conferences will be staged to attract experts in various fields.

2. Activation:

Field visits to government agencies should be organized to understand artificial intelligence. This visit should support workshops in all government agencies, as well as organizing an annual global summit and launching government accelerators for artificial intelligence.

3. Capacity Development:

Senior government leaders should have capabilities in artificial intelligence and upgrade the skills of all technology-related jobs, besides supporting these capabilities by organizing

training courses for government employees in the related field. Also, work on increasing the number of scholarships available overseas to study artificial intelligence is needed.

4. Application:

There should be a percentage of first-line services to the public through artificial intelligence that integrates them with a specific percentage of medical services. Also, work on increasing the number of scholarships available overseas to study artificial intelligence is needed.

Closure

Based on those relevant factors, the strategy for artificial intelligence should aim to improve government performance by adopting artificial intelligence tools and techniques. Artificial intelligence investments create a promising new market with high economic value in the region, in addition to contributing to the primary world. They also support private sector initiatives to increase productivity. It should have a strong foundation built on research and development.

This method targets several vital sectors, such as the transportation sector, which is expected to implement this strategy to reduce operational costs and accidents. In addition, the health sector will experience a decrease in the percentage of chronic and dangerous diseases.

The field of renewable energy is going to benefit from this strategy through utility management, smart consumption, and the water sector would guarantee sustainability by conducting accurate analyses and studies to provide resources. Moreover, AI implementation could increase the percentage of afforestation.

The technology sector can raise the proportion of production and public spending, while the space industry would benefit from this strategy by conducting accurate experiments and reducing the rates of costly errors. The education sector is among the major sectors, and it is the biggest beneficiary of this strategy by reducing costs and increasing the desire to learn.

This strategy for artificial intelligence covers a range of services. It emphasizes the complementary nature of the future vision envisioned. This strategy mainly seeks to develop and organize AI tools to act as an integral part of government work systems worldwide. It would also contribute to dealing with rapidly changing conditions and achieving qualitative improvements in overall performance. This is done by constructing a comprehensive and interconnected smart digital system that addresses current challenges and provides practical and timely solutions that are both qualitative and efficient.

Among the most significant future directions in the field of artificial intelligence, through the Ministry of Artificial Intelligence, is the trend to establish basic legislation, laws, and regulatory frameworks worldwide to govern artificial intelligence technologies. It encourages and expands qualitative investments in innovation, technological progress, and research and development. A comprehensive integration of artificial intelligence with health and security services is provided by all services provided through artificial intelligence.

They deploy artificial intelligence technologies and applications in all economic sectors, such as education, health, transportation, roads, and other sectors. Also, reaching and teaching one million programmers to program artificial intelligence agents should be part of the plan. Promotion and contribution to global efforts and partnerships in the field of artificial intelligence is vital, as is building expertise at the international level in cooperation with international businesses in order to attract talent and taking advantage of the unparalleled services provided by artificial intelligence techniques. Its purpose is to improve human life by extending it beyond geographical borders.

Statements and declarations

Contribution statement

The author confirms sole responsibility for the following: study conception and design, data collection, analysis and interpretation of results, and manuscript preparation.

Funding

Furthermore, the author did not receive support from any organization for the submitted work.

Data availability

All data analyzed during this study is included in the reference list of this article.

Financial, non-financial

Moreover, the author certifies that he has no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript

Competing interest

The author has no competing interests to declare that are relevant to the content of this article has no competing interests to declare that are relevant to the content of this article.

Artificial intelligence (AI) is the simulation of human intelligence in machines that are programmed to think and act like humans. The term can also refer to any machine that exhibits human-like characteristics such as learning and problem-solving.

The Fourth Industrial Revolution (or Industry 4.0) is an ongoing transformation of traditional manufacturing and industrial practices using modern smart technology. Large-scale machine-to-machine communication (M2M) and the internet of things (IoT) are being integrated for increased automation, improved communication and self-monitoring, and the development of smart machines that can analyze and diagnose issues without the need for human intervention.

Industrial intelligence refers to the use of artificial intelligence (AI) in industry. In particular, the use of "weak AI." This kind of AI enables machines to perform certain carefully defined tasks by giving them narrow sets of human-like abilities. Tasks such as speech recognition or image recognition. In an industrial context, weak-AI development focuses primarily on equipping machines to process large quantities of data and on designing complex machine processes.

The official statement from the Stanford Institute for Human-Centered Artificial Intelligence reveals its scientific mission:

“Artificial Intelligence has the potential to help us realize our shared dream of a better future for all of humanity. At Stanford HAI, our vision is led by our commitment to studying, guiding, and developing human-centered AI technologies and applications.”

Gross domestic product (GDP) is the total monetary or market value of all the finished goods and services produced within a country's borders at a specific time.

Bibliography

- Anton Korinek, M. M. (2021). Technological Progress, Artificial Intelligence, and Inclusive Growth. New Hampshire: International Monetary Fund. Retrieved from <https://www.elibrary.imf.org/view/journals/001/2021/166/article-A001-en.xml>
- Anyoha, R. (2017, August 20). The History of Artificial Intelligence, Can Machines Think? Retrieved from Sciences in News: <https://sitn.hms.harvard.edu/flash/2017/history-artificial-intelligence/>
- Artificial intelligence and inclusion, compendium of promising initiatives. (2020). Retrieved from <https://unesdoc.unesco.org/ark:/48223/pf0000374644>
- Artificial intelligence in industry: intelligent production. (2022). Retrieved from Siemens : <https://new.siemens.com/global/en/company/stories/industry/ai-in-industries.html>

- Aylett, R. &. (2001). Applying Artificial Intelligence to Virtual Reality: Intelligent Virtual Environments. Applied Artificial Intelligence. Retrieved from https://www.researchgate.net/publication/2329214_Applying_Artificial_Intelligence_to_Virtual_Reality_Intelligent_Virtual_Environments
- Brooke, C. (2014). 7 Surprising Tech Hotspots Around the World . Retrieved from Business 2 Community: <https://www.business2community.com/tech-gadgets/7-surprising-tech-hotspots-around-world-0791743>
- Brooks, C. G. (2020, 1 13). Artificial intelligence in the legal sector: Pressures and challenges of transformation. Cambridge Journal of Regions, Economy and Society, , pp. 135-152. doi: <https://doi.org/10.1093/cjres/rsz026>
- Bullock, S. (2008). Charles Babbage and the Emergence of Automated Reason. doi:10.7551/mitpress/9780262083775.003.0002
- Burris, S. (2019). Boole's Algebra of Logic 1874. Waterloo: University of Waterloo. Retrieved from <https://www.math.uwaterloo.ca/~snburris/htdocs/MAL.pdf>
- Callen, T. (2020). Gross Domestic Product: An Economy's All. Washington: International Monetary Fund. Retrieved from <https://www.imf.org/external/pubs/ft/fandd/basics/gdp.htm>
- Caroline Clabaugh, Dave Myszewski, and Jimmy Pang. (2020). Neural Networks: History from the 1940's to the 1970's. Retrieved from Stanford University - Computer Science : <https://cs.stanford.edu/people/eroberts/courses/soco/projects/neural-networks/History/history1.html>
- Chassignol, M. &. (2018). Artificial intelligence trends in education: A narrative overview. Procedia Computer Science. Retrieved from https://www.researchgate.net/publication/327902022_Artificial_Intelligence_trends_in_education_a_narrative_overview
- Cummings, M. L. (2017). Artificial Intelligence and the Future of Warfare. Chatham House, The Royal Institute of International Affairs. London: International Security Department and US and the Americas Programme. Retrieved from <https://www.chathamhouse.org/sites/default/files/publications/research/2017-01-26-artificial-intelligence-future-warfare-cummings-final.pdf>
- Dachs, B. (2018). The impact of new technologies on the labour market and the social economy. Brussels: European Union. Retrieved from [https://www.europarl.europa.eu/RegData/etudes/STUD/2018/614539/EPRS_STU\(2018\)614539_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2018/614539/EPRS_STU(2018)614539_EN.pdf)

- Desouza, K. C. (2018). Delivering Artificial Intelligence in Government. Arizona: IBM Center for The Business of Government. Retrieved from <https://www.businessofgovernment.org/sites/default/files/Delivering%20Artificial%20Intelligence%20in%20Government.pdf>
- Diesen, G. (2021). Technologies of the Fourth Industrial Revolution: Towards national strategies. In Great Power Politics in the Fourth Industrial Revolution (pp. 21-42). London: I.b. Tauris . doi:<http://dx.doi.org/10.5040/9780755607037.ch-001>
- Fei Jiang, 1. Y. (2017). Artificial intelligence in healthcare: past, present and future. *Stroke Vasc Neurol*, pp. 230–243. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5829945/>
- Gerdon, J. T. (2019). 5 challenges for government adoption of AI . Retrieved from World Economic Forum: <https://www.weforum.org/agenda/2019/08/artificial-intelligence-government-public-sector/>
- Gill, T. G. (1995). Early expert systems: Where are they now? *MIS Quarterly*, 51-81 . doi:10.2307/249711
- Gurría, A. (Ed.). (2019). Artificial Intelligence in Society. Retrieved from OECD: <https://ec.europa.eu/jrc/communities/sites/jrccties/files/eedfee77-en.pdf>
- Heteren, A. v. (2020, July 14). Natural disasters are increasing in frequency and ferocity. Retrieved from World Economic Forum: <https://www.weforum.org/agenda/2020/01/natural-disasters-resilience-relief-artificial-intelligence-ai-mckinsey/>
- Hirsh, J. (2018). The Ministry of Artificial Intelligence . Retrieved from Centre for International Governance Innovation (CIGI) : <https://www.cigionline.org/articles/ministry-artificial-intelligence>
- History of artificial intelligence. (2019, December 24). Retrieved from <https://nativess.com/2019/12/24/history-of-artificial-intelligence/>
- IBM cognitive – Get started with cognitive technology. . (2020). Retrieved from IBM: <https://www.ibm.com/watson/advantage-reports/getting-started-cognitive-technology.html>
- Impact of artificial intelligence (AI) on the gross domestic products (GDPs) worldwide in 2030, by region . (2022). Retrieved from Statista : <https://www.statista.com/statistics/785877/worldwide-impact-of-artificial-intelligence-on-gdp/>
- James EAGER, M. W. (2020). Opportunities of Artificial Intelligence. European Parliament. Luxembourg: Policy Department for Economic, Scientific and Quality of Life Policies. Retrieved from

- [https://www.europarl.europa.eu/RegData/etudes/STUD/2020/652713/IPOL_STU\(2020\)652713_EN.pdf](https://www.europarl.europa.eu/RegData/etudes/STUD/2020/652713/IPOL_STU(2020)652713_EN.pdf)
- Johnson, R. (2021). Starting a Career in Artificial Intelligence. Retrieved from Best Colleges: <https://www.bestcolleges.com/blog/future-proof-industries-artificial-intelligence/>
 - Jordan, J. (2019, July 19). The Czech Play That Gave Us the Word ‘Robot’. Retrieved from The MIT Press : <https://thereader.mitpress.mit.edu/origin-word-robot-rur/>
 - Kavanagh, C. (2019). Artificial Intelligence, New Tech, New Threats, and New Governance Challenges: An Opportunity to Craft Smarter Responses? <http://www.jstor.org/stable/resrep20978.5>: Carnegie Endowment for International Peace.
 - Khan, N. (2022, July 28). Medical Technology. Retrieved from Healthier Trajectory: <https://www.healthcarebusinesstech.com/medical-technology/>
 - Lasi, H. (2013, December). Industrial Intelligence - A Business Intelligence-based Approach to Enhance Manufacturing Engineering in Industrial Companies. *Procedia CIRP* , pp. 384-389. doi:<http://dx.doi.org/10.1016/j.procir.2013.09.066>
 - Marr, B. (2019). The 10 Best Examples Of How Companies Use Artificial Intelligence In Practice. *Forbes*. Retrieved from <https://www.forbes.com/sites/bernardmarr/2019/12/09/the-10-best-examples-of-how-companies-use-artificial-intelligence-in-practice/?sh=4d1a56e07978>
 - Meltzer, J. P. (2019). The impact of artificial intelligence on international trade. Washington : Brookings. Retrieved from <https://www.brookings.edu/research/the-impact-of-artificial-intelligence-on-international-trade/>
 - Moor, J. (2006). The Dartmouth College Artificial Intelligence Conference. *AI Magazine* Volume 27 Number 4. Dartmouth: AAAI Publications. Retrieved from <https://www.dartmouth.edu/~ai50/homepage.html>
 - Newquist, H. (1994). *The Brain Makers: Genius, Ego, and Greed In The Search For Machines That Think*. NY: Macmillan.
 - Noordt, G. M. (2020). *AI Watch Artificial Intelligence in public services*. Luxembourg: Publications Office of the European Union. Retrieved from Construction Week Online
 - O’Shaughness, M. H. (2018). *Accelerating Artificial Intelligence in health and care*. London: The AHSN Network. Retrieved from <https://wessexahsn.org.uk/img/news/AHSN%20Network%20AI%20Report-1536078823.pdf>

- Pedamkar, P. (2022). Careers in artificial intelligence. Retrieved from EDUCBA: <https://www.educba.com/careers-in-artificial-intelligence/>
- Popenici, S. &. (2017). Exploring the impact of artificial intelligence on teaching and learning in higher education. *Research and Practice in Technology Enhanced Learning*. Retrieved from https://www.researchgate.net/publication/321258756_Exploring_the_impact_of_artificial_intelligence_on_teaching_and_learning_in_higher_education
- Reese, H. (2022). A Human-Centered Approach to the AI Revolution. Retrieved from Stanford University: <https://hai.stanford.edu/news/human-centered-approach-ai-revolution>
- Rousseau, O. (2018). The future of transport has flying taxis and smart metro lines. Retrieved from Construction Week Online: <https://www.constructionweekonline.com/article-50762-the-future-of-transport-has-flying-taxis-and-smart-metro-lines>
- Scherer, M. (2016). Regulating Artificial Intelligence Systems: Risks, Challenges, Competencies, and Strategies. *Harvard Journal of Law & Technology*. Retrieved from <https://heinonline.org/HOL/LandingPage?handle=hein.journals/hjlt29&div=15&id=&page=>
- Schober, K.-S. (2020). How to increase efficiency over the entire lifecycle chain. (R. Berger, Editor) Retrieved from <https://www.rolandberger.com/nl/Insights/Publications/Artificial-intelligence-in-the-construction-industry.html>
- Shashkevich-Stanford, A. (2019, March 5). Greek myths have some scary ideas about robots and A.I. (Stanford University) Retrieved from <https://www.futurity.org/artificial-intelligence-greek-myths-1999792/>
- Shyamasundar, R. K. (2014, June 25). The computing legacy of Alan M. Turing (1912–1954). *Current Science*, pp. 1669-1680 . Retrieved from <https://www.jstor.org/stable/24103000>
- The Facts on Facial Recognition with Artificial Intelligence. (2022). Retrieved from AWS: <https://aws.amazon.com/rekognition/the-facts-on-facial-recognition-with-artificial-intelligence/>
- Tim Fountaine, B. M. (2019). Building the AI-powered organization. Retrieved from Harvard Business Review: <https://hbr.org/2019/07/building-the-ai-powered-organization>
- Vallance, P. (Ed.). (2019). A time of unprecedented change in the transport system. London: Government Office for Science. Retrieved from

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/780868/future_of_mobility_final.pdf

- Veisdal, J. (2019, September 12). The Birthplace of AI, The 1956 Dartmouth Workshop. Retrieved from Cantor's Paradise: <https://medium.com/cantors-paradise/the-birthplace-of-ai-9ab7d4e5fb00>
- Wand, M. (1984). What is Lisp. *The American Mathematical Monthly*, 32-42 . Retrieved from <https://www.jstor.org/stable/2322167>
- Weiss, T. R. (2020, August 20). US Establishes 7 AI Research Institutes. Retrieved from HPC wire: <https://www.hpcwire.com/2020/08/27/us-announces-formation-7-ai-institutes/>
- Yelizarova, A. (2021, August 2). How countries and organizations around the world are approaching the benefits and risks of AI. Retrieved from Future of Life Institute: <https://futureoflife.org/resource/ai-policy/>
- As a broad measure of overall domestic production, it functions as a comprehensive scorecard of a given country's economic health.



The restrictive authority of the administration is a guarantee of the rights and freedoms of persons

Dr: Zeenah Sahib Gawzan Imam Al-Kadhumi College (IKC)

Zeena.sahib@alkadhumi-col.edu.iq

Abstract

The aim of determining the administrative decision is to know the nature of the activity practiced by the administration as a work in which the latter plays a major role, as the administration is not limited to carrying out a certain type of work, but its activity varies according to the objectives and areas and also according to the circumstances concerned with the nature of this activity, and this diversity in the activity is reflected in the decisions taken by the administration.

Based on this type of management activities, it can be said that if administrative decisions are characterized by being effective decisions due to their unilateral character that gives them the character of public authority, this capacity may be absent with regard to some of the actions carried out by the administration, as the scope of the restricted authority of the administration in the administrative decision in embodying the principle of legality represents a balance between the requirements of protecting the rights and freedoms of persons and the requirements of preserving the public interest.

Keywords : *management activities, the public authority, the restricted authority, the public interest, the rights of persons, freedoms of persons.*

Introduction

First: the subject of research

There is no dispute that the restricted authority forces the administration man not to underestimate and disregard the rights and freedoms of persons, because the legal rules order him to issue the decision if certain circumstances, conditions and procedures are available, and if they exist and he did not take it or take it in the way and manner that the legislator did not approve, his decision was subject to the control of the annulment judge, and he did not have the right to pay his discretionary freedom to cover deviation and violation of the law .

The reason for the legislator's tendency to expand the resort to restricted authority is to ensure the stability of transactions on the one hand, and on the other hand, the rigid rule embodies justice, equality and satisfaction in most cases between persons, for their knowledge of them and the method of implementation and their effects, the area of restricted authority of the administration in the administrative decision in the embodiment of the principle of legality represents a balance between the requirements for the protection of the rights and freedoms of persons and the requirements of preserving the public interest. It is known that the administrative decision has five pillars: the pillar of competence, the form and procedures, which are among the means of external legitimacy of the administrative decision, the corner of the place and the reason and purpose of the means of internal legitimacy of the administrative decision. Therefore, we will address in this research the restriction in the means of legality of the internal and external administrative decision in two requirements.

Second: The importance of research

The restricted authority of the administration in the administrative decision is the best way to protect public rights and freedoms as a result of the legislator defining its competencies accurately, while restricting its will to prevent its deviation and transgression, and this is the biggest guarantee for people in the stability of transactions, justice and equality, and the restricted authority is necessary for the administration for its continuity and proper functioning, so that the text is implemented by it in a simple and easy way, that the restricted authority in the administrative decision has a great importance and role in stabilizing the conditions and legal centers that produced it in addition to He pointed out that the restricted authority is one of the legitimate requirements that the administration must be subject to, and its importance has increased due to the increasing role of the state and its expansion, which made it issue many administrative decisions that can be canceled if it is legitimate in its broad sense.

Third: the problem

The problem here lies in several things, including- :

First: The administrative decision in order to implement it correctly needs to take several steps that put it in the right position through these steps are also determined the stages of implementation of the administrative decision and the individuals who will implement it

Second: Determining the ways and means of implementing the administrative decision, determining preventive measures to prevent deviations in the issuance of the administrative decision, and determining the responsibility of each person towards the decisions issued.

Third: Determining the effectiveness of the administrative decision, indicating its legal foundations and foundations, and the extent of its impact in terms of pledging to abide by its provisions and judicial means, assessing their effectiveness, their legal nature, and their impact on the conduct of the judicial process and its subordination to the judiciary .

Fourth: The hidden psychological motives of the administration and the matter of proving them requires that the judiciary examine the existence of these motives, which is elusive

Fourth: Methodology

This study will depend on the method of descriptive research of the content of this study, through the statement of legal texts and the opinions of jurisprudence and the administrative judiciary in some of the vocabulary of this study.

Fifth: Plan

We divided this research into two requirements dealt with in the first (adherence to the means of external legitimacy of the administrative decision) in two branches we showed in the first branch the restricted authority and the corner of jurisdiction, and we clarified in the second restricted authority and the corner of form and procedures, and we devoted the second requirement to the statement (adherence to the means of internal legitimacy of the administrative decision) in three branches, we dealt with in the first branch the restricted authority and the corner of the shop, and we showed in the second restricted authority and the corner of the reason, while we devoted the third to the statement of the restricted authority and the corner of the end

The first requirement: adherence to the means of external legality of the administrative decision

The subordination of everyone to the provisions of the law in its broad sense leads to ensuring the rights and freedoms of persons, and is achieved by determining the obligation to legalize rulers and governed, which arranges the prevention of tyranny and control and

enables everyone (management and individuals) to exercise their functions and perform their functions according to rules known to all.

The administration's commitment to the provisions of the law in all its actions and actions means the rule of law prevails in that State, that is, all its legal and material actions are subject to the law, taking into account the gradation of legal rules, and in the event of the opposite, its actions are illegal and subject to annulment ., to resolve the issue of the scope of authority restricted in the pillars of the administrative decision, the means of its external legitimacy should be highlighted, and the means of external legitimacy of the decision are those related to the competence, form and procedures of the source of the decision.(1)

Subchapter I: Restricted Authority and Element of Jurisdiction.

The rules of jurisdiction are at the heart of the legislator's work, and therefore he determines the executive authority its competence and field of work, including many central, local and attached administrative bodies, and therefore the rules of jurisdiction are the work entrusted to the legislator, as he determines the tasks and functions and determines the roles, and this results in considering them as public order. So that it is not permissible to agree to violate the rules of jurisdiction, and the plea of lack of jurisdiction may be raised at any stage of the dispute, and the annulment judge may raise it on his own initiative, and it may not be waived. Competence also means the legal capacity or authority of a particular administrative authority to carry out a particular administrative act.(2)

Therefore, the rules of jurisdiction are the ones that determine the legal licenses of public bodies, in order to practice a certain activity in a way that guarantees the legitimacy of this activity and confirms its legal validity, so it was said that what is meant by jurisdiction is to determine the set of actions and actions that the public employee or public authority may exercise legally and in a manner that is legally reliable.

There is no doubt that the legislative source of the rules of jurisdiction ensures the good functioning of the administrative apparatus, by distributing tasks to the administrative bodies in a way that maintains non-overlap, conflict in their powers and avoid the issuance of conflicting decisions, and give the decisions issued by them a picture of legitimacy and safety that preserves the rights and freedoms of persons, and the rules of jurisdiction on the other hand work to determine responsibilities, avoid their disappearance in the administrative hierarchy, and allow in advance to those who have the capacity and interest to know the administrative authority that is Litigation before the annulment judge in the event of an administrative dispute. For this reason, the authority of the administration is restricted in the corner of competence so that there is no room for discretion in this regard,

because the rules of competence are enacted by the legislative authority and determine how powers are distributed among the various central, local and utility administrative bodies, the administrative body is either competent or not competent. Accordingly, the jurisdiction pillar has several forms, including(3)

I. Personal jurisdiction

It means the statement of the individual or entity that may exercise the legal competencies only, and this element is based on its existence on the correct administrative decision in the appointment if it is an employee and the correct decision issued to form if it is a body. However, it happens at other times that the law organizes the competence and entrusts it to a specific department, and therefore this department or its head has the competence to issue a decision, and in all cases that the law when entrusting a specific administrative employee or entity to exercise a certain competence, this competence is considered personal exercised by the employee or entity only, unlike some cases in which practical necessity requires the evacuation of the competent employee to others, as is the case in delegation, delegation and subrogation.(4)

As for the impact of the presidential authority in the case of taking over the law to determine the personal jurisdiction, we can say briefly that the administrative head can not directly exercise the jurisdiction made by the law of the subordinate's competence, and finally it must be noted that the law when it regulates the rules of this jurisdiction, it puts it in several forms, it is either to make the jurisdiction an impediment, by making an individual and one administrative face the authority to make the decision, and it is based on this that the cancellation of this decision is limited to that body, or to make it In it, the law gives several administrative bodies the power to make decisions, and then the administrative decision can be issued by any of these bodies(5)That determining the jurisdiction is consistent with the interest of citizens and even the interest of the administration itself and that it enables the administration and the competent person to master his work due to the large number of exercises, and at the same time leads to the completion of his work quickly and improves the public facility and therefore the competence is the authority or legal authority enjoyed by the decision-maker in issuing his decision in terms of temporal and spatial quality.(6)

II. Ratione Mares:

The subject matter jurisdiction to determine the extent and scope of the powers granted to the competent personally, by indicating and mentioning the legal actions or acts vested in the person or administrative body, it is the other side of the personal jurisdiction, as it is intended to determine certain and specific types of works, and distribute them by the legislator to the various administrative bodies central, local and attached, and draw the

boundaries between them and oblige the administrative official to take them into account when issuing administrative decisions, in order to avoid overlap and conflict of competences(7)

Third: Spatial jurisdiction

It means the geographical framework for the exercise of the administrative member of his legal powers, the legal rule often determines for the administrative man a spatial framework for the exercise of his legal powers, and this framework is either comprehensive extends to include the territory of the entire state, as is the case in the competence of the head of state and ministers, and may be partial according to the administrative divisions of the territory of the state (governor, mayor, district manager)(8) .

In fact, cases of lack of jurisdiction related to the spatial element are rare because the spatial competencies to exercise jurisdiction are clear enough to make it difficult to imagine this defect, but nevertheless the discussion here focused on the decisions issued by the administrative member, which is far from his place, and jurisprudence and the judiciary have settled in this regard on the validity of these decisions issued by the administration man who is far from his work area, unless the law requires that they be issued from the workplace itself, and the applications of these The picture when establishing activities and projects on the borders between administrative units.(9)

Fourth: Temporal Jurisdiction:

The temporal jurisdiction of the employee is determined from the date of his appointment and ends with his dismissal, retirement, transfer or annual leave, because the employee in this case will be outside the framework of the exercise of jurisdiction, as for the decisions taken during official holidays, they are often legitimate because they relate to the internal organization of the facility. From the foregoing, the administrative member must take into account the time period for exercising jurisdiction. (10)

Subchapter II: Restrictive Authority and Form and Procedures.

The form and procedures pillar is a set of formalities and procedures that make up the template or external framework, which shows the will of the administrative authority to take and issue a certain administrative decision in a known external appearance, in order to produce legal effects and invoke it against its addressees, as the administrative decision requires announcing it in an external appearance that reveals and shows the content of this internal will of the administrative authority through the form and procedures corner(11) .

The general rule is that the administrative decision is not required to be issued in a specific form or procedure, and to strengthen the principle of legality in the state, the

administration is obliged to follow formalities and procedures approved by laws and regulations, and the provisions of the administrative judiciary, as well as general legal principles play an important role in creating formal rules that are not stipulated in the law and regulations based on the spirit of legislation and the dictates of reason, and aims on the one hand to protect the public interest from lapses, slips, improvisation and haste, and give it a kind of calm and positive weight.(12) And deliberation and insightful gaze, through which the will emergesThe hidden management in issuing the administrative decision in an external form visible to persons, in order to protect their rights, freedoms and private interests on the other hand.(13)

Among the essential formalities and mandatory procedures that have settled jurisprudence and the judiciary by urging the need to respect them during decision-making, the formality of editing the decision in a written document and in the national language, and also there is the formality of history, the formality of the signature, the formality of causation and the preliminary procedures prior to its issuance, and the formality of publication and notification, all of which are necessary due to the value of the interest and the purpose that aims to protect it, it is noted here that all these forms affect the legitimacy of the administrative decision(14)

Also, among the procedures that have an impact on the legality of the administrative decision, and in the event of its failure, it may be canceled, the conduct of binding consultation, respect for the legal deadline, the conduct of voting and deliberation in some decisions, and therefore if the legislator intervenes or the administrative judiciary approves specific formalities or procedures that the administration must adhere to in taking administrative decisions, the administration has its authority limited by that formality or that procedure, and it lacks its freedom to choose the appropriate form or procedure.(15)

Accordingly, the will of the administration is also restricted in the field of problems and procedures, it does not have to violate it or replace a rule with another rule, or a procedure with another procedure, or increase or decrease in duration, this on the one hand, and on the other hand, not all forms affect the legitimacy of the administrative decision, it has settled the elimination of the distinction between the essential forms and secondary forms and the order of invalidity on the first without the second, we will clarify this by putting forward the following opinion " (16) The distinction between the essential forms and secondary forms is a matter of discretion as it is decided in the light of the provisions of the law and the opinion of the judiciary, and in general the form is essential if expressly stipulated by law, or if the invalidity is arranged as a penalty for violating it, but if the law is silent, the form is essential if it has a decisive effect, and on the contrary, it is a secondary form and therefore

ignoring it is not a defect that affects the legitimacy of the administrative decision, on the other hand, the administrative judiciary settled that secondary procedures Violation of which does not entail the invalidity of the administrative decision of two types, the first is the forms and procedures prescribed for the benefit of the administration,(17)

The second requirement: restriction in the means of internal legality of the administrative decision.

The restriction of the administrative decision is not limited to the means of external legality, but extends to the means of internal legitimacy, when we try to search for the restricted authority in the means of internal legitimacy of the administrative decision, we are in the process of restricting the legitimacy of the content or content, we are the imam of restricting the corner of the shop, or restricting the legality of the reason, so we are the imam of restricting the corner of the reason, or restricting the legality of the goal, the restriction is on the corner of the end, and for this what is meant by the means of internal legitimacy of the administrative decision are those related to the corner of the shop, the corner of the reason, and the corner of the end. (18)

Subchapter I: Restricted Authority and Shop Corner.

The corner of the shop in the decision is the direct legal effect and the situation resulting from the issuance of administrative decision, which leads to a change in the prevailing legal structure, by creating a new legal status and modifying or abolishing an existing legal status.

The place of the administrative decision also means the legal effect of its issuance immediately and directly, and the place of any administrative decision lies in its subject matter, which is a public or private legal status, in terms of establishment, amendment or cancellation

It is worth noting that the place of the administrative decision is distinguished in the individual decision from the organizational decision, in the first its impact does not exceed the person himself, but in the organizational decision, its effect is general affects a group of people not by themselves, but by their qualities, and they share that both when taken produce legal effects called the name of the place of the administrative decision, which is required to be possible is not impossible and legitimate, that is, its legal effect does not contradict with the legal system in the state.(19)

It should be noted that the administration has its authority restricted in the corner of the shop, when the legislator does not leave it the authority to choose and choose between several hypotheses presented to it, and therefore the authority restricted to the administration in the corner of the shop is determined when the legislator stipulates certain facts that

constitute the corner of the shop, and it has certain legal effects, such as the case of an employee who has reached the legal age and is referred to retirement, as the authority of the administration is limited by the events of the effect stipulated by the law.(20)

Therefore, the authority of the administration is restricted in the corner of the shop if it adheres to the application of the law directly, such as if the decision to appoint a person is issued to embody the methods, conditions and procedures for joining or entering the public service as stipulated by the law, or the promotion of an employee from one rank to another, or from one grade to a higher grade in the administrative hierarchy, as stipulated in the law, and even in the case of termination of a legal position, the appointing authority must abide by the law in taking Decision to dismiss or dismiss a public employee The administration must also work to apply the law, even indirectly, especially if it is ambiguous, so it adheres in issuing administrative decisions to the application and proper interpretation of the content of the legal text in a manner consistent with the prevailing legal system in the state to embody the principle of legality and the rule of law, and the decision violates the legal rules takes several forms, including - direct violation of the legal rule - error in the interpretation (21)of the legal rule - error in the application of the legal rule, and here it takes two forms, the first is in the case of the decision issued without reliance to material facts that support it, and the second is the case of non-justification of the facts of the administrative decision . Therefore, the administration has restricted authority in the place of the administrative decision to directly apply the legal text that did not put in its hands several options, or to apply indirectly to abide by the legal system in interpreting the content of the ambiguous text.(22)

Subchapter II: Restrictive Authority and Element of Cause.

By the reason corner, we mean the factual or legal situation that prompted the administration to issue its decision, so the facts must be achieved and their existence proven so that the administration's decision is based on a valid reason to be added, to that the correct legal adaptation of the facts so as not to produce a wrong legal status, and the corner of the reason in the administrative decision is the idea, order or external incident that is far and independent of the mentality, mentality and will of the employee of the administrative authority, and moves him and pushes him to make a decision An administrator appointed to confront this matter or incident.(23)

The control of the administrative judiciary has extended to the administration's assessment of the appropriate decision to take it to affect the authority of the administration by assessment, if the jurisdiction of the administration is restricted, the administration must here abide by the restrictions imposed by the legislator, including the necessity of the

physical and legal incident, but if the administration has discretionary power, we find that the administrative judiciary in France refrains from intervening to control the administration's assessment of the facts and evaluate the appropriateness of the decision on the basis of which it is taken for the public interest being a judge of legality and the explanation for this abstention was based on Several considerations - that the error in the facts or in their assessment does not constitute a breach of the law, - that the administrative judge does not monitor only the legality of the administrative decision, i.e.(24) not violating the law, so it does not interfere in the assessment of the facts , but the administrative judiciary in France since the beginning of the twentieth century began gradually expands the scope of its control over the cause of the administrative decision, as it has become exercising three forms of control over the facts, namely – control the physical existence of the facts – control the adaptation of facts and whether they justify making the administrative decision – Control of the appropriateness of the decision to the facts adopted as its basis (25)From the foregoing, the determination of the element of reason in the administrative decision is not based on the will of the source of the decision nor on how he personally perceives the circumstance and facts on which his decision is based, but it is based on those circumstances and facts in an abstract manner, that is, in terms of their legal and material reality.

Subchapter III: Restrictive Authority and Element of Purpose .

It means the final goal that the administration seeks to achieve, and this goal is the public interest in general or that the law has entrusted to the authority to achieve and is known as the rule of allocating goals, and the pillar of the goal in administrative decisions is the far, final and indirect impact that the administrative decision maker targets in his decision, and the objectives of administrative decisions all revolve and revolve around achieving the public interest, which are the goals of ensuring the proper functioning of facilities regularly, steadily and in the best way, and the goals of maintaining public order.(26)

The element of the purpose in the administrative decision is the far-reaching, final and indirect effect that the administration seeks to achieve by issuing it, as it is an expression of the intention, intention and will of the source of the decision and therefore it is characterized by a subjective nature, and the public administration deviates from the authority when it abuses it through its pursuit of illegal goals, purposes and objectives.

Therefore, the administrative decision issued by the competent administrative authority must aim to achieve a legitimate goal, embodied when the legal rule stipulates a specific goal, so the management man must target it in particular and not others, and this is what is known as the rule of allocating objectives, especially in administrative control decisions that

aim to achieve public order with its traditional elements: public security, public health, public tranquility, in addition to public order with its modern elements: Congenital public order, economic.(27)

If the law does not stipulate a specific specific goal, the administration is obliged to achieve the public interest, because when the law recognizes the administration to follow certain mechanisms, and obliges people to implement the administrative decision, the purpose of this is to embody the public interest and avoid arbitrariness, bias and deviation in the use of power, and does not expose the act to cancellation in addition to other penalties.

And because this defect is related to the hidden psychological motives of the administration sourced from the administrative decision, and proving it requires that the judiciary examine the existence of these motives is far-fetched, so the judiciary has given this defect the reserve character, so it does not look at its existence as long as there is another defect that has marred the administrative decision, such as the defect of violating the law or the defect of lack of jurisdiction, and the purpose of the administrative decision can be determined through three considerations, namely - targeting the public interest - respecting the rule of allocating goals - respecting Planned actions(28)

Results

1. It is impossible to say that an administrative decision contains absolute discretion or exclusive restrictive power, because they constantly overlap.
2. The discretionary power is the asset, while the limiting power is the exception, since the activity of the administration may be restricted only by the existence of a legal rule.
3. The activity of the administration on the basis of its restricted authority is almost identical to that of the annulment judge, since they ensure the application of the law as an embodiment of the principle of legality.
4. The restricted authority is the optimal legal model for the protection of rights and freedoms.
5. The reason for the legislator's tendency to expand the recourse to restricted power is to ensure the stability of transactions in the public interest on the one hand, and on the other hand the rigid rule embodies equality and satisfaction in most cases between persons for their knowledge of it and the way it is implemented
6. The element of the goal in the administrative decision is the far, final and indirect impact that the administration seeks to achieve by issuing it, it is an expression of the

intention, intention and will of the source of the decision and therefore it is characterized by a subjective nature

7. The determination of the element of reason in the administrative decision is not based on the will of the source of the decision nor on how he personally perceives the circumstance and facts on which his decision is based, but it is based on those circumstances and facts in an abstract manner, that is, in terms of their legal and material reality.
8. Distinguishing between essential forms and secondary forms is a matter of discretion as it is decided in the light of the provisions of the law and the opinion of the judiciary, and in general the form is essential if expressly stipulated by law, or if the invalidity is arranged as a penalty for violating it, but if the law is silent, the form is essential if it has a decisive effect, and on the contrary, it is considered a secondary form.
9. The determination of jurisdiction is consistent with the interest of citizens and even the interest of the administration itself and that it enables the administration and the competent person to master his work due to the large number of exercises, and at the same time leads to the completion of his work quickly and improves the public facility.

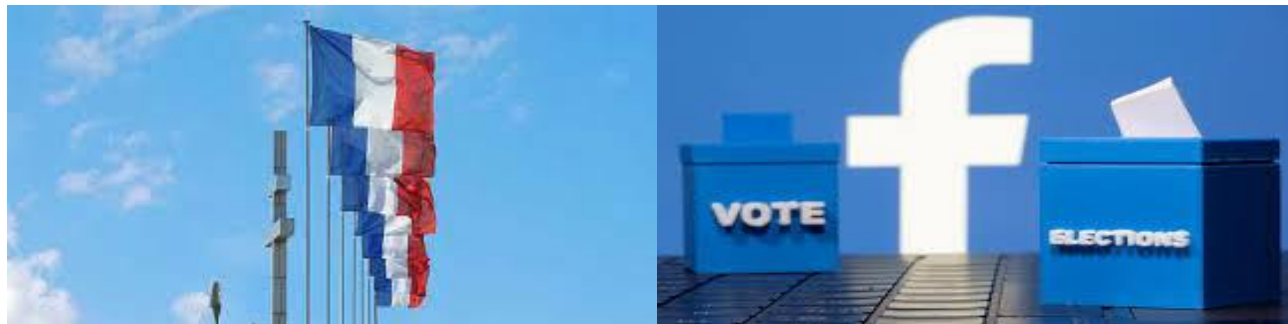
Recommendations

1. The state must oblige all administrations to justify their administrative decisions, this matter leads to narrowing the scope of the legal presumption of the validity of administrative decisions in order to take into account the weak party in the relationship who does not have the papers that are often present with the administration and leads to difficulty in proving
2. We recommend setting conditions that the administration is obliged to follow when issuing administrative decisions that are consistent with the goal or interest to be achieved, all in order to reduce the deviation of the administration and its abuse of the authority granted to it
3. We recommend narrowing the discretionary power of the administration by amending the laws in force related to the work of the administration, which helps in imposing control over the administrative decisions issued.

References

1. Dr. Baali Mohamed Saghir, Administrative Judiciary, Cancellation Lawsuit, Dar Al Uloom, Algeria, 2007
2. Dr. Hussein Osman Mohamed Osman, Principles of Administrative Law, University Press, Alexandria, 2004.
3. Dr. Hamad Omar Hamad, The Discretionary Authority of the Administration and the Extent of Control of its Elimination, 1st Edition, Naif Arab Academy for Security Sciences, Riyadh, 2003
4. Dr. Rachid Khloufi, Administrative Disputes Law, University Press Office, Algeria, 2001
5. Dr. Suleiman Mohammed Al-Tamawi, Administrative Judiciary, Dar Al-Fikr Al-Arabi, Cairo, 1979
6. Dr. Taima Al-Jarf, Judiciary Control of Business General Administration, Cancellation District, Dar Al-Nahda Al-Arabiya, Cairo, 1966
7. Dr. Ammar Awabdi, The theory of administrative decisions between management science and administrative law, Algerian Printing Establishment, 1988
8. Dr. Ammar Boudiaf, The principle of legality and the role of the administrative judiciary in protecting it, Lectures in Administrative Law Graduate Students, Arab Academy
9. Dr. Issam Al-Barzanji, Principles and Provisions of Administrative Law, Dar Al-Sanhouri, Baghdad, 2015
10. Dr. Aad Ali Hamoud Al-Qaisi, Administrative Judiciary, 1st Edition, Wael Publishing House, Amman, 1999
11. Dr. Abdel Aziz Abdel Moneim Khalifa, Urgent Administrative Matters Judiciary, Dar Al-Fikr University, Alexandria, 2006
12. Dr. Abdel Ghani Bassiouni Abdullah, The General Theory of Administrative Decision, Knowledge Foundation, Alexandria, 2003
13. Dr. Fouad Mohammed Moussa, Administrative decisions and their application, Kingdom of Saudi Arabia, Institute of Public Administration, 2004
14. Dr. Mazen Leo Radi, Al-Wajeez in Administrative Law, Dar Alexandria, 2004
15. Dr. Muhammad Ali Jawad, Principles of Administrative Law, Dar Al-Sanhouri Law, Baghdad,
16. Dr. Maged Ragheb El-Helou, Administrative Law, Knowledge Foundation, Alexandria, 2004
17. Dr. Mohamed Said Hussein Amin, Principles of Administrative Law, University Culture House, Cairo, 1997

18. Dr. Mahmoud Helmy, Administrative Decision, 3rd Floor, Arab Union House, Cairo, 1986
19. Dr. Maher Saleh Al-Jubouri, Principles of Administrative Law, National Library, Baghdad 1996
20. Dr. Maher Allawi: The Administration's Obvious Error in Assessing the Facts - Its Standard and Elimination Control, Research Published in the Journal of Legal Sciences, 1990



The Public Attitudes towards following up the media coverage of the French presidential elections on "Facebook" pages, a field study.

Dr. Eman Mohamed Ahmed Hassan, Assistant Professor of Radio and Television, Department of Educational Media, Faculty of Specific Education- Minia University- Egypt

Dr. Marian Tadrous - Ph.D. in Strategic Media - School of Communication and Arts- Liberty University - USA

Dr. Noha Sabri Muhammad Al-Qatawneh - Ph.D. in Electronic journalism and media legislation at the Institute of Journalism and News Sciences - Manouba University - Tunisia - Kingdom of Jordan.

Dr. Jad OUAIDAT - Information and Communication Doctor- Bordeaux University – France.

Dr. Mahmoud Mohamed Ahmed Mohamed - Ph.D. in Educational media, specializing in "Radio and Television" - Faculty of Specific Education - Minia University - Egypt.

Abstract: *The study aimed to identify the public's attitudes toward following up on the media coverage of the French presidential elections on "Facebook" pages. It used the descriptive approach in the sampling survey method as a tool for data collection. There is a statistically significant correlation between the respondents' follow-up of the media coverage of the French presidential elections via "Facebook" and their attitudes towards it. This may indicate that the more follow-up, the greater the tendency towards to follow up on topics of interest to them that both candidates addressed in their electoral programs. This is reflected in the polarization of voters towards electoral participation or support for or rejection of the candidate. There are also statistically significant differences between the forms of male and female interaction with the topics addressed by the French presidential candidates via "Facebook" and in the direction of males. This may indicate that they are more aware and aware of the issues of the electoral campaigns they follow, which require a kind of boldness and initiative. Therefore, they interact with them to express their opinions about what the candidates indicated. This is reflected in the voter polarization toward political participation and the tendency to support or reject the candidate.*

Keywords: *audience attitudes, media coverage, French presidential elections, "Facebook" pages.*

An introduction:

The latest social media has made a qualitative leap in communication and interdependence between individuals and people in different countries. It has provided its users with access to news and information in various political, economic, and social fields, as well as exchanging opinions and ideas on issues of common interest on the scene.

The social networking site "Facebook" is also one of the media and communication tools most used by individuals and various institutions, as it contributes to covering current events of interest to the public, especially the media coverage of the French presidential elections on "Facebook" pages. These pages played a vital role in achieving the public's political participation by shaping their attitudes towards the topics covered by the candidates in their electoral programs, which are broadcast via multimedia technologies in text, audio, and video. These programs are characterized by immediacy and speed in transmitting news and current events, moment by moment. So discussions between the candidates are essential for the audience to get to know both candidates. This attracts the voter to participate in the electoral process and shapes his attitude towards supporting or rejecting the candidate.

"Facebook" is an interactive media network used by individuals and various institutions. It is a fast and diversified means of transferring and exchanging information between users. In addition to its primary role in creating the requirements for change by creating voter awareness towards political participation, it aims to form a relationship between the candidate, the voter, and institutions based on covering the electoral process through interaction, dialogue, and broad public participation towards the candidates' programs and the most critical issues of concern to society. Therefore, the study will examine from a contemporary perspective **the public's attitudes towards following the media coverage of the French presidential elections on Facebook pages.**

Literature Review:

The respondents use the "Facebook" network to follow up on the media coverage of the French presidential elections and interact with them on several levels. This part presents previous studies related to the topic of research within the focus of studies related to media coverage of the French presidential elections and the interaction of "Facebook" the following is a review of previous studies:

Sarah Saeed (2022). aimed to determine the relationship of electoral propaganda with the levels of electoral alienation and its reflection on political participation. The descriptive approach was used in a sample survey method for data collection using a questionnaire. The sample consisted of (232) from a single in the governorates of "Ismailia, Suez, and Port Said" the study found: The state of electoral alienation led to the lack of political participation, the lack of affiliation with political parties or currents, the lack of awareness

of the importance of owning an electoral card and engaging in political life, and the presence of a decrease in confidence in the sincerity of the slogans and promises contained in the electoral campaign, which reflects the weakness of political polarization through electoral propaganda, which affects the direction of voters negatively towards political participation.⁽¹⁾.

In the same context, Ibrahim Salem (2021). was concerned with identifying the extent to which university youth depend on Libyan electronic newspapers in shaping their attitudes towards electoral participation and used the descriptive approach in a sample survey method as a tool for collecting data through a questionnaire. In shaping young people's attitudes towards the electoral process due to their interest in election issues to a lesser extent than those who did not contribute to their attitudes ⁽²⁾.

In a related context, Hanan Maatouq Ahmed (2021). aimed to reveal the role of social networking sites in educating Libyan women about political participation. Interaction and the presence of statistically significant differences between the forms of respondents' follow-up to the pages based on awareness of political participation according to the variable of geographical distribution and towards the Libyan women residing in urban areas ⁽³⁾.

Hebat Allah Salih (2020). identified the relationship between exposure to social networking sites and its relationship to political alienation and its reflection on political participation among Egyptian youth; the descriptive approach was used in a sample survey method as a tool for data collection through a questionnaire. A statistically significant relationship between the level of political alienation in the sample and the extent of its political participation ⁽⁴⁾.

Aloysius-Michaels Okolie et al. (2021). sought to assess the impact of election campaign advertising on the 2015 presidential election results and post-election governance in Nigeria. Specifically, it analyzes how it identifies religious campaign messages from the two major political parties that sought to use religion to get people to vote. This study is

¹ Sarah Saeed Abdel-Gawad (2002). Electoral alienation and its relationship to electoral propaganda and its reflection on political participation, research published in the Scientific Journal of Public Relations and Advertising Research, Cairo University, Faculty of Mass Communication, No. 23, January 2022DA.

² Ibrahim Salem Muhammad Eshteivi (2021). University youth's dependence on Libyan electronic newspapers in shaping their attitudes towards participating in the electoral process, research published in the Journal of Media and Arts, Libyan Academy of Graduate Studies: Volume 2, Number 6, September 2021DA.

³ Hanan Matouk Ahmed bin Ahmed (2021). The role of social networking sites in educating Libyan women about political participation, research published in the Journal of Media and Arts, Libyan Academy of Higher Studies: Volume 2, Number 6, September 2021DA.

⁴ Hebat Allah Salih Al-Sayed (2002). Exposure to social networking sites and its relationship to political alienation and its reflection on the political participation of Egyptian youth, research published in the Journal of Media Research, Al-Azhar University, Faculty of Information, Volume 7, Issue 54, July 2020 DA.

qualitative and is derived from the theory of rational choice. One of its most important results is that politicians take advantage of the influence of the media to promote the messages of election campaigns immersed in the religious race to influence the election results. And it was fiercely attacking rival parties, distorting their image, and sowing hatred and violence against them under false religious slogans. Despite the ruling party's landslide victory, it has not primarily fulfilled its electoral promises after five years of political elections (⁵).

Gavra and Slutskiy (2021). analyzed the Russian media coverage of charges of Russian interference in the 2016 presidential elections, including the Mueller investigation and the publication of the report of the investigation into Russian interference in the 2016 presidential elections, and used the analytical method as a tool for data collection, and the analytical sample represented the content of three newspapers and one official channel, which included: The internal American political confrontation between Democrats and Republicans, the persistence of "fear of Russia", and the general incompetence of politicians and American intelligence in "The New York Times, the Washington Post, Dallas MORNING News, FOX news", and I concluded: The media portrays the United States in The context of the Mueller Commission and Russia's accusations of election interference as belonging to the category of "fake news", being highly unattractive, conflicted, contradictory, quarrelsome, irrational, incompetent, irrational, ridiculous, xenophobic, and portrayed as a threat not Only for Russia, but for global security in general (⁶).

Eman Mohamed (Eman Mohamed, 2021, p50). searched to identify the levels of media coverage of the American elections on the pages of "BBC Arabic" and "Sky News Arabia" channel for each of the two candidates "Joe Biden" and "Donald Trump." The author used the descriptive approach in the style of content analysis as a tool for data collection. The study analyzed the two pages of "BBC Arabic" and "Sky News Arabia" channels. The results indicated that: There are non-statistically significant differences between the two pages of "BBC Arabic" and "Sky News Arabia" in covering the topics covered by the two presidential candidates. The value was (1.60**), which is not significant at the level (0.01), and there were statistically significant differences between the two pages of BBC Arabic

⁵ Aloysius-Michaels Okolie, Chukwuemeka Enyiazu , Kelechi Elijah Nnamani AND Others (2021). Campaign propaganda, electoral outcome and the dynamics of governance in the post-2015 presidential election in Nigeria, Cogent Social Sciences, Department of Political Science, University of Nigeria, Nsukka, Enugu State, Available at the following link: <https://doi.org>

⁶ Gavra, D., Slutskiy, P. (2021). Trump, Mueller Investigation, and Alleged Russian Election Meddling: Russian Media Coverage in 2017-2019. *American Behavioral Scientist*, 65(3), 482–511. <https://doi.org/10.1177/0002764220978455>

and Sky News Arabia in presenting the position of the two candidates during the media coverage of the American elections. In the direction of the BBC Arabic channel page ⁽⁷⁾ **Adeola Abdul Latif Ega, Felix Adedamola first Adeola Abdulateef Elega, Felix Adedamola Oloyede, and Bahire Efe Özad (2021)**. evaluated the dominant frameworks that appeared in the coverage of the 2019 Nigerian general elections and the tones used by the international news source. The authors used the descriptive approach in the content analysis as a tool for data collection. : The style of the global media coverage of Nigeria's 2019 general elections was neutral, although the amount of news reported negatively and critically was also relatively notable, especially by US news sources. Overall, the foreign media's coverage and framing of the 2019 Nigerian general elections were somewhat impartial, thus preserving the core values of journalism and covering the elections with balance and fairness ⁽⁸⁾.

Commenting on previous studies and their benefits:

- **Regarding the methodology:** the studies unanimously agreed to use the descriptive approach in the two methods of content analysis and questionnaire, while the current study agreed with previous studies in using the questionnaire tool as part of the descriptive approach to verify the results of the present study.
- **Regarding the sample:** previous studies differed in the selection of the sample, some of which depended on the sample of youth and women, and others on electronic newspapers and news stories, while the current study differed from previous studies in determining the sample of the study, as the current study was applied to a sample of Egyptian citizens. Residents of rural and urban areas.
- **Regarding the objectives:** the previous studies differed in defining the goals; some sought to determine the relationship of electoral propaganda with the levels of electoral alienation and its reflection on political participation. University youth depended on the Libyan electronic newspapers in shaping their attitudes towards electoral participation on the network, and others sought to assess the impact of campaign advertising. Some concerned themselves with analyzing the media coverage of the American elections and the Russian interference in them.

The current study benefited from previous studies in the following:

- Defining the study problem scientifically.

⁷ Eman Mohamed Ahmed Hassan (2021). Media coverage of the American elections in news channels on social media, research published in the Scientific Journal of the Faculty of Specific Education, Egypt: Menoufia University: Faculty of Specific Education, Volume 8, Issue 28, November 2021DA.

⁸ Adeola Abdulateef Elega, Felix Adedamola Oloyede, Bahire Efe Özad (2021) "Looking from the Outside in": A Study on the International Media Coverage and Framing of Nigeria's 2019 General Election, *African Journalism Studies*, 42:1, 91-107, DOI: 10.1080/23743670.2021.1887909

- Formulating the study's hypotheses and tools and determining the appropriate approach to verify the current study results.
- Previous studies contributed to the enrichment of the knowledge framework by relying on them as sources for the current study.
- Benefiting from it in analyzing, interpreting, and commenting on the results in a correct scientific manner, as the theoretical frameworks of the previous studies that were commented on in the current study are linked to the public's trends towards following up on the media coverage of the French presidential elections on the "Facebook" pages.

The Research Problem

Electoral political participation on social media platforms has a significant impact on the opinions of the public. It represents an influential force that contributes to decision-making and the achievement of democracy for various segments of society, as well as the formation of a conscious culture among voters due to the rapid circulation of information and absolute freedom to express an opinion and the other opinion. Individuals' attitudes toward supporting or rejecting candidates change based on the topics they raise in their electoral campaigns, in light of an atmosphere of freedom and democracy on the network, given the role of the media network in media coverage of current events, especially range of topics related to the French presidential elections on Facebook pages. These means have become a significant focus on the success of the electoral process between the voter and the candidate by presenting their electoral programs and the most important topics addressed by each candidate, which have a significant impact on shaping their attitudes towards electoral political participation in supporting the candidate they want. Hence the problem of the study crystallized in the following central question: the public's attitudes towards following up on the media coverage of the French presidential elections on Facebook pages.

The following sub-questions emerge from the question:

- (1) What is the relationship between the respondents' follow-up of the media coverage of the French presidential elections through the social networking site "Facebook" and their attitudes towards it ?
- (2) What is the relationship between the public's exposure to the topics addressed by the two French presidential candidates through the social networking site "Facebook" and the turnout rate ?

- (3) What is the relationship between respondents' follow-up to television templates used in the media coverage of the French presidential elections via "Facebook" and the degree of benefit from them ?
- (4) What are the differences between public viewing of pages based on media coverage of the French presidential elections according to the geographic distribution variable ?
- (5) What are the differences between male and female interaction forms with the topics addressed by the two French presidential candidates via "Facebook" ?

Study hypotheses:

to achieve the objectives of the study and answer its questions, the study hypotheses were represented in five central, namely:

- (1) There is a positive correlation between the respondents' follow-up to the media coverage of the French presidential elections through the social networking site "Facebook" and their attitudes towards it.
- (2) There is a positive correlation between the public's exposure to the topics addressed by the two French presidential candidates through the social networking site "Facebook" and their Turnout.
- (3) The more respondents follow the TV templates used in the media coverage of the French presidential elections via Facebook, the more they benefit from them.
- (4) There are statistically significant differences between public viewing of pages based on media coverage of the French presidential elections, according to the variable of geographical distribution.
- (5) Are there differences between male and female interaction forms with the topics addressed by the two French presidential candidates via "Facebook"?

The significance of the research:

- **The theoretical importance** is due to the focus on the public's attitudes towards following up on the media coverage of the French presidential elections through the social networking site "Facebook." It is an essential media tool that benefits the public to learn about French presidential candidates' programs, the topics covered, and the patterns of interaction with the opinion and the other opinion through dialogue and participation.
- **As for the practical importance**, it is based on the Egyptian public's benefiting from the "Facebook" network in following up on the topics that the two candidates for the French presidential elections in their electoral campaigns, as well as watching the discussions and debates between both candidates to know the most critical issues of interest to voters, because they represent democratic work based on the culture of

dialogue between The candidate and the voter, in order to arrive at new and innovative theories and perceptions within the framework of the relationship between the public and the new media.

Objectives of the research

The study aims to identify the main objective: Public attitudes toward following up on the media coverage of the French presidential elections on Facebook pages.

The following sub-objectives emanate from this goal:

- (1) Knowing the relationship between the respondents' follow-up to the media coverage of the French presidential elections through the social networking site "Facebook" and their attitudes towards it.
- (2) To show the relationship between public exposure to the topics addressed by the two French presidential candidates through the social networking site "Facebook" and the turnout rate.
- (3) Determining the relationship between respondents' follow-up to television templates used in the media coverage of the French presidential elections via "Facebook" and the degree to which they are used.
- (4) Detection of differences between public viewing of pages based on media coverage of the French presidential elections, according to the geographic distribution variable.
- (5) Knowing the differences between male and female interaction forms with the topics addressed by the two French presidential candidates via "Facebook."

The study sample

The study was conducted on a deliberate sample of (400) individuals from the Egyptian public residing in rural and urban areas, which followed the topics related to the media coverage of the French presidential elections on "Facebook" pages; their ages ranged from (18: to 55) years. This segment represents an active sector in human society due to its connection to the place of study of researchers. In addition to the fact that the Egyptian public represents different age levels and diverse educational groups, males and females like to learn about topics related to media coverage of the national elections.

The French facilitator via "Facebook" provides the researchers with a sample that correctly represents the original community of youth within the community. When selecting the sample, it was taken into account that it should be representative of both males and females, and the following is a description of the sample according to demographic variables:

Table (1) Description of the study sample according to demographic variables (n = 400)

Demographic variables		F	%
Gender	Male	260	65%
	Female	140	35%
Age	18 - 30	175	43.75%
	35 more than	56.25%	56.25%
Work level	work	265	66.25%
	Does not work	135	33.75%
Education level	Collage graduates	204	51%
	Postgraduate	131	32.75%
	High school	65	16.25%
Geographical distribution	Rural areas	185	46.25%
	Urban areas	215	53.75%
Total		400	100 %

The data in the previous table indicates the following:

- A. Gender:** Males came first with a percentage of (65%). In comparison, females came in the forefront with (35%), and superiority may indicate that they are more daring towards following topics related to the French presidential elections through "Facebook," as it is an essential source of knowledge Updates on the programs of both candidates and the most critical issues addressed.
- B. Age:** the results showed that the age group (35: and over) came with a high rate of (56.25%), followed by the age group (18: 30) with a percentage of (43.75%) This is explained by the fact that the older the age, the higher the follow-up rate for topics related to the French presidential elections.
- C. Work level:** (66.25%) of the respondents confirmed that they work, followed by those who do not work at a rate of (33.75%).
- D. Educational level:** The results of the study revealed that the sample members with a university qualification came first with a rate of (51%), followed by those with a postgraduate qualification (32.75%), and finally, those with an average qualification (16.25%), and this indicates that Those with a university degree from Egyptian citizens are the most popular group for following up on the topics addressed by the

two candidates in the French presidential elections, and they are of a higher density than those with a post-university and intermediate qualification.

E. Geographical distribution: The study's results revealed that the urban sample came in the forefront with a rate of (53.75%), followed by those living in the countryside with a rate of (46.25%). The researchers attribute this to urban areas having a higher population density than the countryside.

Study community:

The human community is represented in the Egyptian public following the topics related to the media coverage of the French presidential elections on Facebook.

The limits of the study:

- **Human limits:** represented by a sample of the Egyptian public following the French presidential elections on Facebook pages, ranging in age from 18: 35, 35, and over.
- **Spatial boundaries:** are limited to the institutions' pages related to the French presidential elections via "Facebook." These pages are represented in the page of the presidential candidate "Emmanuel Macron," the presidential candidate "Marine Le Pen," the National Assembly and the Senate, the French National Assembly, journalists and writers, and the channel page "France 24 Arabic". These pages were chosen due to their relevance to the subject of the researchers' study.
- **Objective limits:** are limited to the topics addressed by the two candidates in the French presidential elections. These topics are "international politics, retirement age, secularism, the axis of security, purchasing power, immigration, the health sector, the education sector, and climate precaution."
- **Time limits:** It is the period during which the researchers conducted the field study on a sample of the Egyptian public following the topics related to the French presidential elections on the "Facebook" pages, from 10/4/2022 to 24/4/2022.

Study tool:

A questionnaire newspaper was applied to a deliberate sample of (400) individuals of the Egyptian public residing in rural and urban areas, which followed up on topics related to the French presidential elections through Facebook pages.

Study type and method:

This study belongs to the descriptive analyses, which depend mainly on the sample survey method, as it is the best way to obtain quantitative and qualitative data for all paragraphs of the questionnaire. This study belongs to the descriptive analyses, which depend mainly on the sample survey method, as it is the best way to obtain quantitative and qualitative data for all questionnaire items.

The sample survey method includes collecting respondents' data as essential to know the public's attitudes towards following up on topics related to the French presidential elections via "Facebook." The respondents' qualitative responses depend on the interpretation of digital results. The researchers in this study began to monitor and extract results from the data reached. We followed this approach because it responds to the study's goal of knowing the public's attitudes towards following up on the latest developments about the French presidential elections by measuring the responses of the respondents' interaction with the topics related to them.

Study Concepts:

- **Media coverage:** the media's ability to transmit news related to current events and broadcast them from the event's site in text, audio, and video.
- **Presidential elections:** It is an official process based on the public's selection of a specific person to assume an official position, and it is carried out through voting.
- **"Facebook":** a social network used by individuals and various institutions to exchange news and information, cover current events, and communicate and interact with them.

Study Variables:

- **The independent variable:** the French presidential elections on "Facebook" pages.
- **Dependent variable:** audience attitudes.

Cognitive framework:

Media coverage of the French presidential elections on Facebook:

It is the role played by the media in covering various events, as it provides the public with information and news about the events that interest them (Iman Muhammad, 2021, 954).

The social networking site "Facebook" is also an influential media outlet covering current events, especially in presenting topics related to media coverage of the French presidential elections, as well as introducing the programs of both candidates and the essential issues covered.

And "Facebook" is a social networking site that aims to communicate between individuals and societies through certain symbols or writings from different parts of the world that are not bounded by geographic borders or specific races. It is a site where an individual can present his ideas and put pictures, videos, and comments among people ⁽⁹⁾, Interaction represents additional roles that the audience can play independently ⁽¹⁰⁾.

⁹ Ansa Shaker (2022). The Algerian News Agency, in light of the new media "Facebook and YouTube" as a model, research published in the Journal of Media Studies: The Arab Democratic Center: Germany: Berlin, Volume V, Issue Nineteen, May 2022D,P,30..

¹⁰ Theunissen, Petra (2018). Philosophy and Ethics of Engagement, in Johnston, Kim A. and Taylor, Maureen (Editors). The Handbook of Communication Engagement. Wiley-Blackwell,P49.

Elections are the most prominent rights of human expression, and they are the choice of the individual whose name is registered in the election database for one of the candidates during a specified period, to represent him before the government, and to authorize him to speak on his tongue ⁽¹¹⁾.

There are many topics related to the media coverage of the French presidential elections, which both candidates addressed on their Facebook pages, including:⁽¹²⁾.

- (1) **International Politics:** Macron announced in the dialogue with Russia to put an end to the war in Ukraine, with the continued imposition of sanctions on it, accusing Le Pen of being dependent on Moscow and Putin, given that it obtained a 9 million euro loan from a Russian bank in 2014. It supports a "free Ukraine" independent of the United States, the European Union, and Russia.
- (2) **Retirement age:** Macron promised to continue improving pensions and to set a minimum for them of at least 1,100 euros, adding, "I don't want to increase taxes, I don't want to increase our debts, the only solution is to work longer." For her part, Le Pen proposed a gradual retirement age increase. Retire to reach 62, considering retirement at 65 is an "unbearable injustice."
- (3) **Secularism:** "Le Pen" sees the issue of "Islamic terrorism" as the most important, calling for ratifying laws against Islamic ideology and banning the wearing of headscarves in public places. With this decision, France, the country of lights, will be the first country in the world to ban religious symbols on the streets.
- (4) **Security Axis:** Le Pen believes that the situation in the country is terrible and calls for solving the problem of "chaotic immigration" that causes the situation to deteriorate by taking more firmness in the field of justice and increasing the armament of the police. For his part, Macron affirmed that he fulfilled his promise to employ ten Thousands of security personnel and grow the judiciary's budget by thirty percent, speaking of the file of cyber-attacks to which specialized investigators will be assigned.
- (5) **Purchasing power:** "Le Pen" says that it wants to reduce the value-added tax on energy from 20 to 5 percent and also promised to exempt those under 30 years of age from taxes, while "Macron" considers that "the best way to improve purchasing power is to combat unemployment." Noting that the unemployment rate fell to 7.4 percent.

¹¹ Sally Maher Nassar (2021). Media treatment of the Egyptian Senate elections 2020 in the talk shows, research published in the Journal of Media Research, Al-Azhar University, Faculty of Information, Volume 5, Number 56, January 2021DA,P7812.

¹² France 24 (2022). French presidential elections: highlights of the televised debate between Macron and Le Pen, available at the following link: <https://www.france24.com/ar>

- (6) **Immigration:** Le Pen proposes holding a referendum on this issue with the approval of "the expulsion of foreign criminals and delinquents, the abandonment of the right to land, an end to the settlement of the situation of illegal immigrants, and the reform of the Schengen system." For his part, Macron said that the protection of people fleeing from their country because of a danger to their lives, stressing France's need for regular economic immigration. Regarding illegal immigration, Macron wants to reform the Schengen system because France "is not an access point for networks that exploit people's pain."
- (7) **The health sector:** Macron promised to hire fifty thousand nurses and health care workers, and "Le Pen" responded to the attack on Macron over the decision to expel 15,000 workers in the health sector because they refused to receive the Coronavirus vaccine.
- (8) **The education sector:** "Macron" promises a minimum wage of 2,000 euros for each new teacher, "And Le Pen" promises to review teachers' salaries and "restore order" to classes, stressing the need for "firmness" against troubled students.
- (9) **Climate precaution:** "Le Pen" accuses Macron of inconsistency in his handling of the energy file, as he began his mandate by wanting to close nuclear reactors and now wants to build new reactors, and Macron promises to appoint a prime minister to develop a plan to combat climate precaution, and Le Pen accuses him of "climate hypocrisy."

Interact with topics related to the media coverage of the French presidential elections on Facebook:

It is an appropriate measure to determine the effectiveness of the topics published by organizations via the Internet and social networking sites ⁽¹³⁾. The interaction is based on multi-directional communication between the sender and the receiver based on the mutual reactions between them about the contents that interest the recipient, whether like, comment, or Share ⁽¹⁴⁾.

Especially the interaction of topics related to the media coverage of the French presidential elections on Facebook pages.

Electoral participation is based on the public's choice of their representatives at the national level through free elections, of which voting is the most critical pillar ⁽¹⁵⁾.

¹³ Smith, Ronald D. (2021) Strategic Planning for Public Relations. (6th Edition). Routledge, P 255.

¹⁴ Mahmoud Mohamed Ahmed (2021). Forms of interaction with the issue of the low price of the pound among users of video journalism programs on social networks, research published in the Journal of Research in the Fields of Specific Education, Volume 7, Issue 36, September 2021DA, P954.

¹⁵ Bushra Dawood Al -Sanjari (2019). The role of social networking sites in activating the electoral participation of Iraqi youth, a discussion published in the Egyptian Journal of Media Research, Cairo University, Faculty of Information, No. 66, January 2019DA, P715.

The interaction depends on the availability of interaction mechanisms on the site and the rate of exchange, dialogue, and participation between the sender and the receiver about the media content presented to the public (¹⁶).

Forms of interaction with topics related to the media coverage of the French presidential elections on Facebook:

There were many forms of interaction with topics related to the media coverage of the French presidential elections, admiration, and participation, including:

- (1) **LIKES records:** It means to show likes for content on the site and is available between friends, groups, and channels it joins (¹⁷).
- (2) **Comment interaction:** It means that the user shows his comment to the content that interests him, whether it is published on the page of an organization, the pages of friends, or a shared group among them. It is a feature that depends on the interactive participation of the audience (¹⁸).
- (3) **Shares:** It means the user shares news content with others from one site to another via his e-mail (¹⁹).

Honesty and reliability procedures for the questionnaire sheet:

The questionnaire was applied to a sample of Egyptian citizens who followed topics related to the media coverage of the French presidential elections via "Facebook," and the apparent truthfulness of the newspaper was verified by presenting it to a group of media arbitrators. The form was modified according to their observations, where the questionnaire was applied during the year 2022DA, from 10/4/2022 to 24/4/2022DA, to calculate the stability of the questionnaire results. The researcher relied on the re-test method; after collecting the data, the researcher conducted a study on (5%) of the total individuals in the field study (20) respondents using the "Cranach's Alpha coefficient." It indicates the presence of a high consistency ratio between the respondents. The following table shows calculating the value of the reliability coefficient for the questionnaire sheet:

¹⁶ Interaktiv medien- Wörterbuch Deutsch: Wörterbuch, Übersetzer. (2015). Available at: <http://worterbuchdeutsch.com/de/interaktiv>

¹⁷ Khaled Mahdi Hamed Al Shaer (2018). Treatment in YouTube channels and the extent to which the Egyptian public is aware of it, an unpublished master's thesis, Al-Azhar University, Faculty of Mass Communication, Radio and Television Department, P59.

¹⁸ Eman Mohamed Ahmed (2020). The role of the communicator in achieving the goals of school radio through social networking sites, published research in Education and Child Culture, Minya University, Faculty of Early Childhood Education, No. 2, Volume 15, January 2020DA, P285.

¹⁹ Kalsnes, B., Larsson, A. O., & Enli, G. S. (2017). The social media logic of political interaction: Exploring citizens' and politicians' relationship on Facebook and Twitter. *First Monday*, 22(2). <https://doi.org>

Table (2) Cronbach's alpha coefficient to measure the stability of the form (n = 400)

Domain	Cronbach's alpha coefficient
Cronbach's alpha coefficient for all paragraphs of the questionnaire	0.90

The data in the previous table indicates the following:

- The value of Cronbach's alpha coefficient came at a high rate of (0.90), which means that the reliability coefficient is high and indicates that there is no significant difference in the respondents' responses and that the questionnaire sheet is valid for application.

Statistical analysis:

- After completing the data collection of the field study, the data was encoded and entered into the computer, then processed and analyzed. Statistical results were extracted using the statistical package for the social sciences program known as "SPSS" by resorting to the following transactions, tests, and statistical treatments, which are (Ratios and frequencies): The simple statistic of the questionnaire questions. The Pearson correlation coefficient was used to measure the intensity and direction of the relationship between respondents' follow-up to the media coverage of the French presidential elections via the social networking site "Facebook" and their attitudes towards it, as well as finding the relationship between the public's exposure to the topics addressed by the two French presidential candidates through the website. The social network "Facebook," the turnout rate, and the use of the T-test to find the differences between the forms of male and female interaction with the media coverage of the French presidential elections that the two French presidential candidates addressed via "Facebook."

Results:

The field study sample was represented in the age group (18-30, 35, and over), as it included (400) individuals from the Egyptian public following the topics related to the media coverage of the French presidential elections via "Facebook." In addition to the results of testing the hypotheses' validity and linking them to the questions and objectives of the study, the results are presented below:

Table (3) Respondents' follow-up to topics related to the media coverage of the French (presidential elections via "Facebook" (n = 400)

N	Respondents' follow-up to topics related to the media coverage of the French presidential elections	F	%
1	I follow very much	180	45%
2	I highly follow	165	41.25%
3	I follow in unspecified times	55	13.75%
Total		400	100%

The data in the previous table indicates the following:

- (45%) of the respondents confirmed that they follow the topics related to the media coverage of the French presidential elections via "Facebook," followed by follow-up to a large extent to a large area (41.25%), and then at unspecified times (13.75%), **The results showed** that respondents' follow-up to the media coverage of the French elections on Facebook became imperative to obtain information related to the polls. To keep pace with the rapid technological developments in the media and communication environment, as well as to know the candidates' programs and the most critical issues that were addressed in different ways according to the public's needs.

(4) Respondents' follow-up to the pages based on media coverage of the French presidential elections (n = 200), (n = 200), (n = 400)

N	Pages based on media coverage of the French presidential election	Males		Females		Total	
		F	%	F	%	F	%
1	Presidential candidate Emmanuel Macron's page, Through Arab media	32	16%	28	14%	60	15%
2	Presidential candidate Marine Le Pen's page, Through Arab media	21	10.5%	18	9%	39	9.75%
3	National Assembly and Senate	45	22.5%	55	27.5%	100	25%

N	Pages based on media coverage of the French presidential election	Males		Females		Total	
		F	%	F	%	F	%
4	French Ministry of the Interior page	61	30.5%	71	35.5%	132	33%
5	Journalists and writers	6	3%	10	5%	16	4%
6	France 24 Arabic page	35	17.5%	18	9%	53	13.25%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (33%) of respondents confirmed that they follow the French Ministry of the Interior's page among the pages based on media coverage of the French presidential elections, followed by the French National Assembly and the Senate by (25%), Then the Presidential candidate Emmanuel Macron's page, Through Arab media (15%), followed by the "France 24" channel, "Arabic" (13.25%), then Presidential candidate Marine Le Pen's page, Through Arab media (9.75%), and finally journalists and writers (4%).
- **Regarding male follow-up of pages based on media coverage of the French presidential elections:** (30.5%) of the respondents confirmed that they follow the French Ministry of the Interior page among the pages based on media coverage of the French presidential elections, followed by the French National Assembly and the Senate with a percentage of (22.5%). Then the "France 24" channel's "Arabic" page (17.5%), followed by the presidential candidate "Emmanuel Macron" (16%), then the presidential candidate "Marine Le Pen" (10.5%), and finally journalists and writers (3%).
- **With regard to female follow-up of pages based on media coverage of the French presidential elections:** (35.5%) of the respondents confirmed that they follow the page of the French Ministry of the Interior among the pages based on media coverage of the French presidential elections, followed by the French National Assembly and the Senate with a percentage of (27.5%), Then the page of the

presidential candidate, "Emmanuel Macron" (14%), followed by the page of "France 24 Arabi" channel, the presidential candidate "Marine Le Pen" (9%), and finally journalists and writers (5%), and it is clear from the previous results: that The follow-up of the sample members to the pages based on coverage of the French presidential elections via "Facebook" has become an imperative to obtain relevant information and to benefit from the knowledge of the latest developments about the various forms of candidates' programs according to the public's need, as it becomes clear to us: There is an advantage in favor of males in terms of following the pages of a candidate Presidency Emmanuel Macron, presidential candidate Marine Le Pen, France 24 Arabi channel page This indicates that each of the sample members has a specific orientation towards the pages related to the media coverage of the French elections on Facebook, according to the voter's desire.

(5) Methods of persuasion for the French presidential candidates that the respondents follow through “Facebook” (n = 200), (n = 200), (n = 400)

N	Persuasion Methods	Males		Females		Total	
		F	%	F	%	F	%
1	Presentation of Evidence and Proofs	77	38.5%	71	35.5%	148	37%
2	Dependence on personal opinions	58	29%	63	31.5%	121	30.25%
3	Exchange of views	44	22%	36	18%	80	20%
4	Show impressive photos	21	10.5%	30	15%	51	12.75%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (33%) of the respondents confirmed that they continue to present evidence and proof among the methods of persuasion for the French presidential election candidates via Facebook, followed by reliance on personal views (30.25%) and then exchanging views (20%); finally, the compelling images were displayed (12.75%).

- **Regarding males' follow-up to the methods of persuasion of the French presidential candidates through Facebook pages:** (38.5%) of the respondents confirmed that they continue to present evidence and proof among the methods of persuasion of the French presidential candidates through Facebook, followed by reliance on personal views with a percentage of (29%), then exchanging views (22%). Finally, displaying influential photos (10.5%).
- **Regarding the female follow-up to the methods of persuasion of the French presidential candidates through Facebook pages:** (35.5%) of the respondents confirmed that they continue to present evidence and proof of the methods of persuasion of the French presidential candidates through "Facebook," followed by reliance on personal views with a percentage of (31.5%), then exchanging views (18%). Finally, displaying influential photos (15%). **It is clear from the previous results:** males were the most involved in following up on evidence and proof, and exchanging views was among the methods of persuasion for the two French presidential candidates. In his election campaign, Macron spoke about purchasing power, one of the main issues that occupy French voters, promising to achieve social justice, raise the minimum wage, and binding referendums, which Le Pen successfully focused her campaign on. While females focused on pursuing dependence. Ali's personal views, represented by "Macron and Le Pen," exchange barbs to prove that they can best support the purchasing power of the French electorate.

(6) Respondents' follow-up to the position of the French presidential candidates via "Facebook" (n = 200), (n = 200), (n = 400)

N	The respondents follow up with the candidate	Males		Females		Total	
		F	%	F	%	F	%
1	Support for Emmanuel Macron	84	42%	79	39.5%	163	40.75%
2	Opposition to Marine Le Pen	48	24%	62	31%	110	27.5%
3	Support for Marine Le Pen	37	18.5%	34	17%	71	17.75%
4	Opposition to "Emmanuel Macron"	31	15.5%	25	12.5%	56	14%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (40.75%) of the respondents confirmed that they support "Emmanuel Macron," followed by the opposition to "Marine Le Pen" (27.5%), then support for "Marine Le Pen" (17.75%), and finally the opposition to "Emmanuel Macron" with (14%).
- **Regarding the males' follow-up to the position of the two French presidential candidates via "Facebook" pages:** (42%) of the respondents confirmed that they support "Emmanuel Macron," followed by the opposition to "Marine Le Pen" with 24%, and then support for "Marine Le Pen." by (18.5%), and finally the opposition to "Emmanuel Macron" by (15.5%).
- **Regarding the female follow-up of the position of the French presidential candidates on Facebook pages:** (39.5%) of the respondents confirmed that they follow support for "Emmanuel Macron," followed by the opposition to "Marine Le Pen" with 31%, and then support for "Marine Le Pen." (17%), and finally, the opposition to "Emmanuel Macron" (12.5%). **It is clear from the previous results:** that the respondents' follow-up on the position of the two candidates is related to the nature of the essential issues they raise in their electoral programs to win the voter's support. We also note that there is male superiority in terms of follow-up the support for "Emmanuel Macron," which comes in light of the people voting for him. Similar to his promises to treat all French people equally and to prevent the extreme right from entering the Elysee Palace, this indicates the success of his election campaign for "Macron" through the media in attracting the voter and gaining their trust to vote for him. Also, there is a presence of female supremacy in the opposition's follow-up to "Marie Le Pen," who spoke of her anti-immigration and opposition to the European Union; by calling for the closure of France's partially open borders to Europe. This reflects the lack of influence of electoral propaganda through the media in attracting the majority of voters towards political participation to vote for "Marie Le Pen".

(7) Public follow-up of TV templates used in the media coverage of the French presidential elections via “Facebook” (n = 200), (n = 200), (n = 400)

N	TV Templates	Males		Females		Total	
		F	%	F	%	F	%
1	News Talk Shows	48	24%	51	25.5%	99	24.75%
2	Report	26	13%	20	10%	46	11.5%
3	Debates and discussions	39	19.5%	35	17.5%	74	18.5%
4	Direct speaking style	42	21%	55	27.5%	97	24.25%
5	Seminars and meetings with the public	39	19.5%	35	17.5%	74	18.5%
6	Cartoons	6	3%	4	2%	10	2.5%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (40.75%) of the respondents confirmed that they follow the news talk shows among the television programs used in the media coverage of the French presidential elections via "Facebook." Followed by the direct talk method with a percentage of (24.25%), and then debates, discussions, seminars, and meetings with the public with a rate of (18.5%), followed by reports (11.5%), and finally caricatures (2.5%).
- **Regarding males' follow-up to television templates used in the media coverage of the French presidential elections via "Facebook":** (24%) of the respondents confirmed that they follow news talk shows from among the television programs used in the media coverage of the French presidential elections via "Facebook. Followed by a direct speech by (21%), then debates and discussions, seminars and meetings with the public (19.5%), followed by reports (13%), and finally caricatures (3%).
- **Concerning female follow-up of television templates used in media coverage of the French presidential elections via "Facebook,":** (27.5%) of the respondents confirmed that they follow the direct speech method among the television used in media coverage of the French presidential elections via "Facebook." Followed by news talk shows (25.5%), then debates, discussions, seminars, and meetings with the public (17.5%), followed by reports (10%), and finally caricatures (2%), **It is clear from the previous results:** that males were

the most frequently involved in following the templates of debates and discussions, seminars and meetings with the public, the caricatures used in the media coverage of the French presidential elections, and this may indicate that they are attracted to pursuing democratic work based on the culture of dialogue between the candidate and the voter and the extent of his knowledge of the issues, concerning discussions and debates. They indicate the viewers' keenness to follow the arguments, evidence, and viewpoints presented by both candidates in their electoral programs that are offered in various ways and for females. The majority focus on following the templates of news talk shows, the direct talk style, which indicates that they focus on the candidate's personality and the way he speaks to his audience on the screen or studio according to the topics the voters are interested in. **As for females**, they mainly focused on following the templates of news talk shows and direct speech, which indicates that they focus on the candidate's personality and the way he speaks to his audience on the screen or studio according to the nature of the topics that interest the voters.

(8) Elements of Attracting Respondents Towards Media Coverage of the French Presidential Elections on "Facebook", (n = 200), (n = 200), (n = 400)

N	Attraction Elements	Males		Females		Total	
		F	%	F	%	F	%
1	The video clips include the electoral programs of the candidates	65	32.5%	50	25%	115	28.75%
2	Objective images	31	15.5%	45	22.5%	76	19%
3	Personal photos	10	5%	15	7.5%	25	6.25%
4	The presence of the permanent candidate on the page and his interaction in answering voters' inquiries	65	32.5%	50	25%	115	28.75%
5	Pro-campaign verbal slogans	29	14.5%	40	20%	69	17.25%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (28.75%) of the respondents confirmed that they are attracted to the videos that include the electoral programs of the French presidential candidates via "Facebook," the presence of the permanent candidate on the page, and his interaction by answering voters' inquiries, followed by the objective pictures (19%). Then the loyal verbal slogans For the campaign (17.25%) and personal photos (6.25%).
- **Regarding the male elements towards the media coverage of the French presidential elections via "Facebook":** (32.5%) of the respondents confirmed that they are attracted to watching videos that include electoral programs. The presence of the permanent candidate on the page and his interaction in response to voters' inquiries by the two French presidential candidates through "Facebook." This result is consistent with the findings of the study by John Enli (2017), where the interest in following the pages of the candidates came to the fore and also went to the forefront in the current study, followed by objective images (15.5%), and then logos vocal support for the campaign (14.5%), and finally personal photos (5%).
- **Regarding the elements of attracting females towards the media coverage of the French presidential elections via "Facebook":** (25%) of the respondents confirmed that they are attracted to the videos that include the electoral programs of the French presidential candidates via "Facebook." The presence of the permanent candidate on the page and his interaction by responding to voters' inquiries (25%), followed by objective images (22.5%), then pro-campaign verbal slogans (20%), and finally personal images (7.5%). The candidates' electoral programs include the permanent candidate's presence on the page and his interaction by responding to voters' inquiries. This may indicate that they are more daring to follow up. This is because the interactive pages related to the coverage of the French elections aim to open a way for there to be a new relationship between them and their audience by achieving interaction, dialogue, and broad public participation in the candidates' programs and the most critical issues of concern to the voter.

Table (9) The degree of respondents' Turnout on the topics addressed by the two French presidential candidates via "Facebook" (n = 400)

N	The degree of respondents' acceptance of the issues discussed by the candidates	F	%
1	Highly accept	222	55.5%
2	I accept moderately	98	24.5%
3	I accept weakly	80	20%
Total		400	100%

The data in the previous table indicates the following:

- (55.5%) of the respondents confirmed that they are willing to follow up on the topics addressed by the two French presidential candidates through the social networking site "Facebook," followed by a medium turnout at (24.5%) and then a weak turnout (20%). **Previous results:** that the vast majority of respondents follow the current events related to the French presidential elections to a large extent, and this may indicate that the pages provide a variety of information that attracts the electorate towards the issues of interest. This reflects the impact of electoral propaganda through the media in attracting voters towards political participation.

(10) Respondents' follow-up to the topics addressed by the two French presidential candidates via "Facebook" (n = 200), (n = 200), (n = 400)

N	Topics covered by the two French presidential candidates	Males		Females		Total	
		F	%	F	%	F	%
1	International Politics	30	15%	44	22%	74	18.5%
2	Retirement age	17	8.5%	15	7.5%	32	8%
3	Secularism	12	6%	10	5%	22	5.5%
4	Security Axis	38	19%	30	15%	68	17%
5	Purchasing Power	24	12%	11	5.5%	35	8.75%
6	Immigration	30	15%	44	22%	74	18.5%
7	Health sector	19	9.5%	15	7.5%	34	8.5%
8	Education sector	12	6%	17	8.5%	29	7.25%
9	Climate precaution	18	9%	14	7%	32	8%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (18.5%) of the respondents confirmed that they prefer the topics of international politics and immigration, which the two French presidential candidates addressed via "Facebook," followed by the security axis (17%), then purchasing power (8.75%), followed by the health sector by (8.5) percent). The retirement age, climate precaution (8%), the education sector came by (7.25%), and finally, secularism (5.5%).

- **Regarding the males' follow-up to the topics addressed by the two French presidential candidates via "Facebook":** (19%) of the respondents confirmed that they prefer the issues of the security axis that the two French presidential candidates dealt with via "Facebook." Followed by international politics, immigration (15%), and then purchasing power 12%, followed by the health sector (9.5%), climate precaution (9%), followed by retirement age (8.5%). Finally, secularism, the education sector by (6%).
- **Regarding the female follow-up to the topics addressed by the two French presidential candidates via Facebook:** (22%) of the respondents confirmed that they prefer the issues of international politics and immigration, which were addressed by the two French presidential candidates via Facebook, followed by the security axis (15%). Then the education sector by (8.5%), followed by the retirement age, the health sector by (7.5%), then climate precaution (7%), purchasing power came by (5.5%), and finally secularism by (5%), **and it is clear from the previous results:** That the respondents' follow-up on the topics addressed by the two French presidential candidates on the Facebook pages has become an imperative to obtain information related to the candidates' programs and the latest developments about them, which reflects the impact of electoral propaganda through the media in attracting sample members towards political participation through the keenness of those in charge of it to highlighting the importance of diversifying the methods of presenting the topics covered by the candidates so that the observer does not get bored, as it is clear to us that there is male superiority: in terms of following up on the topics of purchasing power, the axis of security, secularism, the health sector, and this may indicate that they are more aware and aware of the issues they follow and they are exposed to it extensively, and there is also a superiority for females: in terms of following up on topics of international politics, migration, the education sector, and this may indicate that they are more aware and aware of the issues they follow according to its trends, and this indicates that pages based on media coverage of the French elections It has played its role in determining the trends of public opinion. The topics mentioned above have dominated the candidates' programs to varying degrees, but they differed in visions and how to address them in their electoral programs.

(11) Forms of respondents' interaction with topics related to the media coverage of the French presidential elections via "Facebook" (n = 200), (n = 200), (n = 400)

N	Forms of interaction	Males		Females		Total	
		F	%	F	%	F	%
1	like	57	28.5%	65	32.5%	122	30.5%
2	Comment	80	40%	76	38%	156	39%
3	Share	63	31.5%	59	29.5%	122	30.5%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (39%) of the respondents affirmed that they prefer interacting by commenting on topics related to the media coverage of the French presidential elections via "Facebook," followed by admiration and participation by (30.5%).
- **In the interaction with like:** (32.5%) of the furniture confirmed that they prefer to interact with admiration with topics related to the media coverage of the French presidential elections via "Facebook," compared to (28.5%) for males. This result is consistent with the findings of Hadeer Ahmed's study (2021, 543), where the interaction with admiration for the media content came with interest and received attention in the current study. The use of the admiration tool may indicate the continuous update of the news presented on these sites. Social communication allows the audience to express their opinions about the content, positive or negative.
- **In interaction with a comment:** (40%) of males confirmed that they prefer to interact by commenting on topics related to the media coverage of the French presidential elections via Facebook, compared to (38%) for females, and this may indicate that they are more capable and aware of the topics they follow that they raise. Both candidates in their electoral programs, in addition to knowing the latest developments about it, interact by commenting to express their opinions. To form reactions with others about the most prominent issues of concern to the voter, and this result is consistent with the findings of Mahmoud Mohamed's study (Mahmoud Mohamed, 2020,95), where the interaction with the commentary of the media contents came to the fore, and it also came to the fore in the current study.

- **In the participatory share:** (31.5%) of the males confirmed that they prefer to interact with the participation with topics related to the media coverage of the French presidential elections via "Facebook," compared to (38%) for the males. Their electoral programs, and the diversity of their audience from one site to another, as it is the primary concern of the voters, and it is clear from the previous results: that the respondents find that the interaction and its tools with topics related to the electoral campaigns via "Facebook" is essential because it helps them express their views explicitly about the goals of these campaigns for the candidates In addition to knowing the candidates' programs and the most important topics covered, represented in "international politics, retirement age, secularism, security axis, purchasing power, migration, health sector, education sector, climate precaution," to meet the voter's need.

Table (12) Respondents' follow-up to sources of media coverage of topics (related to the French presidential elections via Facebook (n = 400))

N	The sources of respondents' access to information	F	%
1	Newspapers and news agencies on the Internet	80	20%
2	Reporters and delegates	73	18.25%
3	sources responsible for the candidates	65	16.25%
4	interviews with guests in the studio	49	12.25%
5	partisan and judicial sources	45	11.25%
6	Ministry of Interior	55	13.75%
7	French National Assembly and Senate	33	8.25%
Total		400	100%

The data in the previous table indicates the following:

- (20%) of respondents confirmed that they prefer to follow newspapers and news agencies on the Internet. This may indicate that they rely on them as they represent a source of information during the elections. Perhaps they are the most rapid means of transmitting current events because they have a worldwide network of correspondents. Followed by the reports of correspondents and delegates with a percentage of (18.25%), and this indicates that it is one of the most successful forms of presenting news accompanied by visual material, which has a significant impact on viewers as it covers current events from the sites of the event, which reflects the

confirmation of the credibility of the topics among the voters, and then the responsible sources about the two candidates (16.25%), and this may indicate that it is one of the most essential sources based on managing the electoral campaign and speaking on behalf of the candidate about all developments during the electoral process, followed by the Ministry of Interior with a percentage of (13.75%), and this indicates that it is the one in charge of taking security measures and measures the guarantee to secure the conduct of electoral and referendum operations in coordination with the Supreme Elections Committee, and the meetings with guests took place inside the studio at a rate of (12.25%), and this may indicate that it is an essential attraction for the to obtain news and information from its source and know their views directly, then partisan and judicial authorities by (11.25%), and this indicates that it is the main supporter of the electoral campaigns of both candidates, as it plays an essential role in attracting the most significant number of voters, and finally the French National Assembly and the Senate with a percentage (8.25%), **and this indicates that it** is an essential element that has a direct impact on the formulation of the country's policy through discussion and amendment of laws, and it is clear from the previous results: that the public's follow-up to the various sources based on media coverage of topics related to the French presidential elections through "Facebook" has become an absolute necessity to know the latest developments on issues of interest to the voter according to his needs.

(13) Respondents’ attitudes towards following up on the media coverage of the French presidential elections via “Facebook” (n = 200), (n = 200), (n = 400)

N	Trends of respondents	Males		Females		Total	
		F	%	F	%	F	%
1	Knowledge of presidential election news	43	21.5%	45	22.5%	88	22%
2	I care about the candidates' news and their electoral programs	49	24.5%	35	17.5%	84	21%
3	A Follow-up to the voting process in the presidential elections	32	16%	20	10%	52	13%
4	Communicate and interact with others about the topics covered by both candidates	32	16%	35	17.5%	67	16.75%
5	Obtaining information on the topics covered by both candidates	24	12%	45	22.5%	69	17.25%
6	Allows an unrestricted expression of opinion on what the candidates refer	20	%10	20	10%	40	10%
Total		200	100%	200	100%	400	100%

The data in the previous table indicates the following:

- (22%) of respondents confirmed that they prefer to know the news of the presidential elections, followed by interest in the news of the candidates and their electoral programs (21%), and then to obtain information related to the topics covered by both candidates (17.25%). Followed by communication and interaction With others on the issues addressed by both candidates (16.75%) and the follow-up to the voting process in the presidential elections came (13%). Finally, it allows the expression of opinion without restrictions regarding what the two candidates refer to (10%)
- **Regarding the tendency of males to follow the media coverage of the French presidential elections via "Facebook":** (24.5%) of the respondents confirmed that they prefer to be interested in the news of the candidates and their electoral programs, followed by knowing the news of the presidential elections by (21.5%). Then, following the process of voting in the presidential elections, communicating and interacting with others about the topics addressed by both candidates (16%), followed by obtaining information related to the issues discussed by both candidates (12%), and finally allowing the expression of opinion without restrictions regarding what the two candidates refer to by (10%).
- **Concerning the tendency of females to follow the media coverage of the French presidential elections via Facebook:** (22.5%) of the respondents confirmed that they prefer the trend towards knowing the news of the presidential elections, obtaining information related to the topics covered by both candidates. Followed by interest in the candidates' news and their electoral programs. Communicating and interacting with others about the issues covered by both candidates (17.5%), and finally following up on the voting process in the presidential elections, allowing expression of opinion without restrictions regarding what the candidates refer to (10%), **It is clear from the previous results:** the sample's interest. The study follows up the coverage to achieve direct and real-time knowledge and the latest developments about the election results. It is clear to us that there is male superiority: in terms of interest in following up on the news of the candidates and their electoral programs and the voting process in the presidential elections. This indicates that the pages based on the media coverage of the French elections have performed their role entrusted to the fullest in presenting the topics addressed by both candidates, which reflects the determination of the voter's attitude towards the candidate, whether negative or positive, and also the presence of female superiority: in terms of knowing the news of the presidential elections, communicate and interact with others about the topics covered by both candidates, Obtain information on the issues covered by both candidates, and this indicates that they are more aware and aware of the topics they

pursue which are the main attraction factor for the endorsement of the candidate that the voter wants.

Hypotheses test results:

The first hypothesis states a statistically significant correlation between the respondents' follow-up of the media coverage of the French presidential elections via "Facebook" and their attitudes towards it

Table (14) The relationship between respondents' follow-up to the media coverage of the French presidential elections via "Facebook" and their attitudes towards it. (N = 400)

Variables	Respondents' follow-up to the media coverage of the French presidential elections		
	The value of T	The significance level	The significance level
Their attitudes towards it	0.59**	0.01	0.05

* Significant at the level of (0.05)

** Significant at the level (0.01)

The data in the table above indicates the following:

- Using the "person" correlation coefficient, it was found that there was a statistically significant correlation between the respondents' follow-up to the media coverage of the French presidential elections via "Facebook" and their attitudes towards it. The value of the correlation coefficient was (0.59**), a function at the level (0.01). This is because the more significant the follow-up, the greater the tendency towards to follow up on the topics that interest them and that both candidates addressed in their electoral programs, such as purchasing power, wages, energy prices, immigration, reforming the health care system and education. This is reflected in the polarization of the voter towards participation in the electoral process and the formation of a trend to support or reject the candidate.

The second hypothesis states a statistically significant correlation between the public's exposure to the topics addressed by the two French presidential candidates through the social networking site "Facebook" and the Turnout.

Table (15) The relationship between the public's exposure to the topics addressed by the two French presidential candidates via "Facebook" and the Turnout for them. (N = 400)

Variables	the Turnout for them		
	The value of T	The significance level	The significance level
Public exposure to the topics covered by the two French presidential candidates	0.22**	0.01	0.05

* Significant at the level of (0.05)

** Significant at the level (0.01)

The data in the table above indicates the following:

- Using the "person" correlation coefficient, it was found that there was a statistically significant correlation between the public's exposure to the topics addressed by the two French presidential candidates through the social networking site "Facebook" and the Turnout for them. The value of the correlation coefficient was (0.22**), which is a function at the level of (0.01). **It can be explained:** by the fact that the more the audience is exposed to the topics addressed by two candidates, the greater the interest in following them.

The third hypothesis states that there is a statistically significant correlation between the respondents' follow-up to the television templates used in the media coverage of the French presidential elections via "Facebook" and their degree of benefit.

Table (16) The relationship between respondents' follow-up to television templates used in the media coverage of the French presidential elections via "Facebook," and the degree of benefit from them (n = 400)

Variables	the Turnout for them		
	The value of T	The significance level	The significance level
Public exposure to the topics covered by the two French presidential candidates	0.28**	0.01	0.05

* Significant at the level of (0.05)

** Significant at the level (0.01)

The data in the table above indicates the following

- Using the "person" correlation coefficient, it was found that there was a statistically significant correlation between the respondents' follow-up to the television templates used in the media coverage of the French presidential elections via "Facebook" and the degree of benefit from them. The value of the correlation coefficient was (0.22**), which is a function at the level of (0.01). This indicates that the more follow-up to the templates above, the greater the degree of benefit from them, to know the latest developments about the electoral campaigns of the French presidential candidates to form the voter's attitudes towards the candidate he wants, whether negative or positive.

The fourth hypothesis states that there are statistically significant differences between the public viewing of pages based on the media coverage of the French presidential elections via "Facebook" according to the geographic distribution variable.

Table (17) The significance of the statistical differences between the public viewing of the pages based on the media coverage of the French presidential elections via "Facebook" according to the geographic distribution variable. (n = 400)

The Scale	Sample members residing in urban areas		Sample members residing in rural areas		Value (T)	Significance Level	Significance Level
	Mean	Total ranks	Mean	Total ranks			
Audience views of pages based on media coverage of the French presidential elections	20.11	4.30	19.24	3.87	2.13*	0.01	0.05

* Significant at the level of (0.05)

** Significant at the level (0.01)

The data in the previous table indicates the following:

- Using the "T-Test," it was found that there were statistically significant differences between the audience's viewing of the pages based on the media coverage of the French presidential elections via "Facebook" according to the variable of geographical distribution and in the direction of residents in urban areas, and the value of (t) = (2.13**) it is significant at the level (of 0.05). This may indicate that they are more daring to follow the pages related to the electoral campaigns, know the election procedures, and obtain information related to the candidates' programs and

the most critical issues addressed by both. This aims to facilitate the process of communication and interactive participation between candidates and users.

The fifth hypothesis states that there are statistically significant differences between the forms of interaction of males and females with the topics addressed by the two French presidential candidates via "Facebook."

Table (18) The significance of the statistical differences between the forms of interaction of males and females with the media coverage of the French presidential elections, which the two French (presidential candidates addressed via "Facebook" (n = 400

The Scale	Males		Females		Value (T)	Significance Level	Significance Level
	Mean	Total ranks	Mean	Total ranks			
Audience views of pages based on media coverage of the French presidential elections	2.67	0.5	2.42	0.60	*610	0.01	0.05

* Significant at the level of (0.05)

** Significant at the level (0.01)

The data in the previous table indicates the following:

- Using the "T-Test," it was found that there were statistically significant differences between the forms of interaction of males and females with the topics addressed by the two French presidential candidates via "Facebook," and in the direction of males and the value of (T) = (610**) which is significant at the level of (0.01). This may indicate that they are more aware and aware of the issues of the electoral campaigns they follow, which need a kind of boldness and initiative. Therefore, they interact with them to express their opinions about what the candidates refer to, which is reflected in the polarization of the voter towards political participation and the formation of his direction towards His endorsement or rejection of the candidate.

Results

After conducting the field study, we reached a set of results, the most important of which are:

- The vast majority of respondents confirmed that they prefer to go towards knowing the news of the presidential elections, followed by interest in the news of the candidates and their electoral programs, and then obtain information related to the

topics covered by both candidates. Followed by communication and interaction with others about the issues addressed by both candidates, a practical follow-up came voting in the presidential elections and finally allowing an expression of opinion without restrictions on what the two candidates refer to.

- The results indicated a statistically significant correlation between the respondents' follow-up to the media coverage of the French presidential elections via "Facebook" and their attitudes towards it. This may indicate that the higher the follow-up, the greater the tendency to follow up on topics of interest to them that both candidates addressed in their electoral programs, such as purchasing power, wages, energy prices, immigration, health care, and education reform. This is reflected in the polarization of voters towards electoral participation in favor of or rejecting the candidate.
- The results revealed a statistically significant correlation between the public's exposure to the topics addressed by the two French presidential candidates via the social networking site "Facebook" and their Turnout. This can be explained by the fact that the greater the public's exposure to the topics addressed by two candidates, the more fantastic the Turnout to follow them.
- The results showed statistically significant differences between the forms of male and female interaction with the topics addressed by the French presidential candidates via "Facebook" and in the direction of males. They interact with it to express their opinions about what the candidates refer to. This is reflected in the voter's polarization towards political participation and the formation of his attitude towards his support for or rejection of the candidate.

Conclusion

Through the study, the researchers tried to determine the extent to which the respondents followed the media coverage of the French presidential elections through the social networking "Facebook" and their attitudes towards it. In addition, there is a relationship between the public's exposure to the topics addressed by the French presidential candidates through the social networking "Facebook" and the rate of demand for it. The differences between the two forms of male and female interaction with the media coverage of the French presidential elections were also revealed, which were addressed by the two French presidential candidates via "Facebook" because the interactive media had a significant impact on shaping the public's attitudes towards the French presidential candidates in their electoral programs. It reflects the ability of the media to attract voters towards political participation and support for the candidate he wants to reach innovative theories and

perceptions within the framework of the relationship between the public and the new media. The study compared a set of recommendations, the most important of which are:

- Emphasize the need for social media to pay attention to news coverage of the electoral process and the polling process, to provide the following public with relevant information, and to adopt a media strategy to educate the public about political participation to attract the most significant number of viewers to achieve broad public involvement in the elections and also, discussing the most critical issues addressed by the candidates and following up on their news. This reflects the diverse nature of the media coverage of these sites.

Research proposals:

In light of the study, the researchers present a set of proposals, namely:

- Employing social networking sites to raise awareness of political participation.
- The Egyptian public's interaction with the electoral campaigns through "Facebook."

References

- Ansa Shaker (2022). The Algerian News Agency, in light of the new media "Facebook and YouTube" as a model, research published in the Journal of Media Studies: The Arab Democratic Center: Germany: Berlin, Volume V, Issue Nineteen, May 2022D,P,30..
- Adeola Abdulateef Elega, Felix Adedamola Oloyede, Bahire Efe Özad (2021) "Looking from the Outside in": A Study on the International Media Coverage and Framing of Nigeria's 2019 General Election, African Journalism Studies, 42:1, 91-107, DOI: [10.1080/23743670.2021.1887909](https://doi.org/10.1080/23743670.2021.1887909)
- Aloysius-Michaels Okolie, Chukwumeka Enyiazu , Kelechi Elijah Nnamani AND Others (2021). Campaign propaganda, electoral outcome and the dynamics of governance in the post-2015 presidential election in Nigeria, Cogent Social Sciences, Department of Political Science, University of Nigeria, Nsukka, Enugu State, Available at the following link: <https://doi.org>
- Aliza Rosen (2020). "Tweeting Made Easier", Available at the following link <https://blog.twitter.com>
- Arturo Haro de Rosario, Alejandro saez martin, maria del garmen gab Pérez (2018). Using social media to enhance citizen engagement with local government: Twitter or Facebook?, new media, the society journal, Vol 20, issue I.
- Bushra Dawood Al -Sanjari (2019). The role of social networking sites in activating the electoral participation of Iraqi youth, a discussion published in the Egyptian

- Journal of Media Research, Cairo University, Faculty of Information, No. 66, January 2019DA,P715.
- Eman Mohamed Ahmed (2020). The role of the communicator in achieving the goals of school radio through social networking sites, published research in Education and Child Culture, Minya University, Faculty of Early Childhood Education, No. 2, Volume 15, January 2020DA, P285.
 - Eman Mohamed Ahmed Hassan (2021). Media coverage of the American elections in news channels on social media, research published in the Scientific Journal of the Faculty of Specific Education, Egypt: Menoufia University: Faculty of Specific Education, Volume 8, Issue 28, November 2021DA.
 - Eman Mohamed Ahmed Hassan (2021). Media Coverage of the US elections in the news channels On social net media sites, Research published in the Journal of Afro-Asian Studies, Number9, Germany: Berlin: The Arab Democratic Center, May 2020.
 - France 24 (2022). French presidential elections: highlights of the televised debate between Macron and Le Pen, available at the following link: <https://www.france24.com/ar>
 - Gavra, D., Slutskiy, P. (2021). Trump, Mueller Investigation, and Alleged Russian Election Meddling: Russian Media Coverage in 2017-2019. *American Behavioral Scientist*, 65(3), 482–511. <https://doi.org/10.1177/0002764220978455>
 - Gunn Enli (2017). Twitter as an arena for the authentic outsider: exploring the social media campaigns of Trump and Clinton in the 2016 US presidential election- *European Journal of Communication* 2017, Vol. 32(1) 50 –61© The Author(s) 2017 Reprints and permissions: sagepub.co.uk/journals Permissions .nav DOI: 10.1177/0267323116682802 journals.sagepub.com
 - Hanan Matouk Ahmed bin Ahmed (2021). The role of social networking sites in educating Libyan women about political participation, research published in the Journal of Media and Arts, Libyan Academy of Higher Studies: Volume 2, Number 6, September 2021DA.
 - Hadeer Ahmed Mohamed Taha (2021). The role of Facebook in providing Egyptian youth with news about the Israeli-Palestinian clashes, research published in the Arab Journal for Media and Communication Research, No. 35, December 2021.
 - Hebat Allah Salih Al-Sayed (2002). Exposure to social networking sites and its relationship to political alienation and its reflection on the political participation of Egyptian youth, research published in the Journal of Media Research, Al-Azhar University, Faculty of Information, Volume 7, Issue 54, July 2020 DA.

- Ibrahim Salem Muhammad Eshteivi (2021). University youth's dependence on Libyan electronic newspapers in shaping their attitudes towards participating in the electoral process, research published in the Journal of Media and Arts, Libyan Academy of Graduate Studies: Volume 2, Number 6, September 2021DA.
- Interaktiv medien- Wörterbuch Deutsch: Wörterbuch, Übersetzer. (2015). Available at: <http://worterbuchdeutsch.com/de/interaktiv>
- Kalsnes, B., Larsson, A. O., & Enli, G. S. (2017). The social media logic of political interaction: Exploring citizens' and politicians' relationship on Facebook and Twitter. *First Monday*, 22(2). <https://doi.org>
- Khaled Mahdi Hamed Al Shaer (2018). Treatment in YouTube channels and the extent to which the Egyptian public is aware of it, an unpublished master's thesis, Al-Azhar University, Faculty of Mass Communication, Radio and Television Department, P59.
- Mahmoud Mohamed Ahmed (2021). Forms of interaction with the issue of the low price of the pound among users of video journalism programs on social networks, research published in the Journal of Research in the Fields of Specific Education, Volume 7, Issue 36, September 2021DA, P954.
- Mahmoud Mohamed Ahmed (2020). University youth interaction with the videos of the Lebanese movement on Facebook, Research published in the Journal of Afro-Asian Studies, Number 4, Germany: Berlin: The Arab Democratic Center, January 2020.
- Mahmoud Mohamed Ahmed (2017). Interactive communication among users of news channel pages in social networking sites and their gratifications, unpublished master's thesis, Minia University: Faculty of Specific Education, Department of Educational Media, pp. 57-58.
- Sabelle Granger-Frye (2021). Social Media and Political Participation. Ph.D. Thesis. Department of Political Science, University of Colorado Boulder.
- Sally Maher Nassar (2021). Media treatment of the Egyptian Senate elections 2020 in the talk shows, research published in the Journal of Media Research, Al-Azhar University, Faculty of Information, Volume 5, Number 56, January 2021DA, P7812.
- Sarah Saeed Abdel-Gawad (2002). Electoral alienation and its relationship to electoral propaganda and its reflection on political participation, research published in the Scientific Journal of Public Relations and Advertising Research, Cairo University, Faculty of Mass Communication, No. 23, January 2022DA.
- Smith, Ronald D. (2021) Strategic Planning for Public Relations. (6th Edition). Routledge, P 255.

- Theunissen, Petra (2018). Philosophy and Ethics of Engagement, in Johnston, Kim A. and Taylor, Maureen (Editors). *The Handbook of Communication Engagement*. Wiley-Blackwell, P49.



The Impact of Fiscal Discipline Rules on Economic Growth in Selected Countries

Dr: Farhan Mohammed Hasan. Department of Economics, Faculty of Administration and Economics, University of Kufa, Iraq. Farhanm.aldbhawy@uokufa.edu.iq

Abstract : *The aim of our study was to show what the rules of fiscal discipline are, and the extent to which they can be employed to achieve fiscal discipline in renter countries that are exposed to double shocks and that this problem lies in the fact that renter economies, including Iraq, are exposed to external shocks easily; because of the presence of a single commodity on the export side, with the multiplicity of imported goods that drain large funds to fill the shortage of domestic production and to surround the problem of the study, the study adopted the borders of the United Arab Emirates, Saudi Arabia and Iraq for the period 2005-2021 using The methodology of analyzing the data available in the sample countries, where the study showed that there is a noticeable development in the United Arab Emirates in controlling financial discipline and increasing the contribution of non-oil revenues to public revenues, and Saudi Arabia comes after the UAE in this aspect, but Iraq's reluctance to control financial discipline due to the mismanagement of public money, not to mention its exposure to political conditions and the war of Daesh and through the data available to us We find that these countries UAE, Iraq and Saudi Arabia maintained by 30.46, 39.95 and 33.78 respectively from the ratio of public revenues to output and maintained the UAE, Iraq and Saudi Arabia 29.36, 37.19 and 29.95 respectively from the ratio of public expenditures to output and these countries maintained respectively 1.03, 2.44 and 3.82 the ratio of surplus budget to output and 6.05, 6.60 and 3.02 of the ratio of current account surplus to output achieving acceptable rates of GDP growth Except for the years of fluctuation in oil prices following the decline in global oil prices caused by economic cycles and the Coronavirus crisis.*

Keywords: *Fiscal discipline, Economic growth, financial discipline, United Arab Emirates, Saudi Arabia, Iraq, public money, global oil prices, Coronavirus crisis.*

Introduction

Fiscal discipline includes a set of rules through which it is possible to create a stable and sustainable financial environment in order to avoid countries from fiscal deficits, which causes the economy to bear large costs that exceed the economy's ability to produce financial resources that meet the need of future budgets and thus expose it to a deterioration in its economic indicators such as economic growth, inflation, unemployment ... This is why the phenomenon of fiscal discipline has received wide attention in many countries, in order to manage the resources of the state in a way that contributes to the achievement of the desired economic and development goals, and perhaps the simplified definition of fiscal discipline is the ability to manage financial expenditures and revenues accurately and in a way that responds to the financial targets set, including the indicators of the public budget announced and within the medium- and long-term economic plans.

The concept of fiscal discipline as the ability of the government to maintain the smooth implementation of financial operations and ensure long-term financial safety and prosperity is a multiple perspective for maintaining the financial situation during the occurrence of shocks, by being a measure of the ability of fiscal policy to curb overspending, and thus the fiscal deficit and the multiplicity of economic shocks in their various aspects lead to the process of depletion of economic resources available to countries, especially those with rentier economies, which are the economies that are the most exposed. To shocks and crises in all political, economic and social aspects, and may sometimes lead to the generation of large fiscal deficits or the sharpening of public debt and great concerns about the process of obtaining oil revenues, which requires moving towards rationalization and control of spending through the adoption of transparent fiscal policies credible and viable.

Methodology

Goals

The research aims to show what the rules of fiscal discipline are, and the extent to which they can be used to achieve fiscal discipline in rentier countries that are exposed to double shocks, and the research may summarize that the application of financial rules would address the double shock, as well as address the challenges facing fiscal policy in Iraq.

problem

It is reported that the rentier economies, including Iraq, are exposed to external shocks easily; due to the presence of a single commodity on the export side, with the multiplicity of imported goods that drain large funds to fill the shortfall and to surround the problem of the study, the study adopted the borders of the countries of the United Arab Emirates, Saudi

Arabia and Iraq for the period 2005-2021 using the methodology of analyzing the data available in the sample countries through four main sections, the first section included the rule of public spending of the output, while the second section took the revenue base for the output and the third section came To show the rule of surplus (deficit) in the budget for output and then the fourth and last rule that was manifested in the statement of the rule of deficit or surplus in the current account of output

Rule I: The rule of public expenditure of output

The rule of public spending indicates that the cauterization or current spending does not exceed the amounts prescribed for it according to the budget and the percentages specified for it of output, and its estimate must be in the light of the available possibilities of public finances and not according to the needs required by the economic units when estimating the budget, and its growth rate must be characterized by regularity through the calculation of (the average inclination of it) to the output and all according to a period of time (6-3) years (Ali, 2018) IMF also called for the adoption of a scenario inspired by Friedman's hypothesis of permanent income, which makes public spending regular and described as a general trend line that mediates the volatility of potential revenue resulting from price changes, especially for rentier resources, and also called for the establishment of funds to deposit in the face of excess revenues and in years when returns rise in order to use them in years when returns are low. (Sharon,2010).

Some countries have also enacted legislation for the revenue cap that enters the budget at 70% and the rest is deposited in a fund and from the preview of Table 1 we note We note the upward trend of public spending for the years 2005-2008, after it was an absolute value of \$ 17701 million, it increased to \$ 45749 million in 2008 and to become 45.7% of GDP, and this is caused by the expansion of the government and administrative apparatus due to the glut of appointments and the development of new institutions, as noted from the follow-up of the general budget for the same period, the percentage of current spending in total expenditure increased and amounted to more than 70% of public spending in 2008 against the small percentage of investment spending and thus the lack of investment and development opportunities It also became clear to us that the government administration cannot reduce current spending and is not flexible enough in this due to its inability to evade fixed costs on the budget and the sensitivity of the components of current spending.

After 2010, the upward trend of public expenditures and current spending continued due to government expansion and government initiatives to develop education and open graduate studies abroad, in addition to initiatives characterized by their limited revival of industry, agriculture and electricity, not to mention the country's exposure to the terrorist organization

Al-Qaeda and mobilization through the expansion and increase of the security apparatus of the government, and the average tendency to spend represented high figures for the years 2010, 2011, 54.25% and 51.26% of GDP respectively, either in 2015, 2016, 2017 and because of the double shock on the The Iraqi economy has been reduced to the budget and public expenditures have decreased, representing an average slope of (36.46, 40, 26, 36.46) % of GDP, respectively.

In general, it was clear the upward growth of public and current spending, which dominates the budget and represents 75-80% in most years, as we note the irregular growth of public spending and its ratio to GDP, and there is no clear vision of fiscal policy in setting limits for public spending, as well as excessive expansion of current spending and thus the blurring of this base for financial discipline .

As for the UAE, despite the upward trend of public expenditures, it was characterized by a regular average tendency or percentage of GDP confined between 22-29% for the period 2005-2021, reaching for the years 2017-2021 respectively 29.3, 25.61, 25.41, 29.61, 29.63% of GDP, and this is evidence of the efficient management of fiscal policy of the limits of public expenditures and the possibility of monitoring and controlling them, and it was also noted that public expenditures decreased for 2009, as is the case with Iraq due to the financial crisis, as well as for the years 2015-2016 as well. But it maintained its percentages of GDP, and the conclusion is that public spending was an upward trend with the years of crises and the regularity of its ratio to GDP, and this is evidence of the existence of effective management of fiscal policy in the UAE.

As for Saudi Arabia, the trend of spending was also upward, after it was in absolute value in 2005, it amounted to more than \$ 29 billion and reached \$ 32.3 billion in 2008, then it decreased in 2009 and rose again for the years 2010-2014, so in 2012 it was \$ 25.9 billion, by 35.9% of GDP, and in 2014 a high percentage of GDP decreased by about 47%, while expenditures recorded a decrease for 2015 to \$ 25.3 billion, representing 34.4% of GDP, as we noticed a decrease in Public expenditures for 2020 due to the outbreak of the Corona pandemic and the disruption of the global economy. As usual, current spending represents a high relative importance in total spending, reaching 83.9% in 2019 and capital expenditure 16.1%, which is a weak percentage that does not indicate investment and development ((Arab Monetary Fund, 2019). In conclusion, we note the irregularity of the ratio of public spending to GDP, as it is in a state of rise and fall throughout the period, as it was noted that current spending dominates the total public expenditure and thus does not apply the rule of fiscal discipline.

Year	Saudi arabia	Iraq	Uae
2005	29.30	17.70	21.29
2006	29.79	24.54	21.21
2007	31.37	35.72	21.60
2008	32.31	45.74	22.50
2009	29.11	47.54	29.40
2010	42.21	54.25	31.99
2011	38.22	51.26	29.91
2012	35.92	42.79	26.39
2013	35.02	49.34	25.31
2014	46.92	52.24	22.59
2015	34.42	36.46	29.81
2016	28.02	40.26	31.11
2017	32.02	36.46	29.31
2018	36.62	32.46	25.61
2019	35.62	33.27	25.41
2020	41.02	40.86	29.61
2021	29.95	37.19	29.63

Table (1) Ratio of Public Expenditure to GDP in the Sample Countries for the Period 2005-2021

Source: Arab Monetary Fund - Unified Arab Economic Report - Statistical Appendices - Appendix 6/6 p. 359

Rule Two: General Revenue Base for Output

Revenues are of high importance to the financial policy, which concerns the financing of spending, and the structure of revenues consists of oil, tax and other revenues, and notes Table 2 data for the period 2005-2008 is evident its increasing trend due to the increase in rentier revenue, which constitutes its percentage (96-92) % of public revenue, as noted from the follow-up of the structure of public revenue low relative importance of tax revenue, which does not constitute more than 3-4% of public revenue and because of the cessation of the majority of Iraqi institutions and the lack of a tax system and the adoption of the Iraq reconstruction tax which is marred by a lot of criticism, the general revenue for 2009 decreased by more than 10% from the previous year and then began to increase for subsequent years due to the improvement of the oil market and the increase in the quantities exported from it after the entry into force of licensing rounds and then decreased for the years 2014-2016 due to the double crisis on the Iraqi economy.

Then it returned to rise after that for the following years and reached for the years (2017, 2018) respectively the value of (65501, 90161) million dollars and represented a good relative importance amounting to (42.79, 37.36) % of GDP, and tax revenues did not witness any improvement in their contribution to public revenue, and their percentage in 2019 amounted to 3.7% of revenue and rose to 7.5% in 2020 due to the decrease in the contribution of the rentier resource to 86.2% of the total public revenue, while its ratio to output is low and amounted to 1.6%, 2.5% for the years 2019, 2020, and the conclusion is also the irregularity of attributing revenue to GDP first and the failure to activate the tax revenue rate as well, in addition to a large waste of other revenues, which represent the share of the general budget of state property and institutions, and Iraq did not initiate the establishment of a fund in which part of the rentier revenue is placed in the years of financial abundance to be used in years of financial hardship and instead resort to internal borrowing, which reached about 70 trillion Iraqi dinars at the end of 2020 and to External borrowing, where the International Monetary Fund pointed to the public debt ratio, which reached 80% of GDP, and to indicate the state of financial instability.

As for the Emirates, public revenues are increasing most of the years of the period studied, except for the years of the global economic downturn for the years 2009, 2015, 2016, 2020, so revenues decreased due to the crises of the international economy and the impact of oil markets on them, and the striking thing is that oil revenues did not occupy high percentages of total public revenue, for example, for 2019 it reached 41.2% and for 2020 39.5%, and the ratio of rents to GDP for the two years above was 13.5%, 11.5%, which is a ratio A good indication of the state of revenue diversification, as the contribution of tax revenue reached

46.7% for the year 2019 and 52.5% for the year 2020, and represented a good relative importance to the GDP, reaching (15.8, 14.8) % of it. (Arab Monetary Fund,2021)

We also note that the percentage of public revenue ranged between 25-33% for the period 2005-2021, and this indicates that those in charge of fiscal policy set limits for that, which is a good indicator of financial discipline, and they also have a Sidi Investment Fund that owns more than 600 billion dollars and part of the oil revenues are placed in it in the years of abundance. Thus, we say that the financial policy of the UAE works with the revenue base to control public finances .

As for Saudi Arabia, the upward trend of public revenue is very clear for the period 2005-2008 and was at the level of \$ 150 billion in 2005 and exceeded to \$ 293 billion in 2008 and revenues occupied relative importance ranging from 47% to 61% for the above period, then decreased in 2009 and returned to rise until 2014 and with the indication of a decrease in its relative importance to GDP to 45% in 2014 and then decreased for the years 2015, 2016 Due to the economic recession and the decline in oil prices.

Qom rebounded until 2020, in which it fell to 208 billion dollars and represented a relative importance of 29.8% of GDP, and oil revenue did not occupy a high importance like Iraq, reaching 61.4% for 2019 and 52.8% for 2020, and occupied a relative importance of 20% of GDP for 2019 and 15% for 2020, and this also indicates diversification of sources of income, and this is evident from the tax contribution of 23.7% of General revenue and 29% for 2020 and occupied a relative importance of 7.4% of GDP for 2019 and 8.6% for 2020 Saudi Arabia also has a sovereign investment fund that contributes to bridging the gap of public revenue shortage in years of financial distress due to the variables of the global economy and the impact of global oil market prices, and the conclusion is that Saudi Arabia also works with the revenue index as a base for financial discipline.

Year	Saudi arabia	Iraq	Uae
2005	47.72	27.18	29.33
2006	51.02	34.95	33.19
2007	43.61	58.14	30.63
2008	61.62	61.86	29.89
2009	36.11	49.94	21.15
2010	43.41	54.25	25.37
2011	49.92	55.98	33.31
2012	37.53	55.81	27.61
2013	44.53	50.97	27.61
2014	45.32	46.09	26.91
2015	25.11	55.34	28.11
2016	21.51	29.44	29.81
2017	26.01	37.36	28.41
2018	30.72	42.79	31.51
2019	31.22	42.09	30.91
2020	29.82	33.95	29.51
2021	33.78	39.59	30.64

Table(2)Ratio of Public Revenues to GDP in the Sample Countries for the Period 2005-2021

Source: Arab Monetary Fund - Unified Arab Economic Report - Statistical Appendices - Appendix 6/4 p. 355

Rule Three: The Budget Surplus (Deficit) Rule

This rule provides for reducing the deficit to the lowest level by rationalizing public spending and raising its efficiency and setting a standard indicator (3%) of GDP according to the Maastricht Agreement for the European Union countries, which set the minimum and permissible limit for member states, and the goal of this is to regulate the deficit to ensure sustainability, and the motive for this is that reducing the deficit cancels the indication of spending or reducing the tax rate on aggregate demand items, from the data of Table (3) it is

clear that the financial budget of Iraq has achieved For the period (2005-2008) and was at the top in 2005 when it reached 26.3%, all of this is a result of the increase in oil revenue, as well as the inability of economic units to disburse and accommodate their allocations, especially investment ones, knowing that the follow-up of the planned budget for those years that it promised a deficit but ended with a surplus.

In 2009, it achieved a deficit of 2.4% of output, which is below the standard rates, after which the budget took a surplus for the subsequent three years until 2013, as it achieved an acceptable deficit of 2.3%, due to the increase in investment expenditures in that year by 21% from 2012 () In 2014, in which the budget was not approved, it achieved a surplus of 22.74%, due to the failure to approve the budget and its reliance on the mechanism of disbursement (1 to 12), as well as the occupation of some areas by ISIS. Iraq, which contributed to reducing spending in those areas, and after the oil market crisis in mid-2014 as well as 2015, in which a deficit occurred and worsened in 2016 to reach more than 10% and fade in 2017 and 2018. The deficit in 2018 amounted to 8.81% of GDP . Following the course of the budget is clear that the pace of spending is escalating due to the increasing oil resource, which lags behind the budget during the shock years, and therefore it is clear that its elements are mirrors of the international economic situation and not a mirror or a tool for change, and there are no accumulated surpluses used as a reserve to achieve stability and make it forced to borrow as is the case (2015-2016-2019). And make internal borrowing up to about (70) trillion Iraqi dinars, which is difficult to serve, and the conclusion is that Iraq recorded negative indicators for this base, especially for the years 2016, 2019, 2020. (Central Bank of Iraq, 2013)

As for the UAE, the years that happened to Iraq by achieving the deficit were repeated, which are 2009, 2010, and the deficit exceeded the standard standard of the base and amounted to (6-5.6) respectively, and the deficit was repeated for the years 2015, 2016, and amounted to (1.2-4.8) of output, then returned in 2017 and reached less than 1%, as well as in 2020, when it reached 0.13% of output.

And the thing that must it should be mentioned that the UAE did not resort to borrowing to address the lack of revenues, but it has accumulated surpluses from the Abu Dhabi Sovereign Fund from which it can withdraw from the son of crises, and the deficit rate in most years did not exceed the standard index and therefore there is no negativity to the financial base, which is embodied in exceeding the standard ratios at a high level . The same pattern is repeated in the Kingdom of Saudi Arabia for the year 2009, as it achieved a budget deficit of 6.2% of output due to the repercussions of the global financial crisis and the oil market, and this is repeated for the years (2016-2015) when the deficit exceeded the

standard index and amounted respectively (10.1, 4.5, 5.8) % of output, and in conclusion that the course of the budget and the deficit in it is linked to the conditions of the global economy and its developments, in any crisis that reflects negatively on the general budget indicators, and this indicator does not demonstrate the efficiency of fiscal policy and violates the rules of financial discipline.

Table (3) Deficit and Surplus in Budget as a Percentage of GDP (GDP) %

Year	Saudi arabia	Iraq	Uae
2005	18.42	26.29	8.05
2006	21.32	20.21	11.89
2007	12.32	22.41	9.03
2008	23.51	16.11	6.52
2009	(6.12)	2.42	(6.02)
2010	5.12	0.05	(5.61)
2011	13.07	17.52	3.41
2012	13.69	6.81	1.45
2013	7.95	(2.34)	2.39
2014	2.41	22.74	4.41
2015	(13.78)	(0.91)	(4.76)
2016	(12.92)	(10.81)	(1.34)
2017	(10.06)	0.91	(0.27)
2018	(5.94)	10.32	0.92
2019	(4.53)	(8.81)	0.02
2020	(11.27)	5.11	(0.13)
2021	3.82	2.44	1.03

Source: Arab Monetary Fund - Unified Arab Economic Report - Statistical Appendices - Appendix 6/4 p. 355

Rule Four: Current Account to GDP Base

Although many researchers ignore the importance of this rule, its importance comes from the nature of the countries under study, stability in the current account, although it is of great importance to all countries, but its importance is greater when a country depends mainly on its basic exports and thus on its financial resources from a rentier resource that is

one of the basic components of GDP (Hassan, 2013) and current account surpluses usually face a deficit in the current account of other countries, and thus their indebtedness increases toward the outside. According to Balance Mechanics by Wolfgang Stutzl this is described as an excess of expenditure on revenue. Growing imbalances in foreign trade have been critically discussed as a possible cause of the financial crisis since 2007. Differences between current accounts in the euro area are considered the root cause of the European debt crisis by many Keynesian economists, such as Yannis Varoufakis, Heiner Flasbeck Paul Krugman and Joseph Stiglitz (Joseph, 2015). Current account deficits are not always a problem. The "Beechford thesis" states that the current account deficit does not matter if it is privately driven because it is not a problem if it is caused by private sector agents who engage in mutually beneficial trade.

The current account deficit creates an obligation to repay foreign capital, and such capital consists of many individual transactions. The "Pitchford Thesis" asserts that since each of these transactions was individually considered financially sound when conducted, their aggregate effect (current account deficit) is also sound. In particular, it has been controversially suggested that the US current account deficit is driven by the desire of international investors to acquire US assets. (Bernanke, 2017) Through Table 4, we note that the countries concerned achieved a surplus in the current account throughout the study period, except for Iraq in 2009 and Saudi Arabia for the years 2015 and 2016, and although the surplus is positive, it does not represent the fragility of financial discipline in those countries, where we find that there is a significant decline in the years of study, as the surplus declined from 21.89 in 2006 in the UAE to 3.28 in 2015 and began to recover its increase for the years after 2015, unless not at the required level. What we see as necessary is to exceed 12%.

As for Iraq, we find that the ratio of surplus to output amounted to 25.05 in 2005, which is an acceptable figure, but the year 2009 witnessed a significant decline, as a deficit in the current account to GDP amounted to 1.12, and this was due to the impact of the mortgage crisis on the one hand and the exposure of the Iraqi economy to the outside world and its dependence on a single resource on the other hand, and it began to achieve positive rates, as it reached its maximum in 2018, as it was 16.27, and this comes due to the rise in oil prices and following Haider al-Abadi's government has an austerity policy in controlling expenditures. In the Kingdom of Saudi Arabia, we find that throughout the duration of the study, the current account witnessed a surplus relative to GDP, reaching its maximum in 2005, as it was 28.52, resulting from the rise in oil prices and the export capacity of the Kingdom, and it began to trajectory until it achieved a large deficit for the years 2015 and

2016 as a result of Saudi Arabia's financing of the Yemen war and the decline in oil prices, and then began to recover, but it did not exceed 3% in 2021.

Table (4) Deficit and surplus in the current account relative to GDP (GDP)%

Year	Saudi arabia	Iraq	Uae
2005	28.53	5.29	18.24
2006	28.09	4.49	21.89
2007	25.19	4.88	19.27
2008	27.78	25.05	7.08
2009	5.56	(1.21)	3.02
2010	14.64	5.48	2.55
2011	26.53	17.22	9.06
2012	22.44	15.88	18.52
2013	18.	11.01	16.07
2014	10.22	12.43	11.92
2015	(8.05)	3.41	3.28
2016	(3.69)	1.36	3.69
2017	1.51	8.47	7.13
2018	9.15	16.27	9.59
2019	4.82	7.28	8.83
2020	2.80	4.05	5.81
2021	3.02	6.60	6.05

Source: Arab Monetary Fund - Unified Arab Economic Report - Statistical Appendices - Appendix 6/4 p. 355

The development of GDP growth for the sample countries:

Through the data of Table 5, we find that all the sample countries, despite the control of some of them on spending policies and the activation of non-oil public revenues, we find that they achieved negative growth when their rentier revenues were subjected to a decline

due to the decline in oil prices, as the year 2009 witnessed a mortgage crisis A decrease in GDP growth by -17.40, -12.42 and 20.91 - for each of the Emirates, Iraq and Saudi Arabia respectively. As well as the year 2015, where it witnessed low growth rates, reaching -10.60, -27.01 and -11.57 for each of the UAE, Iraq and Saudi Arabia, respectively, as well as the current pandemic and the historical decline in oil prices, where the growth rate reached -20.05, -28.66 and -11.70 for each of the UAE, Iraq and Saudi Arabia, respectively, and when oil prices improved, the output began to achieve good growth rates, and this indicates that despite some economic adjustments by the UAE and Saudi Arabia, we find that oil plays a role Big in the economy of these countries and talking about Iraq as it is at the bottom of the country that depends on one revenue resource

Table 5 GDP growth of sample countries

Year	Saudi Arabia	Iraq	Uae
2005	---	---	---
2006	11.70	42.42	23.25
2007	7.09	34.74	16.63
2008	26.31	54.79	63.74
2009	-20.91	-12.42	-17.40
2010	21.03	24.23	9.25
2011	30.96	30.64	19.34
2012	22.92	21.50	9.92
2013	1.41	10.34	8.06
2014	1.09	4.32-	4.32
2015	-11.75	27.01-	-10.60
2016	-2.87	10.04	4.85-
2017	6.76	11.29	8.00
2018	14.22	20.20	9.49
2019	0.81	2.64	6.85
2020	11.70-	28.66-	20.05-
2021	4.48	20.58	7.16

Conclusions-:

1. The application of fiscal rules would address the double shock, as well as the fiscal challenges in those countries.
2. These countries rely on the rentier resource to achieve fiscal discipline
3. The study found that the breach of financial discipline affects economic growth in all countries of the study
4. There is a remarkable development in the United Arab Emirates in controlling fiscal discipline and increasing the contribution of non-oil revenues to public revenues.
5. Saudi Arabia is second only to the UAE in the ratio of the contribution of non-oil revenues to GDP.
6. Iraq ranked last in the study countries in increasing the ratio of public revenues to GDP.
7. Economically these countries achieved growth rates in output, but if the economic growth is driven by the growth of oil revenues, and therefore the fluctuation in oil prices greatly affects the gross domestic product of the sample countries.

References

1. Advantages and Disadvantages of Fiscal Discipline in Bulgaria in Times of Crisis Contemporary Economics, Vol. 8, No. 1, pp. 47-56, 2014
2. Mohamed El-Sayed Ali: Public Debt and Financial Stability - A Case Study of Egypt, Egyptian Journal of Planning and Development - Volume 19, First Issue, Institute of National Planning - Cairo, 2018, p. 11 .
3. Sharon G.Branch &Shaniske S.Adderley (2010) Fiscal Discipline in the Achievemer of Fiscal and Sustainabilty in the Bahamas (Business finance Economics in Emerging Economics, Vol4, No.Z.P230
4. Arab Monetary Fund - Unified Arab Economic Report for the years 2019-2020 Statistical Appendices / Appendix 6/7, p. 360 .
5. Arab Monetary Fund - Unified Arab Economic Report, 2021 Appendix 6|1 p. 355
6. Central Bank of Iraq - Annual Economic Report, 2013, p. 52
7. Farhan Muhammad Hassan, Fiscal Policy Trends in Rentier States and the Necessities of Change: Iraq as a Model, PhD Thesis, University of Kufa, 2013, p. 28 .
8. Joseph Stiglitz: Is Mercantilism Doomed to Fail?, Online verfügbar unter <https://www.youtube.com/watch?v=D207fSLnxHk>
9. "FRB: Speech, Bernanke – The Global Saving Glut and the U.S. Current Account Deficit". FederalReserve.gov. 10 March 2005. Retrieved 16 July 2017.



The impact of demotivation of ELF students at Sudanese Secondary Schools.

*Dr. Hassan Mohammed Abdelaal Al Moukashfi, Assistant professor of English language,
White Nile University, Kosti. Sudan. hassanmoukashfi73@gmail.com*

Abstract

The study aims to determine the main causes that lead to demotivation in learning English Language at secondary level-White Nile State, Kosti Locality. The study has used the descriptive analytical method to determine the main factors which demotivate students to learn English Language. A questionnaire was used to collect data randomly. Data was analyzed by using statistical package for social sciences (SPSS). The study has reached to a number of results. The most important ones are: most students at secondary school in Kosti Locality are demotivated in learning English Language. The majority of English Language teachers are untrained. Then the school environment is poor and not good for students as well as teachers. Finally the study has recommended that English Language teachers at secondary school should be trained, school environment should be improved and modern technology and multimedia should be used in teaching English language.

Keywords: demotivation, ELF, students at Sudanese, Secondary Schools.

Introduction

As English has become the global language, it is rapidly becoming the domains of education. Moreover, it is the major language for many subjects in different levels in education as well as other fields. In addition to that, a lot of countries have made English their official language resulting in the increased use of the language as a medium of instructions both in basic and higher levels of their educational fields. So, everybody realizes that, English is a major means of communications and interactions throughout the world either as the first language or the foreign language. Besides being the language of science, arts, commerce and technology, English is also the language of business and air aviation.

As a result students are exposed to use more English and certainly expected to pass the English examinations to complete their studies. However, not all students find it easy to succeed in learning the language. Those who fail to achieve successful learning standards usually seem to be demotivated.

It is clear that, learning English as a foreign language is not an easy task, simply because there are many contradicting theories and approaches of teaching English. Therefore, and according to my humble experience in teaching English language, the researcher has noticed that, motivated students are doing better than demotivated ones when they are relaxed and comfortable. Krashen, et.al (1983:64) states that: "effective filter hypothesis will be up when the learners are uncomfortable and demotivated. In addition it will be down when they are relaxed and motivated". Furthermore, it is acknowledged in the educational field that motivation is an essential tool for success. In this context, many teachers and researchers believe and confirm that motivation is one of the most useful factors in an effective learning. Dornyei (1994:73) states that: "motivation has an influence on how much effort students' make, interact and input they can receive in the language being learned".

Statement of the problem

Although a number of teachers use different strategies and techniques in English lessons in order to make the lessons more interesting, attractive and to facilitate the process of understanding. In spite of all that some students are demotivated. Also, why those students are demotivated and what are factors that lead to demotivation. In addition to that and through this study, the researcher aims at helping his colleagues' teachers to overcome the phenomenon of demotivation.

Questions of the Study

1. To what extent do untrained teachers motivate their students?
2. To what extent is the classroom size has a role in motivating students?
3. To what extent does school environment help in motivating students?

The importance of the study

The paper will be of great importance because it opens the door widely to teachers of English language to diagnose and cure the phenomenon of demotivation. Therefore, the researcher considers the problem of demotivation which is neglected at secondary stage is of great importance for mastering English language.

Objectives of the Study

1. Most of Sudanese teachers are untrained, reluctant and that lead to demotivation.
2. The overcrowded classrooms and their physical conditions have created negative impact on the students.
3. To investigate the school environment's role in demotivated students.

Hypotheses of the Study

1. Untrained teachers are demotivated to their students.
2. The larger classroom size has a role in demotivated students.
3. The school environment has a negative impact on learning English language at secondary level.

Methodology of the Study

To investigate the problem of demotivation and to choose the suitable solutions for it, the analytical descriptive method was used. The tools by which the researcher collected the data are the students' questionnaire. The questionnaire was analyzed by adopting SPSS.

The Previous Studies

This study was conducted by Ahmed Babiker Ali (1999). It is entitled as, 'Problem of English Teaching in Higher Secondary School in Sudan. Teacher Education Program': It is M.A. degree in university of Khartoum .The main results that were obtained from the majority of the students are as: The objectives of teaching English language in secondary school are not clear, and teachers are aware of them. The methods of teaching English in secondary school are old and not communicative ones. The lack of teachers' training at

English language is the main cause of low standard of English language. The main recommendations of this study are as: teachers at secondary school should be included in ongoing training programs Also, teachers' living conditions should be raised and improved and the objectives at the English language syllabus should be clear and free from bias.

This study was conducted by Ahmed Mohammed Haron (1992)The title of the study is 'Problem Facing Sudanese Secondary School Students in learning English'. It is M.Ed. at university of Khartoum, The main aims of this study is to know the causes of difficulty with students in learning English language. The main results are as: There is a big problem in learning English language. The syllabus of English Language is not well-organized. The teachers are not trained and qualified enough to remedy the problem of deterioration of English language learning. The most important recommendations of this study are that: Training and qualifying of teachers should be compulsory and providing teachers with audiovisual aids.

This study was conducted by Hatim Bashir Mustafa (1998).The title of the study is 'Critical Problems Facing Secondary School Students in Learning English' it is a M.Ed. International University of Africa, Khartoum. The main aim of this study is to find out the main problems that face secondary students in learning English language. The descriptive analytical approach was applied. The chief findings are: There is a general weakness in student's performance in English language at secondary schools. There is a wide gap between teachers and students, and weakness in social relationship which reflected negative impact on the process of learning English language. The main recommendation of this study is that: Teachers should be involved in ongoing training. Schools should be provided by psychologists so to near the gap between teachers and students.

Literature Review

Demotivation

Demotivation is the opposite side of motivation. It concerns with various negative influences that cancel out existing motivation. Hence, the demotivated student is someone who has lost his interest for some reasons. Thus not every negative influence can cause demotivation and the researcher differentiates between the demotivated and unmotivated students. The demotivated students are those who have lost their interests for some negative influences. But the unmotivated ones are those who feel helpless and are not motivated in the first place. Also demotivation has been traditionally considered as low motivation rather than a phenomenon in its own rights. Therefore, a demotivated student is someone who lacks deliberate efforts, readiness willingness and excitement for achieving a target goal.

This clearly shows that demotivation has great impact on learning the language and it even sometimes stands as obstacle or hinder for mastering the intended language. So, it is of great importance to find a method or procedures to overcome this negative factor "de-motivation". Also, students' natural readiness or aptitudes for learning the language plays a vital role in understanding and mastering the language and motivates them a lot. Moreover, the methods that are used by teachers to motivate students have important role in reducing the de-motivation. So, some methods have greater motivating power than others. They depend very much on the way that the methods are taken into consideration students' interests, i.e. when the method is closer to student, the motivation is high. A teacher is considered as the most important factor in motivating the students. Because the same methods are successful in the hands of some teachers and they are a complete failure with others. That means a teacher is the central process of motivating or de-motivating the students.

According to the above mentioned factor a teacher has great influence to bridge the gap between motivated and de-motivated students. This will take place throughout many procedures as: a teacher's performance should be perfect in order to discover the deficiencies in teaching techniques and mastering of the language taught. Also, a good teacher must take into his consideration students' opinions about their language teaching. Bertrand (1969:43) states that:

“I asked 300 French students of school leaving age how they imagined the ideal foreign language teacher? And he published the results of his enquiry, and among the characteristics of that ideal teacher were the follows:

- a. He has a youthful character (whatever his age.).
- b. He is highly cultured and bent on developing his students' culture.
- c. He helps them to succeed in life.
- d. He makes them understand and have sympathy for foreigners.
- e. He deals with present- day problems and makes them forget the restricted world of school.

This citation confirms the important role of a teacher as the guidance of the educational process not only in school door but also in the society as general. Also, some experts in the field of education have mentioned other factors and features that are taken from the students' opinions for good teachers as they are stated in: *ELT Journal*. Vol .xxx I (1977:100):

- 1- The good language teacher makes his course interesting.
- 2- He/she teaches a good pronunciation.
- 3- He/she explains clearly.

- 4- He/she speaks good English.
- 5- He/she shows the same interests for all students.
- 6- He/she makes the students participate in different activities.
- 7- He/she shows great patience.
- 8- He/she insists on the spoken language.
- 9- He/she uses an audio- visual method.
- 10- He/she marks the student's work.

According to this above -mentioned points, the researcher can say that, students are capable to distinguish between a good teacher and the bad one. Therefore, their observations should be put into considerations and to use them properly so as to enhance the process of teaching. These observations should create a new situation for developing teachers' awareness of new techniques in mastering English language. However, a researcher can assume that students are motivated if they have the feelings of learning good authentic language, specially the spoken language. Also, a good teacher should show the same interests in all students, whatever their qualities and weakness. Then he makes his students participate in all activities or at least to master many of the given activities. Thus the majority of the de-motivated students need teacher- classroom relationship and words of confidence and sympathy. Also they need special encouragement to overstep their English phobia.

Adding to that, some students have hostile attitudes towards school learning and this has negative impact on mastering English language. Smith, (1973:107) states that:

"... for instance assumes that a teacher learning a foreign language and preparing himself for teaching it does so out of interest and should consequently be competent. Now, this may be true in some parts of the world but need not be true in others."

This citation explains clearly that all teachers in the field of teaching English language are not true teachers. Then the second part of the citation seems to be the dominant one. Most of students nowadays are de-motivated because the majority of teachers are not adequately trained as teachers of English language. Then, teachers who are chosen to join English department they need not have made their choice out of necessity.

Social factors that demotivate students

One of the most factors that may affect negatively on teaching English language is social status. This means that, at least the majority of teachers are classified with low salaries and their social situation is very hard to bear. So, the overall picture of teachers doesn't look very cheerful. To answer this problem, the environment of teaching must be improved by

giving teachers the highest salaries. Also, other facilities should be offered for teachers so as to help them doing their duties properly. These facilities as: free health insurance, free education for their children at different stages of education even the higher education. Then, students' status should be considered, because it represents the gist or the cream of the education process. So students pursue social goals that focus on their relationships with others in the classroom. Social goals include such things as building friendships, maintain one's reputation as good and likeable person, assisting others, pleasing the teacher and peers, and enjoying social interactions. Brophy (2004:99) states that:

"Student's setting of achievement goals can be affected by the nature of their social goals. They are likely to be more highly achievement oriented if their social goals include pleasing their teachers or parents or take the form of social responsibility goals that emphasize keeping interpersonal commitments, meeting social role obligations and conforming to social rules and expectations."

But, some students may focus less on social responsibility goals than on other social goals such as intimacy goals or status goals. So, the effects of social goals on achievement orientations will depend on the values of the peer group. Some students will achieve less than their classmates even if they meet their individual needs effectively. Thus they need from their teachers to help them protect their confidence as students by establishing learning communities for them.

Individual differences

In general, intelligence, interests and language aptitudes are decisive factors in foreign language learning. However, it is very difficult to cater for in a centralized educational system with overworked teachers during the working day to school and against a social background. This is not only very yet appreciative of real aims of education but also is rather suspicious of sudden innovation that departed widely from the established pattern. But if the aim is to keep all the students highly motivated, a teacher must be aware of these differences. Then he tries as far as he can to individualize teaching. So, the researcher can say teaching English at secondary school is largely depends on the teacher and the kind of materials are used. So, it is highly advisable to teachers at this stage to pay more attention to their students. Therefore, the greatest attention should be paid to these two areas. Then teachers should retain contents in a form that makes them usable when they are needed. Thus the role of a teacher is as a facilitator and monitor for the students of these difficulties. Brophy (2004:40) States that:

"When the new learning is complex, the construction of meaning required to develop clear understanding and facilitated by interactive discourse that occurs during lessons activities clear explanation and modeling from the teacher are important."

So, a teacher should focus on the students' activities and he tries hard to overcome these difficulties by various types of drills. These types of drills are such as, the problem solving or decision making contexts. These activities allow students to process the contents actively and make them their own by paraphrasing them into their own words. Meece (1994:63) reports that:

"... Case studies teach whose student showed contrasting degrees of orientation toward learning (mastery) goals. Lesson transcripts and other case material from their classrooms were analyzed not only for motivational strategies but for lesson presentation questioning pattern, feedback patterns, grouping arrangements and evaluations practice."

The above-mentioned quotation indicates that students have different goals orientations and related achievements behavior. This is to great extent associated with differences in their teachers' approaches to motivations and instructions. Also, a teacher's motivational attempts should focus on the grading system. But a teacher's role is not only for the weaker students but also the clever ones should have their interests. This is clearly stated by Brophy (2004:57):

"Student who focuses on achieving success tend to approach achievement situations willingly, to prefer tasks that are moderately difficult for them and so engage in those tasks with emphasis on developing their skills."

From this citation, the researcher can say that success seekers always their motivation is high and situational challenger. In contrast to students who are focused on avoiding failure tend to fear achievement situations and thus to avoid them when possible. So, teachers could maximize students' achievement motivation. This can be done by inducing them to set performance goals at levels that the students believe they have a chance to attain their goals with little efforts.

Characteristics of de-motivated students

Different students show various ways for their de-motivation. This is connected with different factors and situations as well as conditions. So, some students' reality accepted other students' ideas and copied their answers instead of trying to make sense of what was

being taught. Therefore, a teacher should reward students for their efforts or accomplishments. Some experts are classified demotivated student as: “someone who was once motivated but has lost his or her commitment interest for some reason”. This point emphasizes that, demotivated student has ground for doing best but other factors stand as hinders in his way. Then he seems that, he lost his interest and willingness to engage in the classroom atmosphere and the activities or other tasks.

Thus, a teacher can relate his personal experiences and use the language knowledge to communicate effectively in important situations without too much preachy. Moreover, responding to students' questions are the main factors in harmonizing them with the new situations. After that teachers should have got positive feedback.

Data Analysis

Hypothesis NO (1) Untrained teachers are demotivated to their students

Table (6) shows that the most important expression of the first hypothesis for the sample of the study is that "Unskillful teachers do not motivate the students while teaching English language" whereas the relative importance of it compared to the terms of the hypothesis is 83%.

The general mean of the first hypothesis is 3.70, the standard deviation (1.12) and its relative importance is 74%. On average all opinions of the sample agree that untrained teachers are demotivated to their students

Hypothesis No (2)

The larger classroom size has a role in demotivated students

Table (12) shows that the most important expression of the second hypothesis of the study's sample is that: "I feel uncomfortable in crowded classrooms when studying English language". The general mean for the second hypothesis is (4.10), the standard deviation is (1.04) and the relative importance is (82%). On average, all the views of the sample agree that the larger classroom size has a role in demotivated students.

Hypothesis NO (3)

1. The unstable academic year has negative impacts on teaching English

Table (18) shows that the most important expression of the third hypothesis for the sample of the study is that "the late arrival of English books to schools affects negatively on teaching English language"

The general mean of the third hypothesis is 3.6, the standard deviation is (1.24) and the relative importance is 72% . On average all the views of the sample agree that the school environment has an effect on learning English language at secondary level.

Conclusion

The research has followed different approaches so as to look deep into the importance of neglected factors that facilitate the learning process. Also, the existence of demotivation among our schools hinders the positive learning. The hypotheses are based on observation and tested through student's questionnaire and observation check list so as to have reliable results. Unfortunately, the questionnaire and observation check list of the study show that demotivation is heavily spread in our schools. The main reason for it is spreading of untrained teachers, poor school environment and the disintegration of the syllabus i.e. Spine Series. Therefore, the researcher finds a number of students unable to understand English Language properly, because of untrained teachers and other factors. Then the researcher finds reasonable percentage of the students who are deprived of motivation have felt frustrated and disappointed while they are involving in the learning process. Despite of the majority of the students know the importance of motivation. Therefore, teachers should be involved in ongoing training so as to help in answering this problem. In addition to that school environment should be improved.

Finally, the study is displayed obviously that, demotivation has received little attention from the educationists as well as the community. Therefore, in the near future and with assistance of the technological methods, demotivation will disappear completely from our schools. Also, the findings of this study are of great value and should be put into consideration while the educationists design syllabus. Moreover the recommendations of the study should be applied, because they elicit through scientific method and reliable data. The findings have obtained from the study show that, the study hypotheses have been confirmed as shown below: 54% of the students seem to be demotivated when they are taught by untrained teachers. So to overcome this problem, training courses, useful methods and proper strategies should be used. 79% of the students feel not relax when they are in crowded classrooms. Simply because, untrained teachers are unable to control such classrooms properly.

Thus, the period doesn't serve its purposes. To solve this problem, a classroom's size must suit the number of the students. 87% of the students complain a lot from school's environment and a great number of these schools lack the extra activities which breakdown

the academic routine. These factors affect negatively on students' achievements as well as on their tendency towards schools. Therefore, the frustration and demotivation will replace the activeness and vividness.

References

1. Bertrand, D (1969): The Influence of Parenting Style on Adolescent Competence and Substance Abuse.
2. Dornyej, Z (1995): Psychological Teaching, London, Macmillan Press.Ltd (2001): Motivational Strategies in the
3. Jere Brophy (2004): Motivating students to Learn, second edition, London.
4. Krashen, S and Terrel, T (1983): The Natural approach, SanFrancisco: Alemany
5. Meece, J (1994): The Role of Motivation in Self-regulated Learning.
6. Alfred Smith (1973): Attitude in F.L.learning, English Teaching Forum, X, 1, Jan /Feb
8. Eisenberger (1999): ELT, Journal, vol. xxx1, 1977, P.100.



The impact of access to resources in enhancing entrepreneurial advantage through strategic planning

(An exploratory study of the opinions of a sample of bank employees)

Riyadh Hassoon Jabbar, Imam Al-Kadhumi College (IKC)
riadhassoon@alkadhumi-col.edu.iq

Abstract

The study aims to measure and analyze the impact of access to resources in enhancing the entrepreneurial advantage. Rafidain Bank was chosen for the application of the study. A sample of workers amounted to 30 individuals has been using a set of statistical measures to analyze the impact between the variables of the study, including the decline of simple has been reached a set of conclusions, the most important: A set of recommendations have been formulated, the most important of which is the need to promote a culture of access to resources during the establishment of courses and seminars.

Keywords: entrepreneurial advantage, access to resources, banks

Introduction

The pioneering advantage and the heart of the institution in the market in order to become successful in the long term, and in order for the advantage to become sustainable for the organization, several unique characteristics must be available in order to distinguish its business, the most important of which is achieving the highest returns, obtaining scarce resources, integration between the human touch and information technology, and the degree of continuity of product service for the long term, and one of the most prominent characteristics that may make any organization compete for the long term is that its products are valuable, To be rare among its competitors, and to be strategically parallel in capacity and resources to any of its competitors Small and medium enterprises represent one of the economic sectors that attract great attention by all countries of the world, international and regional organizations and bodies, and researchers in light of global economic changes and transformations, due to its pivotal role in production, operation, income generation, innovation and technological progress, in addition to its role in achieving the economic and social goals of all countries. Small and medium enterprises today are the focus of industrial policies aimed at reducing unemployment rates in developing countries and industrially developed countries, regardless of their economic philosophies and the way they manage their national economy.

These projects did not find the appropriate social and economic environment for them, and the weakness of directing energies and creativity to be entrepreneurial to become the nucleus of large and advanced projects. The study consists of four sections. The first section included a methodology, in what the second section was devoted to presenting the theoretical framework of the study variables, and the third section included the practical framework of the study, and the fourth section dealt with the most important conclusions and recommendations.

Methodology problem

At the beginning of any project and paves the way for others with this launch, while the initiative to innovative and new ideas and based on development and risk, and the projects are a strong support for the development of performance and economic growth in Iraq with increasing competition, but these projects did not find the appropriate social and economic environment for them, and the weakness of directing energies and creativity to be entrepreneurial to become the nucleus of large and sophisticated projects, The weakness of the entrepreneurial advantage leads to the inability of banks to achieve growth and stability because this leads to the loss of their position in the market (banking industry) .

The problem of the study is to answer the following questions:

1. What is the concept of access to resources?
2. What is the concept of entrepreneurial advantage?
3. Does access to resources affect entrepreneurial advantage?

Importance

1. Enriching libraries in information about the variables of the study.
2. The study curriculum leads to enhancing the entrepreneurial advantage.
3. Future studies can be developed in the current study and applied in different sectors.

Goals

The objectives of the study are as follows:

1. Identify access to resources
2. -Introducing the concept of entrepreneurial advantage.
3. Measuring and analyzing the impact of access to resources on entrepreneurial advantage. Access to resources

Hypothesis

The hypothesis of the study is as follows:

(There is a positive significant impact of access to resources in the entrepreneurial advantage).

Data collection methods

The study relies on a set of methods in collecting theoretical and practical data as follows:

- 1- Methods of collecting theoretical data: The researcher relied on a set of studies, and through the World Wide Web.
- 2- Practical data collection methods: The questionnaire form was relied on as the main tool for data collection, and some statistical measures such as simple regression were adopted, and the SPSS program was used to analyze the data.

Study population and sample

The study was applied in Rafidain Bank (Bank branch Jaber Al-Ansari No. 402) because of the great role played by the bank in providing various banking services, as well as the proximity of its location to the researcher, the size of the community reached (33) individuals, while the sample size reached (30), as it distributed (30) forms, and the sample size was extracted through the equation (Richard Geiger).

The concept of access to resources

Entrepreneurship is one of the means that help organizations in enhancing the competitive position, the basic idea in the field of entrepreneurship is to invest opportunities and search for value. It is natural to point out that leadership as a phenomenon found with the existence of human civilizations has been defined as the totality of characteristics and behaviors associated with creative and innovative capabilities (Al-Qasim, 2013, 17), and entrepreneurship emerged more than two hundred years ago (2020, Peter, 26).

The concept of entrepreneurship has come to refer to the works created by people who possess entrepreneurial qualities and feelings that lead to the creation of works and projects that contribute to achieving development and providing distinguished services. (Al-Saleh, 2011, 287). Some works need a special type of founders and managers called pioneers and the pioneer has different characteristics from the rest of the managers or employees if the entrepreneur is defined as that person who has the ability to transform a new experience or invention into a successful innovation (Al-Obaidi Al-Jarrah, 2014, 165).

The entrepreneurial advantage refers to the characteristic that distinguishes the institution from other entrepreneurial institutions and achieves for this institution a strong attitude towards the different parties and any institution can achieve the entrepreneurial advantage in many ways, but the most important way at all is that the institution has low costs and that the pioneering advantage has two main dimensions, the internal dimension and the external dimension, so internally the entrepreneurial advantage of any institution is built on a number of distinctive capabilities and those in charge of this institution must know well these capabilities, potentials and resources. And invest in it in a way that achieves advantage.

The importance of access to resources

It undertakes environmentally friendly entrepreneurial resources initiatives that lead to greater efficiency, lower costs and better employee participation, which in turn helps organizations reduce work in traditional ways and works to enhance employee participation in remote training programs, virtual interviews, recycling, remote work, recruitment and training in accordance with the foundations of justice and integrity and in a way that achieves efficiency and effectiveness for organizations and reduces waste in the organization's resources (Al-Ghalbi, 2015, 78). Resource management plays an important role in the industry to promote environment-related issues. Organizations must formulate resource policies and practices, train individuals to raise awareness of the environment, and implement laws related to environmental protection. Entrepreneurial resource management may also help employers and manufacturers build a shiny and glamorous image of their organizations in terms of marketing advertising for products or services.

Hence, we come to four main aspects of the definition of leadership :

1. The process of creating something new of value .
2. Allocate time, effort and money.
3. Accept different risks.
4. Receiving the resulting rewards such as: reliability, independence, and money.

Factors affecting the entrepreneurial advantage

The idea of entrepreneurship, entrepreneurial spirit and the search for pioneers occupied the attention of specialists in the fields of economics, finance, engineering, organization sciences and management, and the reason for this exceptional interest is due to the distinctive role of the results of entrepreneurial work on the course of progress of organizations and the strength of their attractiveness (Al-Ghalbi and Al-Khafaji, 2010, 98) .

However, the nature of the radical transformations witnessed by the business space and its environment after the fifties of the twentieth century, and the subsequent decades until the early third millennium, gave the inevitability of a thinking approach to trends and intellectual shifts in entrepreneurship concept, models, characteristics, impact and influence in the creativity of business organizations (Al-Khafaji, 2005, 345). Then the term pioneer was used in English literature (1993, Baumol, 89).

Wickham (2001) summarized the basic ideas of entrepreneurship within a holistic, integrated and diverse perspective, emphasizing three important factors for understanding entrepreneurship:

1. The entrepreneur as an agent and economic initiator, and here the entrepreneur plays a role in making a positive economic impact on the life and development of the organization.
2. The entrepreneur as an individual who has distinctive personal characteristics.
3. The entrepreneur as a manager is aware and understands the special tasks of the organization.

Practical framework

First: Description and statistical diagnosis

A- Description and statistical diagnosis of the resource access variable

Descriptive analysis of the resource access variable is performed to determine whether the (variable) is present in the study sample.

Table (1) Description and Statistical Diagnosis of the Resource Access Variable

Variable	Standard deviation	Arithmetic mean	Paragraph code
Access to resources	.680	3.06	AR1
	.713	3.03	AR2
	.703	3.04	AR3
	.832	3.04	AR

Source: Prepared by the researcher based on the outputs of the electronic calculator

It is clear from Table (1) that the general rate of the variable of access to resources is higher than the mean

Hypothesis (3) within the gradient of the Likert five-point scale, and this indicates the spread of the variable of access to resources in the study sample, and the values of the standard deviation were close and this indicates the homogeneity of the opinions of the study sample.

B- Description and statistical diagnosis of the entrepreneurial advantage variable

Descriptive analysis of the pilot advantage variable is performed to determine whether (the variable) is present in the study sample.

Table (2) Description and Statistical Diagnosis of the Entrepreneurial Advantage Variable

Variable	Standard deviation	Arithmetic mean	Paragraph code
Entrepreneurial Advantage	.989	2.99	EC1
	1.002	2.97	EC2
	.803	3.02	EC3
	.910	3.00	EC4
	.945	2.99	EC

Source: Prepared by the researcher based on the outputs of the electronic calculator

It is clear through Table (2) that the general average of the entrepreneurial advantage variable was less than the hypothetical mean (3) within the five-point Likert scale gradient, and this indicates that this variable was not spread in the study sample, and the standard deviation values were close and this indicates the homogeneity of the opinions of the study sample.

Second: - Test the hypothesis of the study

The main hypothesis of the study indicates that there is a significant and positive effect of access to resources in the entrepreneurial advantage. The table below shows the effect between the study variables.

Table (3) Results of the Impact of Access to Resources on the Entrepreneurial Advantage

Variables	Entrepreneurial Advantage				
	P. Value	Beta	F	R ²	(a)
Access to resources	0.000	0.51	213.67	0.54	.512

Source: Prepared by the researcher based on the outputs of the electronic calculator

The results of Table (3) indicate that the adjusted coefficient of determination (R2) has reached (54%), which is an acceptable percentage indicating that (54%) of the total differences in the entrepreneurial advantage are explained by access to resources and the remaining percentage (46%) represents the percentage of interpretation of variables not included in the study model or

Random variables that cannot be controlled, in addition, the calculated value of (F) reached (213.67), which is significant at the level of (0.05). And that the value of the regression coefficient (Beta) between them was (0.51). Based on these results, the hypothesis of the study is accepted.

Conclusions

Conclusions: The researcher reached the following conclusions :

1. Achieve a significant impact of access to resources in the entrepreneurial advantage
2. Access to resources enhances the leadership advantage through the exploitation of resources and then the optimal exploitation of investment opportunities.
3. The proposed integration framework provides information that helps improve quality, reduce costs, and help support the competitiveness of business enterprises .
4. The results proved that there is a desire to adopt access to resources by the study sample.

Recommendations

1. The need to promote a culture of access to resources through the establishment of courses and seminars.
2. A researcher finds the need to identify the sources of resources through the adoption of independence and exploration strategies, and this is done through partnerships with external parties and expertise
3. The need for working individuals to go towards sharing knowledge that this leads to the optimal investment of resources.
4. The need to enhance access to resources by providing the appropriate atmosphere, for example, the core of the efficient communication system, empowering employees, as well as participating in the direction of decisions .

References

1. Al-Khafaji, Nima Abbas, Strategic Leadership: Misleading, Assets and Value, research published within the proceedings of the Fourth International Scientific Conference, under the title (Entrepreneurship and Creativity: Business Strategies in Facing the Challenges of Globalization), Philadelphia University, Faculty of Administrative and Financial Sciences, Amman, Jordan, 2005.
2. Al-Douri, Zakaria Saleh, Strategic Thought and its Implications for the Success of Business Organizations: Readings and Research, Dar Al-Yazuri for Publishing and Distribution, Amman, Jordan, 2009.
3. -Bilal Khalaf Al-Sakarneh, Entrepreneurship and Management of Medium and Small Business Organizations, Dar Al-Masirah Publishing, Amman, 2008.

4. Taher Mohsen Al-Ghalbi, Management and Strategy of Medium and Small Business Organizations, Dar Wael for Publishing and Distribution, Amman, Jordan, 2009.
5. Al-Ani, Mezher Shaaban, and others, Small Project Management: A Technological Entrepreneurial Perspective, Dar Safa for Publishing and Distribution, Amman, Jordan, 2010.
6. Al-Ali, Abdul Sattar, a working paper presented to the Entrepreneurship Conference in Jordan, January 15, Higher Council for Science and Technology, 2nd Edition, Amman, Jordan, 2002.
7. Al-Ghalbi, Taher Mohsen, and Al-Khafaji, Nima Abbas, Organization Theory: Introduction to Operations, Dar Al-Yazuri for Publishing and Distribution, Amman, Jordan, 2010.
8. Tired, Hamed Kazem, and Radi, Jawad Mohsen, Leadership and its impact on outstanding university performance, an experimental study of the opinions of a sample of university leaders, University of Qadisiya, research published in the first volume of the proceedings of the first scientific conference of the College of Administration and Economics, University of Qadisiya, 2009.
9. Al-Najjar, Fayez Al-Ali, Abdul Sattar, Entrepreneurship and Business Administration, 2nd Edition, Amman, 2010.



The Arab features of the World Cup in Qatar in 2022 and their relationship to spreading the spirit of Arabism among Palestinian youth

*Dr. Roba A. M. Abu Kmeil . Ministry of Education, Gaza/Palestine
k-roba@hotmail.com*

Abstract:

The aim of this study was to get to know the features of the Arab World Cup and how it relates to the spirit of Arabism in young people, The study followed the descriptive approach, The study followed the descriptive approach, and the researcher used a questionnaire to determine the level of spirit Arabism among Palestinian youth after the World Cup in Qatar in 2022.

The study was applied to 470 young people from the Palestinian society, and the results showed that the overall level of spirit Arabism among Palestinian youth after the World Cup in Qatar in 2022 had a relative weight (90.29%),The results showed that Paragraph (2), which stated that "the opening of the World Cup with verses from the Holy Koran increased the adherence of the Islamic religion" got the first place with a relative weight of 95.66%,Paragraph (1), which stated that "I felt proud during the Palestinian flag raising in the Qatar World Cup matches," ranked second with a relative weight of 95.49%.

Key words: World Cup, Arabism

Introduction:

Football occupies a prominent place among various sports activities and everyone is keen to watch its matches because of the joy and excitement it adds; Due to its distinctive competition in which two teams exchange changing playing positions, whether defensive or offensive, and what requires the abilities and capabilities of the players to confront the events and changes of a game that has changing and rapid attitudes in order to achieve victory. Interest in football is not limited to one country or people without the other. All people have passion and interest in football.

The World Cup is one of the most watched sporting events in the world, and the World Cup has been held every four years since 1930, the last of which was in Qatar 2022, and the winning team has the World Cup, which was made by a French jeweler Apple Leffler in the form of the Greek goddess of victory, Nike, with a height of 30 centimeters, and a weight of 1800 grams, and the first World Cup was organized in Uruguay in 1930, Italy in 1943, Brazil in 1950, Switzerland in 1954, and Sweden 1958, Chile 1962, England 1966, Mexico 1970, West Germany 1974, Argentina 1978, Spain 1982, Mexico 1986, Italy 1990, USA 1994, France 1998, Japan and South Korea 2002, Germany 2006, South Africa 2010, Brazil 2014, and Russia 2018 (Kurdi, 2018:1).

The World Cup (World Cup) Qatar 2022 AD was characterized by turning from a global football event to a dialogue of civilizations and an opportunity to learn about the authentic Arab and Islamic traditions after the allegations dominated the thinking of the majority of peoples from Western countries that the Arabs, especially Muslims, are closed peoples governed by a puritanical faith, and the Arabs showed many features of their Arabism, as

it is the first time that the World Cup takes place in an Arab country, and it was noted that the interest of Arab fans in all its countries in the matches of the Qatar World Cup, and their unlimited encouragement of Arab teams, stressing A fateful Arab affiliation, transcending Qatari tendencies. Everyone cheered for Qatar, Saudi Arabia, Tunisia and Morocco.

Belonging to the Arab world is one of the most serious issues, as a good citizen is the main pillar of building the nation and opens the way to a living social experience, in which diversities continue and variables interact, and in Arab-Islamic history, national belonging is considered a circle of natural belonging and is one of the basic needs without which the soul is not upright, and security, love and appreciation emerge from it (Al-Abd Al-Qadir, 2018: 1575).

Arabism is nothing but the awareness of the Arab person of the unity of his human origin and his actions become a reflection of his Arabism, the Arab man is not determined only by being Arabic, but by his belonging to the nation of this language, and his belonging to the

Arab nation in culture and thought, and Arabism is a distinctive civilizational addition created by Islam on the Arab character as a result of the link with the Arab cultural pot past, present and future.

The Arabs are trapped at home by a state of impediment to progress, science and renaissance, the manifestations of which are justice and freedoms, and they are trapped from the outside by conflicts, besieged by a third factor that will remain a sword hanging over them: the absence of broader projects that interact with the bottom of society and create a state of unitary regional interaction. It has been proven by application and experience that the Arab world is intertwined in everything in its evils and good, in its fall, rise and wars. Even the Arab Spring, which spread in the Arab Bekaa, and the counter-revolution against it, is a definite proof of the unity of the Arabs in the tide as well as in the islands (Ghabra, 2016: 1).

can be achieved without the other. Arabism, as it can be understood, is difficult to separate from Islam with its monotheistic power, but at the same time Islam in its flexible sense of history and civilization, but Islam is transcendent to sectarian conflict. Arabism is a language, a tongue, a history and societies that are organically linked to the inhabitants of the region, whether they are Arabs or speak Arabic, while belonging to other identities such as Amazigh, Kurdish and Assyrian. Arabism is also the Arabism of language, literature and knowledge, and the Arabism of different places that include defeats, victories, aspirations and frustrations, and it is the Arabism of non-Arab nationalities in the Arab world. The Arabism that underwent colonization from the ocean to the Gulf and fought long struggles for independence and created figures such as Nasser, Abdelkarim El Khattabi, Abdelkader El Jazairi, the Great Arab Revolution of 1916 and dozens of others, is the same that today faces its greatest historical challenge. (2:2016).

Elements of Arabism:

There are important elements related to the concepts of Arabism and the Arab dimension, which must be taken care of and taken care of to develop a sense of Arab identity, and Al-Awwad, 15: 2019) identified these elements as follows:

- Islamic religion.
- Arabic language.
- Arab values, customs and traditions.
- The Arab land, its countries and countries.
- Arab civilization and history.

- Flags of Arabs and Muslims and their scholars.
- Joint Arab cooperation.
- Contemporary Arab issues and problems.
- Arab organizations and institutions.
- The future of the Arab nation.
- The challenges of the Arab nation.
- Arabs and globalization.
- Arab unity.
- homeland

One of the previous studies conducted on Arabism was the Al-Khalis study (2021), which aimed to insight into the educational practices of kindergarten teachers to promote the Arabism of Jerusalem, and the study sample consisted of (61) kindergarten teachers and (7) kindergarten principals in Jerusalem Governorate in Palestine, and the study used

the descriptive approach and qualitative analysis of data, and employed in the study a number of tools, namely: Observation, electronic panel discussions, document analysis, and interview, and the results also showed interest in the issue of homeland and citizenship development among Palestinian children, whether in the written curriculum, which is the guide of the Palestinian kindergarten teacher, or the implemented curriculum, which includes activities, experiences, means, working papers and evaluation, but this interest is not enough to promote the Arabism of Jerusalem and raise its status.

The study of Abdul Qadir (2018) aimed to reveal belonging to the homeland and its impact on protecting young people from delinquency, and this study is considered office, and the study showed a number of results, including that Islam called for belonging to the homeland and urged to characterize it, although not by explicit text, that the relationship between the homeland and the citizen is an innate relationship, each seeks the other, and works for him, and that the homeland is an honor for its owner, and belonging to it is a source of pride for him. The study of Abu Al-Maati and Ahmed (2018) aimed to identify the level of belonging to the homeland and life satisfaction among university students, and the differences in national belonging and life satisfaction, and the study was conducted on (666) male and female students at the undergraduate level in Iraq, Egypt and Saudi Arabia, who were applied to the scales of national belonging and life satisfaction, and the results showed that there were no gender differences in national belonging.

The study of Al-Bdeirat and Al-Batayneh (2016) is a desk study aimed at revealing the impact of the Arabic language in rooting the Arab and Islamic identity in light of the new modern changes (globalization), and the study found that any nation must have a set of

bonds that bind its children and are not limited to one side without another, and the results showed that language is one of the most important elements of identity, and that the emaciation of the general culture of the current generation of Arab youth at the present time and their ignorance of their heritage Their history is due to the weakness of their language, and their loss of the good key to culture, knowledge and science, which is language.

The study of Kayed (2011) aimed to identify the role of universities in facing the challenges of cultural globalization, and building an authentic and contemporary Arab identity, where the researcher used the descriptive analytical approach, and the sources and references of this study were identified and the researcher surveyed the views of thinkers and researchers who dealt with the concept of cultural globalization and its various challenges, and those views that dealt with the reality of Arab universities and their responsibilities and the roles that should be played, especially their responsibilities towards their communities, being community institutions established by society, The researcher concluded to identify the negatives of cultural globalization, and its negative effects on the Arab society in general, and on its national identity in particular, represented in threatening the cultural privacy of the Arab nation, and the researcher concluded a set of roles and responsibilities that universities should play to face these serious challenges of cultural globalization, and ways to benefit from its positives.

Al-Mesfer's study (2008) aimed to examine the process of formation of neo-liberal groups as a new shift in the liberal phenomenon - and its role in the ongoing process of change and reform in the Arab region, and whether this role pushes in a direction that removes the contradiction between liberalism and Arabism or increases the association of liberal elites with Western thought. The study found that Arab liberals are evolving their political ideas and visions towards a deeper state of dependence at the intellectual level and at the level of connection to the Western strategic map.

The study of Al-Arabi (1999) aimed to find out the effectiveness of folk tales in developing belonging to the Arab identity among children.

The researcher designed an illustrated scale to measure belonging among Riyadh children, and the research found that there are statistically significant differences due to the variable folk tales in the development of the values of belonging to the Arab identity among Riyadh children.

Through reviewing previous studies, the researcher found that there is a scarcity in previous studies conducted on Arabism, and this study differed from others in that it determines the Arab features of the World Cup in Qatar in 2022 and its relationship to spreading the spirit of Arabism among Palestinian youth.

- **Statement of the problem:**

The problem of the study is the following main question:

What are the Arab features of the World Cup in Qatar in 2022 and its relationship to spreading the spirit of Arabism among Palestinian youth?

- **Questions of the study:**

The questions of the study are as follow:

- What are the Arab features of the World Cup in Qatar in 2022?
- What is the level of Arabism among Palestinian youth after the World Cup in Qatar 2022?

- **Purposes of the study:**

Defining the Arab features of the World Cup in Qatar in 2022.-

Determining the level of Arabism among Palestinian youth after the World Cup in Qatar 2022.-

- **Definition of terms:**

-The FIFA World Cup is a global football competition held under the supervision of the International Federation of Football Association (FIFA) and the World Cup has been held every four years since 1930, the last of which was held in November 2022.

- Arabism: Belonging to the content of Arab civilization appears in the relationship with the Arabic language, adherence to our land, homeland, customs and respected fundamentalist traditions, and characterization of the qualities of the Arabs for which they are famous, such as generosity, pride and originality.

First: Study Methodolog:

In order to achieve the objectives of the study, the researcher used the descriptive analytical approach through which he tries to describe the phenomenon under study (Arab features of the World Cup in Qatar in 2022 and its relationship to spreading the spirit of Arabism among Palestinian youth) and analyze its data and indicate the relationship between its components and the opinions that are put forward about it and the processes it contains and the effects it causes, which is one of the forms of analysis and scientific interpretation organized to describe a specific phenomenon or problem and portray it

quantitatively by collecting data and codified information about the phenomenon or problem, classifying and analyzing it. And subject them to careful studies.

Second: Study Population:

The study population consists of all members of the Palestinian community in the governorates of Gaza for the year 2023.

Third: Study Sample:

The study sample consisted of (470) members of the Palestinian community in Gaza governorates for the year 2023.

Fourth: Study Tool

The researcher built the questionnaire to show the level of Arabism among Palestinian youth, and the scale consisted of (20) items, and the five-point Likert method was adopted for the extent of the respondent's response to the study tool (strongly agree, agree, neutral, disagree, strongly disagree) so that this response is given a degree ranging between (5) degrees in the case of the answer (strongly agree) and (4) degree in the case of the answer with a degree of OK, and (3) degree in the case of the answer with a degree of neutral, and (2) degrees in the event of an answer that is not Agree, and (1) score if the answer is strongly disagree.

Fifth: Validity and Reliability:

1. Interrater validity:

The sincerity of the tool was confirmed in the manner of the sincerity of the arbitrators, as it was presented to a group of experienced and competent arbitrators numbering (8) arbitrators, where they referred to some amendments to some phrases that were taken into account for the formulation of the tool in its final form, whether by deleting or adding some phrases, and praised the appropriateness of the phrases such as describing metacognitive strategies and their use in teaching.

2. The validity of the internal consistency of the tool was verified by applying the tool to the study sample, and the Pearson correlation coefficient was calculated between each paragraph of the questionnaire and its total score, using the statistical program (SPSS).

Table (1): Correlation coefficient of each questionnaire paragraph to the overall questionnaire

Significance value	Correlation coefficient	Paragraph	
0.003	0.519**	I felt proud while raising Palestinian flags at the World Cup in Qatar	1
0.006	0.489**	The opening of the World Cup with verses from the Holy Quran increased my adherence to the Islamic religion	2
0.000	0.842**	Ghannam Al- Muftah proved the strength of the will of the Arab, as he does not know the impossible and is capable of performing miracle	3
0.000	0.761**	I respected the declaration of the Arab principle " Respect to be Respected" at the opening of the World Cup	4
0.000	0.706**	I felt the greatness of the Arabs at the opening ceremony when Al- Shawali mentioned the watch of Harun Al- Rashid that he gave to charleman	5
0.008	0.476**	I believe that Arabs are capable of leading the world towards security and peace	6
0.000	0.812**	I was very happy when Qatar excelled in the outstanding preparation for the World Cup	7
0.044	0.370*	I was pleased with the participation of Arab kings and Presidents in the opening of the World Cup	8
0.014	0.446*	I think that the FIFA World Cup in its Qatari session revived the Arab identity with its Islamic roots	9
0.008	0.474**	I believe in the ability of the Arabs to achieve the dream and the unity of the Arab countries	10
0.001	0.581**	I was delighted that the Arab teams won the matches .	11
0.002	0.539**	I wished if an Arab country won the world cup	12
0.000	0.653**	I believe that the World Cup in Qatar highlighted the Palestinian issue as a central issue that cannot be bypassed	13
0.009	0.471**	I liked the Arab wearing the authentic Arab dress and the Arab Abaya at the World Cup in Qatar.	14
0.015	0.441*	I respected the participation of the poet " Mohammed wld Bemba" with the poems of Imam Al- shafi'i	15
0.004	0.511**	I was pleased to adopt classical Arabic in the World Cup in Qatar among the official languages of the World Cup.	16
0.000	0.633**	I was outraged when the Arab press mocked the Arab dress.(the incident of Messi wearing the Arab abaya).	17
0.000	0.697**	I was outraged when the Arab press mocked the Arab dress.(the incident of Messi wearing the Arab abaya)..	18
0.001	0.562**	I encourage the use of Arabic products and refrain from Western products.	19
0.000	0.702**	The success of the World Cup in Qatar has increased my pride in my Arabism.	20

R** table at degree of freedom (28) and at significance level (0.01) = 0.463

R* table at degree of freedom (28) and at significance level (0.05) = 0.361

It is clear from the previous table that the correlation coefficients between the paragraphs and the total score of the questionnaire are a sign at the level of significance (0.05, 0.01), which reassures the researcher to apply them to the study sample.

Reliability:

The researcher conducted steps to ensure the reliability of the tool after applying it to the members of the survey sample in two ways, namely the half fractionation and the Cronbach alpha coefficient ..

: 1.Split-Half Coefficient

The scores of the survey sample were used to calculate the reliability of the scale by the split – Half coefficient, where the researcher divided the tool into two halves, odd paragraphs versus even paragraphs for each paragraph of the questionnaire, by calculating the correlation coefficient between the two halves, then the length was adjusted using the Spearman-Brown equation and Table (2) shows that:

Shows the coefficients of correlation between the two halves of the whole resolution

Reliability Coefficient Before Modification	Reliability Coefficient Before Modification	Items Number	
0.839	0.723	20	Total score

It is clear from the previous table that the total Reliability coefficient of the scale (0.839) and this indicates that the tool has a high degree of reliability that reassures the researcher to apply it to the study sample.

2. Cronbach's alpha:

The researcher used another method of calculating reliability, which is the Cronbach alpha method, in order to find the reliability coefficient of the tool, where she obtained the value of the alpha coefficient of the questionnaire as a whole and Table (3) shows that

Table (3): Alpha Cronbach coefficients for questionnaire

Cronbach's alpha	Items Nu	
0.866	20	Total score

As the table above shows, the overall reliability coefficient for questionnaire (0.866) indicates that the instrument has a high degree of reliability that the researcher would feel comfortable applying to the study sample.

● Results of the study

Answer to the first question of the study:

The text of the first question: "What are the Arab features of the World Cup in Qatar in 2022?"

To answer this question, the researcher reviewed the television channels that broadcast the activities of the World Cup in Qatar and the websites, YouTube and social networking sites that broadcast the activities of the World Cup, and the researcher found that the Arab features of the World Cup in Qatar in 2022 are:

· The opening of the World Cup with fragrant verses from the Holy Quran ●

● Qatari youth Ghanim Al Muftah opened the FIFA World Cup Qatar 2022™ ceremony with international actor Morgan Freeman in a dialogue that embodies East and West.

Each stadium has a design and a connotation that returns to its Arab return, including:

■ First: Al Bayt Stadium: It is from where the opening match begins, built in the form of a huge tent to cover the entire stadium, and takes its name

from the House of Poetry, which is the tent that the people of the Badia in Qatar and the Gulf region have inhabited throughout history.

■ Second: Ahmed Bin Ali Stadium: It reflects the Qatari environment, and the external form shows the ripples of sand dunes and evokes the beauty of the desert and the local flora and fauna.

■ Third: Al Janoub Stadium, located in Al Wakrah, was designed from the sails of traditional Qatari boats to celebrate the ancient history of Al Wakrah as a center for hunting and searching for pearls in the past.

■ Fourth: Khalifa Int Stadium, which is connected to the Qatar Olympic and Sports Museum, to show the place's attachment to the past and history and pride in it as it moves towards building a bright future.

■ Fifth: Al Thumama Stadium: It reflects the Arab architecture and the stadium is designed in the form of a traditional gahfiya, which is the cap worn under the Ghutra and Aqal in the Arab countries, and indicates the common Arab culture, and emphasizes the depth of civilization and historical and cultural heritage.

■ Sixth: Education City Stadium: It is a model that blends traditional Islamic architecture and keeps pace with the modern character.

■ Seventh: Lusail Stadium: The canteen is reminiscent of the traditional Arabian lighthouse or lantern, and also evokes food bowls, utensils, and other pieces of art used in the past in the region.

■ Eighth: Stadium 974: The venue is a reminder of Qatar's maritime and commercial heritage, and the number 974 not only refers to Qatar's international calling code, but also to the number of shipping containers used in the construction of the stadium.

■ A creative World Cup amulet symbolizes traditional headband and ghutra in the Gulf region, no doubt part of the manifest Arab culture.

■ Official poster: One of the symbols of the tournament and the World Cup is the official poster welcoming guests, showing the headband that indicates the local culture accompanied by the word (Haya). It is mentioned here that the Arabic dictionaries mentioned the meanings of (Haya) as follows: "Haya: a tool of call, called by the distant distance or judgment. Their purpose is to alert the invitee to hear your speech. Haya: a verb noun that means faster" and perhaps the closest English translation is. "Come on"

■ Strongly present the Palestinian cause by raising the Palestinian flag inside and outside the stadiums, whether by large segments of the audience present in the stands, or by some players during or after the performance of some.

■ Evoking Arab history in the opening lyrics "Ask Charlemagne about Harun al-Rashid's watch."

■ Solidarity among Arabs in encouraging Arab clubs during matches

■ Evoking the heritage of Arabic literature in World Cup events

■ The Arabic touch in the gifts presented during the World Cup.



- Shemagh and Aqal that prevailed in a number of scenes (on the stage in gifts dolls in the form of a shemagh.)
- Poets in the closing ceremony Tamim Barghouti the Palestinian and Mohamed Ould Bembra the Mauritanian for poetry and poets is a lofty status, and a great value, as the presence of the Palestinian poet Tamim Barghouti wearing the Palestinian keffiyeh at the closing ceremony of the World Cup in Qatar 2022, while wearing the Palestinian keffiyeh, carries a very deep and intelligent message to the organizing committee to the whole world that Palestine is the cause of the entire Arab world. The text of Barghouti's speech was short and fast, and it lasted for about a minute, but each sentence was full of allegorical symbolism and historical intertextuality.
- Bisht ": The Emir of Qatar, Sheikh Tamim bin Hamad Al Thani, has worn the captain of the Argentine national team "Bisht", a traditional Qatari dress is a cloak worn by Arab men since ancient times, and is still used in the Gulf countries before receiving the World Cup. The scenes of the coronation of the Argentine leader in Bisht Qatari will be immortalized in history, and will be circulated by Arab generations with pride, for people who keep the images of beginnings and ends, and the image of the coronation of the legend Messi remains linked to Qatar and its traditions forever.
- The well-known World Cup logo, consisting of the white and burgundy colors of the Qatar flag, bears a number of connotations, including:
 - _ The shape of the logo resembles an Arab shawl that is worn in different ways throughout the Arab world and all over the world.
 - _ There are dots above and below the football in the logo that have meaning, they are used in Arabic above and below the letters and symbolize the richness of authentic Arabic calligraphy.
 - _ Kashida (lengthening) in the letter T, Q, which is a lengthening characteristic of Arabic calligraphy.
 - _ □ The motifs on the logo are floral motifs, such as those embroidered on the Qatari winter shawl, and these motifs are considered an authentic Arab art whose roots extend from the depths of the cultural stock in the Arab world.
- The imprint of Arab heritage in the opening and closing events of Arabic songs, and artistic and musical paintings characterized by dazzling and artistic creativity and reflected the extent of development and modernity experienced by the State of Qatar.



▪ □ The show is thrilling with a projection on the pitch and the performance is "about love and peace and that we are all a small part of a giant universe". A sign that Arabs are advocates of love and peace.

Answer to the second question of the study:

The text of the second question: "What is the level of Arabism among Palestinian youth after the World Cup in Qatar 2022?"

To answer this hypothesis, the researcher used averages and percentages, and the value of "T" and the following table illustrates this:

Table 5 : Arithmetic mean, relative weight and value of "T" for each paragraph of the questionnaire

Arrangement	Significance Value Sig	"T" Value	Relative Weight	Standard deviation	Average	Paragraph	↑
2	0.000	62.428	95.49	0.616	4.775	I felt proud while raising the Palestinian flags in the Qatar world cup matches	1
1	0.000	65.394	95.66	0.591	4.783	The opening of the World Cup with verses from the Holy Quran increased my adherence to the Islamic religion	2
11	0.000	47.758	91.23	0.709	4.562	Moftah Al-Ghannam proved the strength of the will of the Arab, as he does not know the impossible and is capable of performing miracles	3
9	0.000	50.599	91.57	0.676	4.579	I respected the announcement of the Arab principle "respect, you shall be respected" at the opening of the World Cup	4
16	0.000	41.278	88.51	0.749	4.426	I felt the greatness of the Arabs at the opening ceremony when Shawali mentioned "the watch of Harun al-Rashid, which he gave to Charlemagne".	5
17	0.000	33.727	87.49	0.884	4.375	I believe that the Arabs are capable of leading the world towards security and peace	6
10	0.000	46.738	91.32	0.726	4.566	I was overwhelmed with strange joy when Qatar excelled in the outstanding preparation for the World Cup	7
19	0.000	24.190	83.06	1.034	4.153	I was pleased with the participation of Arab kings and Presidents in the opening of the World Cup	8
7	0.000	44.204	92.00	0.785	4.600	I think that the FIFA World Cup in its Qatari session revived the Arab identity with its Islamic roots	9
14	0.000	36.389	89.11	0.867	4.455	I believe in the ability of the Arabs to achieve the dream and the unity of the Arab countries	10
4	0.000	54.274	93.36	0.666	4.668	I believe in the ability of the Arabs to achieve the dream and the unity of the Arab countries	11
3	0.000	53.658	93.70	0.681	4.685	I wished if an Arab country won the world cup	12
12	0.000	39.202	90.13	0.833	4.506	I believe that the World Cup in Qatar highlighted the Palestinian issue as a central issue that cannot be bypassed	13
6	0.000	49.517	92.34	0.708	4.617	I liked the Arab wearing the authentic Arab dress and the Arab Abaya at the World Cup in Qatar	14
13	0.000	44.634	89.53	0.717	4.477	I respected the participation of the poet " Mohammed wld Bemba" with the poems of Imam Al- shafi'i	15
5	0.000	53.260	93.36	0.679	4.668	I was pleased to adopt classical Arabic in the World Cup in Qatar among the official languages of the World Cup	16
20	0.000	22.941	82.13	1.046	4.106	I was outraged when the Arab press mocked the Arab dress (the incident of Messi wearing the Arab abaya)	17
15	0.000	39.106	88.85	0.800	4.443	I was outraged when the Arab press mocked the Arab dress (the incident of Messi wearing the Arab abaya).	18
18	0.000	28.056	85.28	0.977	4.264	I encourage the use of Arabic products and refrain from Western products.	19
8	0.000	43.766	91.74	0.786	4.587	The success of the World Cup in Qatar has increased my pride in my Arabism.	20
	0.000	61.499	90.29	0.534	4.515	Total Score	

It is clear from the previous table that the two highest paragraphs in the questionnaire were :

- Paragraph (2), which stated that “The opening of the World Cup with verses from the Holy Qur’an increased my adherence to the Islamic religion,” ranked first with a relative weight of (95.66%).

Paragraph (1), which stated “I felt proud while raising the Palestinian flags in the Qatar World Cup matches,” ranked second with a relative weight of (95.49%).

And that the lowest two paragraphs in the questionnaire were :

- Paragraph (8), which stated “I was pleased with the participation of Arab kings and presidents in the opening of the World Cup,” ranked thirty-fifth with a relative weight of (83.06%).

-Paragraph (17) which stated: "I felt angry when the Arab press mocked the Arab dress (the incident of the player Messi wearing the Arab abaya)." It ranked last with a relative weight of (82.13%)

As for the total score of pan-Arabism level among the Palestinian youth after the World Cup in Qatar 2022, it got a relative weight of (90.29%). The researcher interprets it differently from the previous sessions, and the Palestinians found great support for them this time from the Arab masses by raising the Palestinian flags, not only in the stands and cheering for Palestine, but by wearing the Palestinian flag and holding events supporting Palestine in the fan areas as well, to the point that prompted some to say that Palestine is the missing presence in the game and it is the 33rd team participating in the tournament. Also, on this supporting occasion, the Arab fans found space on Arab land to express their longing, love and support for the Palestinian people, and the Arab masses excelled by raising large Palestinian flags in the matches, and the throats of the Arab fans chanted with singing For Palestine and the chants in support of Palestine, and this reaffirms that the cause of the Palestinian people imposes its presence in the hearts and consciences of the people of the nation, even in football events that people attend for fun and entertainment, the cause of Palestine was at the center of the scene, until it was said that this World Cup is truly “the World Cup of Palestine” and this all increased the spirit of Arabism among the youth of Palestine

Conclusion and recommendations

- Including the concepts of Arabism and the Arab dimension in educational curricula while ensuring their availability in various educational activities, and paying attention to developing the effectiveness of institutions concerned with the behaviour of Arab

citizenship, and increasing their influence in instilling and developing the behaviour of Arab belonging to strengthen interest in the Arab dimension in educational curricula.

- Intensifying programs aimed at preserving the Arab identity as an original goal, supporting Arab bodies concerned with spreading the Arabic language in foreign countries, taking care of its dissemination among Arab communities, and paying attention to programs to strengthen the position of the Arabic language as a carrier of Arab culture and the essence of identity.

- Working to correct the misconception about the culture of Arabs and Muslims, openness to other civilizations and cultures, and expanding translation from and into the Arabic language in a way that serves Arab culture and identity.

- Paying attention to citizenship and instilling its concepts in the curricula, and involving NGOs and governmental and non-governmental organizations in school programs and activities to enhance the Arab dimension and identity in the hearts of young people, paying attention of spreading the values of Islamic culture that call for tolerance and moderation in school curricula, and school activities, and establishing close cooperation relations with agencies Media to promote citizenship programs in its various episodes (national, Arab, and international).

References:

Budarat, Bassem Younis and Batina, Hussein Mohammed (2016). Language and its impact on Arab and Islamic identity in the era of globalization, *Almojama'a*, (11), 39-62. Retrieved 9 Jan, 2023

https://www.qsm.ac.il/docs/majalla/11/2=dr_basem_alloga.pdf

·Al-Khalis, Baad Mohammed (2021). Kindergarten Teachers' Educational Learning Practices to Promote the Arabism of Jerusalem, *Arab American University Journal for Research*, (7)1, 211-237. Retrieved 26 Dec, 2022.

<https://www.aaup.edu/sites/default/files>

·Al-Abd Al-Qadir, Badr Ali (2018). Belonging to the homeland and its impact on protecting young people from delinquency, conference on the duty of Saudi universities and their impact on protecting young people from groups, parties and delinquency. Retrieved 18 Dec, 2022

<https://units.imamu.edu.sa/colleges/TeachingArabicLanguageInstitute/staffproduction>

Al-Arabi, Alfat Abdullah (1999). Designing a Program Based on Folk Tales and Measuring Its Effectiveness in Developing Belonging among Kindergarten Children, Unpublished Master Thesis, Faculty of Education, Helwan University, Egypt.

Al-Awwad, Khalid bin Ibrahim (2019). Integrating the concepts of Arabism and the Arab dimension into public education curricula, Eleventh Conference of Arab Ministers of Education entitled Policies and their Role in Achieving the Fourth Goal of the Sustainable Development Goals Education 2030, Kingdom of Bahrain. Retrieved 5Jan,2023. <http://www.alecso.org/publications/wp-content/uploads/2020/11/>

Algebra'a, Shafik (2016). A View on the Meaning of Pan-Arabism, Masraat, Palestinian Center for Policy Research and Strategic Studie. Retrieved 1 Feb, 2023. <https://www.masarat.ps/article/1450>

The Arabism between Present and Political Imagination, Masarat, Palestinian Center for Policy Research and Strategic Studies. Retrieved 1st April, 2022. <https://www.masarat.ps/article/1450>

Ghandour, Subhi (2015). A View on the Meaning of Pan-Arabism, Voltaire Network, Washington. Retrieved 1st May,2023. <https://www.voltairenet.org/article131043.html>

kayd, Suleiman (2011). The role of universities in meeting the challenges of cultural globalization and building the authentic and contemporary Arab identity, Al-Quds Open University, Gaza. Retrieved 3rd December ,2022. <http://www.abhatoo.net.ma/content/download/25648/558465/version/1>

Kurdi Naif (2018). History of the World Cup, Novosti Foundation. Retrieved 3rd January 2023 <https://arabic.rt.com/fifa2018/history>

Al-Mesfer, Mohammed Saleh (2008). Liberalism between Arabism and Dependency: Egypt as a Model, Damascus University Journal, (24)3, 355-397. Retrieved 28th Dec,2022 <http://www.damascusuniversity.edu.sy/mag/human/images/stories/355-397.pdf>

Mokrani, Adnan (2018). The beauty of Arabism and its strength in its diversity, pluralism, Tunisia <https://www.taadudiya.com>

·Abu Al-Maati, Walid Ahmed and Ahmed, Manar Mansour (2018). The Level of Belonging to the Homeland and Life Satisfaction among University Students (A Comparative Crosscultural Study), Journal of Scientific Research in Education, (19), 565-594. Retrieved 1st Sep,2023. <https://jsre.journals.ekb.eg/article>



The role of intellectual capital in achieving competitive advantage

(A case study of Omdurman National Bank 2010-2015)

Prof. Al-Bashir Al-Tijani Muhammad-Bakht El-Ruda University - White Nile Private University.
ealshaib9@gmail.com

Abstract:

The aim of the research is to know the role of intellectual capital in achieving the competitive advantage in Omdurman National Bank.

The researcher used the descriptive and analytical approaches and chose a soft sample of (25%) of the research community, which consists of (250) individuals. He also used the (SPSS) program to analyze the questionnaire data. The researcher reached several results, the most Important of which is the validity of the research hypothesis and the bank's endeavor to achieve better competitiveness.

Keywords: *intellectual, the capital, achieving, competitive advantage.*

Research problem:

The researcher noticed the organizations' lack of interest in building intellectual capital, as it is in Omdurman National Bank, where the capacity of Omdurman National Bank is established, where the capabilities and skills of individuals are recognized and exploited optimally, to achieve building a competitive advantage. Accordingly, the research problem can be formulated in the following main question:

What is the role of intellectual capital management in achieving the competitive advantage in Omdurman National Bank? The following questions arise from it:

- Is there interest in intellectual capital to achieve a competitive advantage in Omdurman National Bank?
- What is the extent of the impact of intellectual capital on the competitive advantage of Omdurman National Bank?
- Does measuring and evaluating the bank's intellectual capital affect achieving competitive advantage?

research hypotheses:

The study hypotheses based on the research problem and its elements as follows:

- Is there a statistically significant relationship between intellectual capital and competitive advantage in Omdurman National Bank? The hypotheses branched out of it:
- There is a statistically significant relationship between providing intellectual capital requirements and achieving competitive advantage in Omdurman National Bank?
- There is a statistically significant relationship between the preservation of intellectual capital and the competitive advantage in Omdurman National Bank?
- Is there a statistically significant relationship between the assessment of intellectual capital and the competitive advantage in Omdurman National Bank?

Research Methodology:

The research followed the descriptive and case study approaches, and the statistical social survey program (SPSS) was used for data analysis.

Previous studies:

- A study (Habaina, 2007) titled (The Role of Intellectual Capital in Enhancing the Competitive Advantage of the Enterprise) (1) reached a number of results, the great importance of intellectual capital in achieving the competitive advantage of the organization by investing mental capabilities and working to enhance and manage them effectively to achieve intellectual performance that leads to competitive superiority.
- (Mazlan study, 2005) entitled (Evaluation of Intellectual Capital on Performance for Malaysia Telecom Company)(2)
- . The results of the statistical analysis confirmed the presence of positive relationship between intellectual capital and company performance.

The concept of intellectual capital:

Some researchers classified that intellectual capital consists of the following: (3)

- Human assets: (human capital):

It is the knowledge that is preserved in the mind of the individual worker and is not owned by the organization, but rather is linked to the individual personally, and is represented in skills, creativity and experience.

- Intellectual assets:

It is the knowledge that is independent of the working person and is owned by the organization, or it is the set of tools and techniques of the well-known work group that are used to contribute to the sharing of information and knowledge in the organization. Examples of intellectual assets are plans, engineering designs and computer programs.

Structural capital:

It includes the structural ability to move and develop initiatives, by taking into account new expectations and recognition of new ideas, concepts and tools that adapt to change, including culture, organizational models, processes and procedures.

- Intellectual property: (renewal capital):

It includes the elements that allow the organization to renew and what can be legally protected, such as patents, trademarks, investment rights, talent for publishing and conferences, and industry organizations seek to own more intellectual property to achieve a competitive advantage that enables them to face the severity of Market competition.

Relationship capital:

It reflects the nature of the relationships that link the organization with stakeholders and its competitors and provides an important added value due to the distinctive transactions that link the organization with the external environment.

Intellectual capital as an input to achieve competitive advantage:

This is done through the following: (4)

- Determinants of the development of competitive advantages for business organizations in the knowledge economy, and there is no doubt that competition to acquire the largest sector of the market has become the dominant feature in the twenty-first century, and the search for competitive advantages is the biggest challenge for management in light of globalization and contemporary developments in information technology, and until the organization

achieves excellence in a way It is allowed to enter the target market and achieve excellence and continuity. The matter depends on several elements, including:

- The organization's control over the cost component. The availability of research and development capabilities
 - The extent to which the organization absorbs the increasing technological developments. -
- The extent to which the organization has access to sources of information about the market, customers and competitors. Above all, the organization has human resources with distinct creative and innovative capabilities.

Definition of competitive advantage:

Competitive advantage is defined as: the skill, technology, or distinguished resource that allows the organization to produce values and benefits for customers that exceed what competitors offer, and confirms its distinction and difference from them from the point of view of customers who accept this difference and distinction, as it achieves more benefits and values that outweigh their competitors. What Others Provide (5)

Dimensions of competitive advantage:

The competitive advantage has dimensions represented in:(6)

cost:

The lowest cost is the main goal of companies that compete through cost, and even those that compete through competitive advantages other than cost, as they seek to achieve low costs for the products they produce.

Quality dimension:

Quality is an important competitive advantage and to provide products that meet the needs of customers. Customers want quality products that meet the characteristics required by them, which are the characteristics they expect or see in advertising. Companies that do not provide quality products that meet the needs, desires, and expectations of customers cannot survive and succeed in competition.

flexibility:

Flexibility is the basis for achieving the competitive advantage of the company through rapid response to changes that may occur in product design and to suit the needs of customers, and it means the ability of the company to change operations to other methods, and this may mean changing the performance of operations as well as changing the method

and time of performing operations, the customer needs To change operations to provide four requirements: - (product flexibility: which is the ability of operations to provide new or modified products, mix flexibility: which means the ability of operations to produce a mix of products, and size flexibility: which means the ability of operations to change the level of output or the level of production activity To offer different sizes of products. Delivery flexibility: Refers to the ability of operations to change product delivery times.

delivery:

The delivery dimension is the basic basis for competition between companies in the markets by focusing on reducing lead times and speed in designing new products and presenting them to customers in the shortest possible time. There are three priorities for the delivery dimension dealing with time: speed of delivery, delivery on time, speed of development.

creativity:

Some writers and researchers add creativity as a dimension of competitive advantage. The opinions of writers and researchers have varied regarding creativity. There are many definitions of creativity. (Mead) defined it as: the process or activity that an individual performs and results in a product or something. new.

Research procedures:

In order to obtain the primary information and data for this research, the researcher designed a questionnaire whose validity and stability were confirmed. It included (22) phrases distributed on intellectual capital with (5) phrases, and (4) phrases for each of the requirements of intellectual capital, and the preservation of capital. Intellectual money, intellectual capital evaluation, and competitive advantage.

Research population and sample:(53)

questionnaires were distributed to a soft sample of employees, administrators, and other job occupants at Omdurman National Bank out of a total of (250) employees at Omdurman National Bank.

Use the test (as any squared) to test the statistical significance of research hypotheses at a significant level of 5%, which means that if the value of a squared calculated at a significant level is less than 5%, the null hypothesis is rejected and the alternative hypothesis (the research hypothesis) is correct.

Research data analysis:

Table 1: Kai-square test for the expressions of the intellectual capital axes

Axes	square value kai	degrees of freedom	Indication	pretation Inter
Focus on intellectual capital	14.569	4	0.006	Function
Intellectual capital requirements	17.949	3	0.000	Function
The focus of preserving intellectual capital	28.884	4	0.000	Function
The focus of intellectual capital assessment	21.544	3	0,000	Function
focus of competitive advantage	5.602	3	0.013	Function

From Table (1), the value of k-square calculated to denote the differences between the members of the study sample for all expressions as follows:

- The interest in the intellectual capital (569.14) at degrees of freedom (4) and the level of significance (0.006) is less than 5% on it. This indicates that there is a statistically significant difference between the answers of the sample members and in favor of those who agree.
- Intellectual capital requirements (17.949) at degrees of freedom (3) and the level of significance (0.000) is less than 5%. Therefore, this indicates that there are statistically significant differences between the answers of the sample members, and in favor of those who agree.
- Maintaining the intellectual capital (28.884) at degrees of freedom (4) and the level of significance (0.000) is less than 5%. Therefore, this indicates that there are statistically significant differences between the answers of the sample members, and in favor of those who agree.
- Evaluation of intellectual capital (21,544) at degrees of freedom (3) and the level of significance (0.000) is less than 5%. Therefore, this indicates that there are statistically significant differences between the answers of the sample members, and in favor of those who agree.

- The competitive advantage (5.602) at degrees of freedom (3) and the level of significance (0.000) is less than 5%. Therefore, this indicates that there are statistically significant differences between the answers of the sample members, and in favor of those who agree.

Testing the validity of the research hypotheses:

This is a discussion and interpretation of the field data results, through the information generated by the statistical data analysis tables, as well as the results of the statistical analysis to test the hypotheses, which is the result of a simple linear regression analysis of the research hypotheses relationships.

Table (2) Simple linear regression analysis of the research hypotheses relationships

relationship result	Moral level	T-test	regression coefficient (B)	coefficient of determination (R ²)	correlation coefficient (R)	hypotheses
Acceptance	0.000	5,43	0.56	037	0.61	Hypothesis (1)
Acceptance	0.000	4,57	0.29	0.29	0.45	Hypothesis (2)
Acceptance	0.001	3,72	0.43	0.21	0.41	Hypothesis (3)
Acceptance	0.000	4,66	0.31	0.33	0.55	Hypothesis (4)

From table (2), we find that the results of hypothesis (1) there is ass correlation (above the mean) between intellectual capital and competitive advantage, through the value of the correlation coefficient (R) and its value is 0.61, which is an absolute value that does not determine the form of the relationship between the dependent and independent variable and by reference to the value of Regression coefficient (B) 0.56, which indicates the existence of a direct relationship between intellectual capital and competitive advantage. The value of the determination coefficient (explanatory powers) is 37% of the changes in the dependent variable (competitive advantage) caused by the future variable (intellectual capital), as evidenced by the results of the analysis There is a statistically significant relationship between the dependent variable (competitive advantage) and the independent variable

(intellectual capital) according to the "t-test" at a significant level (5%), where the calculated (t) value was (5.43), with a level of significant significance.

At the level of significant significance (0.000). It is a value less than the 5% significance level. Accordingly, the hypothesis is accepted, which indicates the existence of a statistically significant relationship between intellectual capital and competitive advantage at Omdurman National Bank, which is a positive relationship.

From the results of hypothesis (2), there is a correlation (above the mean) between intellectual capital requirements and competitive advantage, through the value of the correlation coefficient (R) = 0.54, which is an absolute value that does not determine the shape of the relationship between the dependent and independent variable and by referring to the value of the regression coefficient (B) = 0.53 This indicates that there is a direct relationship between capital requirements and competitive advantage in Omdurman National Bank.

The value of the coefficient of determination (explanatory powers) is 29%. Among the changes in the dependent variable (competitive advantage) caused by the future variable (intellectual capital requirements), and as evidenced by the results of the analysis, there is a statistically significant relationship between the dependent variable (competitive advantage) and the independent variable (intellectual capital requirements) according to the "t-test". At the level of significance (5%), where the calculated value of (t) was (4.57), at the level of significance (0.000), which is a value less than the level of significance 5%. Therefore, the hypothesis is accepted, which indicates the existence of a statistically significant relationship between the extent to which requirements are provided. Intellectual capital and competitive advantage in Omdurman National Bank, which is a direct relationship.

It is clear from the results of the hypothesis (3) that there is a correlation (below the mean) between the preservation of intellectual capital and the competitive advantage through the value of the correlation coefficient (R) = 0.46, is an absolute value that does not determine the form of the relationship between the dependent and independent variable and by reference to the value of the regression coefficient (B) = 0.43, which indicates the existence of a direct relationship between the preservation of intellectual capital and the competitive advantage

The value of the determination coefficient (explanatory powers) is 21% of the changes in the dependent variable (competitive advantage) caused by the future variable (preserving capital). capital) according to the "t-test" at a significant level (5%), where the calculated (t) value was (3.72), with a significant level of (0.001).

It is a value less than the 5% significance level. Accordingly, the hypothesis is accepted, which indicates the existence of a statistically significant relationship between the

preservation of intellectual capital and the competitive advantage at Omdurman National Bank, which is a positive relationship.

It is clear from the results of the hypothesis (4) that: There is a correlation (above the mean) between the assessment of intellectual capital and the competitive advantage through the value of the correlation coefficient (R) = 0.55, which is an absolute value that does not determine the form of the relationship between the dependent and independent variable and by reference to the value of the regression coefficient (B) = 0.31, which indicates a positive relationship between capital evaluation and competitive advantage.

The value of the coefficient of determination (explanatory powers) is 30%. Among the changes in the dependent variable (competitive advantage) caused by the future variable (evaluation of intellectual capital), it is clear from the results of the analysis that there is a statistically significant relationship between the dependent variable (competitive advantage) and the independent variable (evaluation of intellectual capital) according to the "t-test" when Significance level (5%), where the calculated value of (t) was (4.66), with a significant level of (0.000), which is a value less than the 5% level of significance.

Therefore, it is accepted that indicates the existence of a statistically significant relationship between the assessment of intellectual capital and the competitive advantage of Omdurman National Bank.

Conclusion:

Intellectual capital has a role in achieving the competitive advantage in Omdurman National Bank, which is what business organizations of this kind that seek to achieve competition at the local and global levels should pay attention to.

Results:

It consists of:

- 1- Intellectual capital contributes to achieving competitive advantage in Omdurman National Bank
- 2- There is interest on the part of the bank's management in developing intellectual capital.
- 3- Bank employees are evaluated on an ongoing basis with the participation of all departments.
- 4- The Bank's management is interested in developing the physical and mental capabilities of the employees through courses and foreign missions.

Recommendations:

The research reached a number of recommendations **represented in:**

- 1- The need to establish a special unit for intellectual capital in the bank, to work on developing special plans, following up on their implementation and monitoring them.
- 2- Attracting qualified administrative competencies to work in the field of intellectual capital in the bank to achieve better performance that helps it compete internally and externally.
- 3- Paying attention to ways of measuring and methods of intellectual capital in different departments, and supporting it with the elements of success, because it contributes to the development of competitive advantage.
- 4- The training process for employees must be continuous to develop intellectual capital.

References:

- 1- Hassan, Rawya (2003) A Strategic Approach to Planning and Development of Human Resources, Alexandria: University House for Publishing and Distribution, pg. 367
- 2- Al-Salami, Ali (2001) Strategic Human Resources Management, Cairo: Gharib Publishing House, p. 104
- 3- Finjan, Musa Ghanem (1990) Modern Trends in Human Resources Management, Baghdad: Al-Raya Press. pp. 112-113.
- 4- Abdo, Hani Mohamed Al-Saeed (2008) Intellectual Capital: A Contemporary Administrative Start, Cairo: Dar Al-Sahab for Publishing and Distribution, p. 53.
- 5- Habaine, Muhammad (2007) The Role of Intellectual Capital in Enhancing the Competitive Advantage of the Institution, Unpublished Master's Thesis, College of Graduate Studies, University of Aleppo.
- 6- Mazlan, (2005), (The Influence of Intellectual Capital on the Performance of Telecom Malaysia), PhD, Thesis, Engineering Business Management, Business & Advanced Technology Centre, University of Technology



Performance Efficiency Assessment Ataba Spring Water Project in Najaf

Dr. Farhan Mohammed Abuthebahak Farhanm.aldbhawy@uokufa.edu.iq

Mahammed Gwad Mussa Kadhum fhfhfkhgccc@gmail.com

Department of Economics, Faculty of Administration and Economics, University of Kufa, Iraq.

Abstract

The process of evaluating the efficiency of performance is an important role in the success and knowledge of the effectiveness of companies related to the development and development of the industrial sector, the industrial sector in Iraq is of exceptional importance, because it is the most weighty in the national economy, and within the industrial sector stands out the bottled drinking water industry, as this industry is one of the most dynamic sectors of the food and beverage industry, because of its close link to the human being and his health, it needs technology and special care from the rest of the other food industry because it affects the human being mainly, and has The research reached several conclusions, the most important of which is that the field study of the laboratory has achieved the hypothesis of research in the importance of proper and accurate selection of economic evaluation indicators in order to give a clear and real picture of the Threshold Spring Laboratory, through which deviations were identified and how to address them in order to push the work forward and develop it effectively and distinctly, and in light of the conclusions, the research reached a number of recommendations, including the application of economic performance standards periodically in the Ataba Spring Laboratory to find out the deviations when and increase the performance of economic variables in it.

Keywords: *Performance Efficiency Assessment, Economic Performance, Ataba Spring Laboratory.*

Introduction

The process of evaluating performance efficiency is the last stage of the task in any company or project, which begins with setting goals, as it in turn represents a response to the company's mission and activation of activities that depend on the available resources in the context of the company's interaction with its external surroundings, through its pursuit of obtaining the maximum possible energy for the purpose of achieving its balance and developing this balance towards growth, which makes success an important result that provides the company with more opportunities and a wider field, so it is considered the field of study to evaluate performance efficiency. One of the important areas, as it includes evaluating the efficiency of the economic performance of projects, factories and companies, whether productive or industrial, and this importance lies in knowing the extent to which productive companies succeed in achieving their goals or failures, hence the economic importance of food industry laboratories as one of the important industries that have a close link to man and his health, including the Ataba spring factory in Najaf, one of the company's formations, Fayd Al-Qassim, which is affiliated with the Holy Upper Shrine, which is characterized by the quality and importance of its products, On this basis, the subject of the study was chosen under the title (Performance Efficiency Evaluation of the Ataba Spring Water Project in Najaf), and the research aims to identify the level of performance efficiency of the laboratory for the period (2016-2021) through the use of performance efficiency evaluation process criteria.

Methodology

1-Problem

The economic evaluation seeks to know the extent to which the company can keep pace with market requirements and its ability to minimize costs and give a wider ability to compete with similar products, as the research problem stems from the fact that drinking water filling plants in general and the Ataba spring plant in particular, although it is a key axis in the food industry, but it was not of a high contribution to economic development as it is not commensurate with the available capabilities, as this plant suffers from several problems and challenges Which requires an assessment of the efficiency of economic performance to improve the level of exploitation of financial and human resources to achieve the economic goals set by the laboratory, as doing this study shows us the strengths and weaknesses and the extent of the contradiction between the planned goals and the capabilities available to the laboratory based on what the decision-makers do, so the research problem is the following question:

"What is the level of achievement of the objectives set for the Ataba spring plant in light of the influence of market volume factors, sales volume, costs, the intensity of competition by

other factories that produce the same product, production efficiency and efficiency of production elements"

2-Importance

The importance of the research comes from the nature of the commodity produced by the Ataba Spring Factory, as food products are strategic and necessary commodities that are not subject to continuous change in their quality and specifications because of their association with human life, whether from the economic or humanitarian side, as well as the process of evaluating the economic performance of an economic project represented in the Ataba Laboratory, which in turn contributes to activating the economic reality of the city of Najaf in particular and the country in general, and through the performance evaluation process, the efficiency of resource allocation is ensured. available to the laboratory and its optimal use, as well as knowing the percentage of deviations and ways to address them from the economic level, so the importance of research comes from highlighting the evaluation of the economic performance of the company's Ataba spring laboratory, Fayd Al-Qassim, for the study period 2016-2021, depending on the most important economic criteria and indicators, and the extent to which the required goals are achieved.

3-Objectives

Based on the nature of the research problem and its importance, the research sought in general to highlight the importance of conducting the performance evaluation process for the Ataba Spring Laboratory by using the criteria for evaluating economic and financial performance, as this general objective arises several objectives that the research seeks to achieve, which are as follows:

A - Identify the importance of the Ataba spring factory and its role in Najaf Governorate.

B - Identify the performance of the laboratory and the factors that control through the use of criteria for evaluating the efficiency of economic performance and indicators, to identify the nature of the company's work and evaluate its performance through the results obtained.

Analysis of economic evaluation indicators and criteria, diagnosis of deviations in some indicators, analysis of them and submission of proposals.

4-Hypotheses

To achieve the objectives of the research and answer the question contained in the problem, it proceeds from the premise that:

"The possibility of expanding and developing the economic performance of the Ataba Spring plant through the economic resources available to it, which can be exploited to cover part of the local demand in the province of Najaf, especially in light of the current economic conditions in the country, and the performance of the plant varies in the exploitation of the mentioned economic resources and then inferred from the application of economic

evaluation criteria from them".

The concept and conditions of criteria for evaluating economic performance

The standard is a means that can be used in order to make a decision or objective judgment in a specific case, and usually the rule on which the standard is built varies, including economic, legal, political or social, and the standard takes multiple forms, it may be a phrase or a standard sentence or a mathematical rule or ratios and equations that are fed with information taken from the real reality of the company or project and often rely on mathematical ratios as they are more accurate in showing the reality The company, in many cases, uses accounting records, economic documents and engineering manuals, as the information they contain helps evaluators in calculating the standards used in preparing performance evaluation accounts reports .

The Iraqi National Audit Office also referred to the concept of the standard as a basis or model developed for the purpose of measuring and comparing a specific performance, while the General Assembly of Supreme Audit Institutions defined the standard as a means, method or procedure through which the development of the company is examined according to information and data.

There are a number of characteristics and conditions that must be met in the performance evaluation standards, including: (Ayoub et al., 2011)

- Be easy and simple in the measurement process .
- To be able to provide information that helps to reach the desired purpose and quickly .
- It should be undistorted and shaded. (National Audit Office, 1988)
- It can be expressed in specific concepts, preferably in digital form.

Therefore, performance evaluation standards and indicators are primarily a means of effective and effective control, which in turn is a good means of planning, as it leads to the provision of the necessary information and data on The feasibility and effectiveness of any of the developed plans to be adopted in order to make the necessary and appropriate amendments to it and improve the level of performance.

About the Ataba Spring Factory of Fayd Al Qassim Company

The Ataba Spring Factory is one of the branches of Fayd Al-Qassim Company, which we will mention briefly before starting to explain an overview of the Ataba Spring Factory, as the company was established Fayd Al-Qassim in Iraq in accordance with the Public Companies Law No. (22) of 1997 and Article (8) of the Ministry of Industry and Minerals Law No. (38) of 2011 The company is a self-financed economic production unit owned by the Holy Upper Shrine and is based in Najaf Al-Hanana - opposite the Najaf Chamber of

Commerce, the company aims to contribute In supporting the national economy through general trade, real estate investments, tourism investments, animal and plant production, in addition to developing plans for production and export according to the need of the competitive market, as well as working according to the principle of economic calculation and the efficiency of investing money to raise the level of the national economy, as well as working to diversify production even with entry with investment companies

Therefore, the Ataba spring factory is one of the branches of Fayd Al-Qassim Company, where work began to establish the factory in 2011 and commercial operation began work and actual production began in January 2014, and the factory is located on Karbala Road called Ya Hussein Road (pbuh) opposite the column No. (96), and that the plant produces water filled with plastic cups (mug) of size (200) mm and packed with carton boxes (cartons), and all the equipment and machinery of this plant are of Italian origin where The factory was designed according to the standards, conditions and specifications of the Italian manufacturer of it, the production capacity of the production lines is (1,750,000) cartons annually for carton boxes and (105,000,000) mugs per year for plastic cups, where one carton for bottled water includes (60) mugs, and the area of the factory is (10) dunums, equivalent to (5000) square meters, where it was distributed to (4000) square meters for gable (1000) square meters for service accessory parts. (Financial statements upon a field visit to Fayd Al-Qassim Company in Najaf) Therefore, the Ataba spring factory for the production of mineral water is one of the important economic projects of the company, Fayd Al-Qassim and the Holy Upper Shrine, as it works to provide pure, healthy drinking water that meets the needs of the consumer, as the project was distinguished by the quality of production according to the latest devices and methods used globally, and the project comes within the plan of the Holy Upper Shrine aimed at supporting local production and reducing the process of importing from abroad, so we will in the next chapter evaluate the efficiency of the economic performance of the plant.

Results of the application of performance efficiency evaluation standards for the company's Ataba Spring Factory Fayd Al-Qassim / Najaf for the period (2021-2016)

1-Standard production capacity

The concept of exploiting production capacity in companies and production projects is one of the topics that have received distinguished attention in all developed or developing countries and various economic systems, because it represents an effective tool in the creation of wealth through the optimal use of economic resources for these energies, and a comparison will be made between the types of production capacities of the factory's products by studying the quantities of production and the extent to which the plant exploits

the production capacities mentioned previously through several indicators that we will explain in the table below:

Table (1) Design, Plan and Available Power of Ataba Spring Plant for the Period (2016-2021)

year	Percentage of use of planned energy	Planned production capacity	Percentage of use of available energy	Available Production Capacity	Percentage of utilization of production capacity	Design Production Capacity
2016	51%	648000	64%	518400	43%	777600
2017	60%	648000	75%	518400	50%	777600
2018	42%	992160	21%	1984320	18%	2289600
2019	94%	1322880	63%	1984320	54%	2289600
2020	97%	1322880	65%	1984320	56%	2289600
2021	101%	1653600	84%	1984320	73%	2289600

Source: Prepared by the researcher based on the financial statements of the Ataba Spring Factory in Najaf.

Through the results of the above table, the design capacity of the factory appeared by (777,600) cartons for the period from 2016 to 2017 with a utilization rate ranging between (40%-50%), and a design capacity was added to the project of a new production machine in the factory in the amount of (1,512,000) cartons in 2018 so that the total design capacity is (2,289,600) cartons for the period from 2018 to 2021, and this is reflected in the percentage of use, as it appeared in 2018 by (18%), while it ranged between (50%-75%) during the period from 2019-2021, (Al-Jawari, 2018) When the results of the production capacity available to the factory appeared at the Ataba Spring, they appeared by (518,400) cartons in 2016 with a utilization rate of (64%) and (1984320) cartons in 2021 with a utilization rate of (84%), and reached its lowest level (518,400) cartons during the period from (2016-2017) with a utilization rate ranging between (60%-75%), and increased during the period (2018-2021) by (1465920) cartons until it reached its highest level (1984320) cartons in 2020. With a utilization rate of (20% - 85%), and the amount of production capacity planned for the plant ranged between (648,000) cartons in 2016 and (1653,600) cartons in 2021, with a benefit rate of (51%-101%), as it was characterized by a disparity between high and low during the study period, while the remaining years were distributed to (648,000) cartons in 2017, (992,160) cartons in 2018, and (1322880) cartons for the period from (2019-2020),

when the utilization rates appeared by (60%, 42%, 94%, 97%) for the period from (2017-2020) and respectively.

We note from the results of the above table that there is a good utilization rate of the design energy available for each of the years (2018, 2017, 2019, 2020 and 2021), while there was excess capacity that was not used to increase Production for the period (2018), which in turn was directly reflected in the increase in additional costs that were not offset by the sale of products

2- Total productivity

It means the productivity of all production factors combined, in the sense that it is the relationship between the outputs of the plant represented by the value of production and the production inputs represented by the total costs, and this indicator aims to determine the level of efficiency of converting different inputs into outputs, and this criterion measures the total productivity of the plant and shows the quantity or value of production resulting from the use of one unit of production elements or one monetary unit of the value of production elements, and to measure the total productivity of the Ataba spring plant, we will use the following equation:

Total productivity = inputs / outputs or total productivity = production value / factor value

The increase in this percentage indicates that there is a growth in the value of production outputs and a higher rate of output growth, and the total productivity index can be shown according to the table below:

Table (2) Total Productivity of Ataba Spring Plant for the Period (2016-2021)

year	Total productivity	Total production elements	Money capital	Extinctions ^l	Service Supplies	Commodity Supplies	Salaries and wages	Production value
2016	11%	5,445,043,850	5,000,000,000	8,333,000	6,321,441	423,526,409	6,863,000	621,285,500
2017	12%	5,483,998,247	5,000,000,000	8,333,000	6,916,792	461,048,455	7,700,000	665,539,400
2018	12%	5,522,239,342	5,000,000,000	8,333,000	5,983,518	502,455,024	5,467,800	641,988,300
2019	26%	6,268,164,422	5,000,000,000	8,333,000	8,010,544	1,240,197,878	11,623,000	1,643,658,900
2020	26%	6,238,183,047	5,000,000,000	8,333,000	9,663,770	1,208,463,277	11,723,000	1,627,386,475
2021	34%	6,807,710,903	5,000,000,000	8,333,000	34,579,456	1,751,954,597	12,843,850	2,283,405,850

Source: Prepared by the researcher based on the financial statements of the Ataba Spring Factory in Najaf.

From the results of the above table, it is clear that there is an increase in the value of outputs for the years 2016 and 2017, and this is a good indicator, as the total productivity rate for the year 2016 was (11%) and the year (2017) by (12%), as the value of inputs ranged between (5,438,180,850 - 5,476,298,247) dinars, while the value of outputs appeared at a value of (636,615,500 - 695,387,700) dinars. In 2018 of the study period, there was a clear decrease in the percentage of outputs, as the year 2018 achieved the lowest percentage of outputs compared to inputs, and it was equal to 2016, and this is due to the entry of new machines to the plant and the purchase of raw materials.

the high production costs and the loading of each piece with sunken costs, so the economic unit should reduce Costs to be able to avoid risks and losses and achieve continuity in production, as for the total productivity of the plant during the period (2019-2020), it was characterized by stability, as it reached (26%) and the value of outputs for the two years ranged successively at a value of (6,256,541,422-6,226,460,047), and then increased to reach (34%) in 2021 with a value of (6,794,867,053), so the value of this criterion began to rise during the years 2019, 2020 and 2021, as the reasons for the increase in the productivity standard of the plant during the study period are due to two reasons:

the first is the increase in the value of production factors As a result of the high cost of production, especially the value of wages And salaries and the value of productive inputs of goods and services, and the second increase in the value of production due to the high value of sales and high selling prices.

3-Capital productivity

The relationship between the quantity or value of production is expressed by the capital used in the production process, as this measure is used to indicate the efficiency of the capital invested in the production process, and the productivity of capital is calculated according to the following equation :

$$\text{Productivity of invested capital} = \text{value of production} / \text{value of assets}$$

Capital productivity can be measured according to the following table:

Table (3) Capital Productivity of Ataba Spring Plant for the Period (2016-2021)

MONTH/YEAR	2021	2020	2019	2018	2017	2016
1	0.032	0.013	0.003	0.004	0.004	0.002
2	0.019	0.021	0.009	0.005	0.006	0.004
3	0.025	0.022	0.012	0.005	0.006	0.006
4	0.026	0.025	0.017	0.005	0.008	0.007
5	0.040	0.014	0.025	0.006	0.010	0.008
6	0.025	0.014	0.030	0.007	0.007	0.008
7	0.056	0.023	0.027	0.009	0.007	0.009
8	0.066	0.068	0.035	0.011	0.008	0.009
9	0.097	0.064	0.076	0.031	0.016	0.011
10	0.031	0.033	0.066	0.036	0.040	0.011
11	0.020	0.017	0.016	0.006	0.018	0.045
12	0.020	0.011	0.014	0.003	0.002	0.005
Average	0.44	0.32	0.32	0.13	0.13	0.12

Source: Prepared by the researcher based on the financial statements of the Ataba Spring Factory in Najaf.

It is noted in the above table that capital productivity was characterized by low and fluctuation, as the average capital productivity for the research period from (2016-2021) appeared by (0.120, 0.131, 0.126, 0.316, 0.315, 0.439) dinars respectively, and it is noted that the highest capital productivity in the month (11) of the year 2016 has formed a value of (0.045) dinars, while the lowest productivity in the month (1) was (0.002) dinars, and in 2017 the highest result of capital productivity appeared by (0.040) in the month (10), While the lowest result of that productivity was in the month of (12) by (0.002) of the previous year, as for the year 2018, the results found that the highest amount of capital productivity reached (0.036) in the month (10), while the lowest productivity was by (0.003) in the month (12). of capital in the month of (8) of the year 2020 by (0.068) dinars, and the lowest productivity of capital was in the month of (12) dinars by (0.011), and in the last year of the research period amounted to

The highest capital productivity in month (9) by (0.097) JD, and the lowest capital productivity was in month (2) JD by (0,0019)

From the analysis of the results of capital productivity above, it is clear that the reason for the decline in capital productivity is attributed to several reasons, including :

- The high volume of capital used in bottling water industries and the decrease in the amount of production, due to the conditions that the country is going through.
- Low level of sales and revenues compared to the costs made by the plant
- The local and foreign competition of food commodities that are characterized by high quality, low costs and appropriate prices that contribute to creating their own market and maintaining their consumers and gaining their confidence, and therefore the factory suffers from weak local demand for its products.

4-Financial profit criterion

The profit criterion is extracted by excluding the total costs from the total revenues, by applying the following equation :

$$\text{Financial Profit} = \text{Total Revenue} - \text{Total Costs}$$

The results of measuring the financial profit criterion can be shown through the following table:

Table (4) Financial Profit Standard for Ataba Spring Plant for the Period (2016-2021)

MONTH/YEAR	2021	2020	2019	2018	2017	2016
1	19,616,338	-22,592,903	-20,556,278	-11,544,884	-15,655,300	-19,872,000
2	14,971,546	3,298,200	-3,420,094	-2,468,741	-1,617,300	-12,988,090
3	4,552,612	-10,988,294	-5,138,240	-7,058,955	16,796,800	-17,537,250
4	14,145,987	6,459,232	-22,276,024	-2,787,614	-6,042,850	10,848,800
5	45,986,833	31,713,525	37,105,028	-13,921,282	781,086	-13,115,600
6	-66,860,861	2,261,325	11,936,338	-12,271,591	1,446,934	-2,507,350
7	56,883,162	5,415,293	-3,413,698	-23,164,221	-26,715,475	-11,939,700
8	-2,693,015	97,270,375	5,804,320	-12,170,835	1,967,889	3,268,950
9	63,569,492	-11,269,814	79,131,721	33,306,511	7,480,793	-1,086,750
10	10,904,543	-3,580,020	46,802,547	19,561,207	23,527,301	-20,249,061
11	-1,043,267	24,572,660	16,400,276	-14,888,126	41,704,709	92,344,483
12	-4,077,032	-9,917,317	780,858	-14,525,987	-12,845,626	-14,879,661
Average	155,029,495	108,545,664	87,831,567	-46,059,913	32,570,201	26,982,882

Source: Prepared by the researcher based on the financial statements of the Ataba Spring Factory in Najaf.

From the results of the above table, we see that the profit and loss may be distributed between the months and years of study, but the total result for each year was as follows:

- 1) During the study period of (2016-2017), it is noted that the results obtained indicate that the laboratory achieved high profits, as the financial profit appeared in 2016 by (26,982,882) dinars, while in 2017 by (32,570,201) dinars.
- 2) When the year 2018 achieved a loss of (-46,059,913) dinars, due to the purchase of production machines, and an increase in total costs .
- 3) The results showed that the highest financial profit was in the year 2021 by (155,029,495) dinars, when the profit results for the remaining research period were (87,831,567) dinars and (108,545,664) dinars for the years (2019 and 2020) respectively. We note that the coverage of revenues for expenses in the laboratory during the study period is due to the increase in sales, which represent the largest part of the factory's revenues as a result of the trademark carried by the laboratory and associated with the sacred religious edifice to which the laboratory belongs.

Conclusions

After studying the results obtained from the analysis of the data of the Ataba Spring laboratory in the previous chapters and for the period from (2016-2021), the researcher reached a number of conclusions, including

- 1) The percentage of utilization of the design and available capacity during the research period (2016-2021) was good, while there was excess capacity that was not used to increase production for the period (2018), and this in turn was directly reflected in the increase in additional costs that were not matched by the sale of products.
- 2) Each of the economic indicators of the factory from the value of production witnessed a clear development during the study period, which requires the need to follow-up, support and continue with this matter, as the value of production increased from (621,285,500) dinars in 2016 to (2,283,405,850) dinars in 2021, as the reasons for the increase in the productivity standard of the plant during the study period are due to two reasons, the first is the increase in the value of production factors as a result of the increase in the cost of production, especially the value of wages and salaries and the value of commodity and service production requirements, and the second is the increase in the value of production due to the high value of Sales and high selling prices.

- 3) The gradual increase in the value of production in the plant during the study period and the decrease in the total costs in kind led to achieving good financial profits for the plant, as the highest financial profit in the year 2021 reached (155,029,495) dinars, and the plant was able to achieve an added value of a good level, as it reached the highest value in the year 2021 by (404,171,637) dinars.
- 4) As for the criteria for evaluating the performance efficiency of the laboratory during the period (2016-2021) for each of (financial profit, rate of return on invested capital), it was found that there is a qualitative economic efficiency.

Recommendations

- 1) The need to emphasize that the laboratory develops plans to keep pace with the development in the field of industry through cooperation and coordination with expertise in Iraqi universities.
- 2) The need to conduct a process of evaluating the efficiency of performance to work periodically and continuously to ensure the achievement of the goals planned and drawn by the laboratory management.
- 3) The need to emphasize attention to the technical and technological aspect by introducing more modern technologies in the industrial processes of the various productive sections of the laboratory, as access to the process of evaluating the efficiency of performance accurately requires the availability of detailed and accurate figures and data.
- 4) Raising the level of marketing performance by providing shopping centers for the factory's products in Najaf and other governorates, providing facilities for customers and working at competitive prices.

References

- 1) Al-Nuaimi, Rawaa Tariq Rashad, 2010, "Evaluation of the efficiency of the economic performance of the State Company for the Manufacture of Vegetable Oil in Iraq for the period (2003-2007)", Master's Thesis, College of Administration and Economics, University of Baghdad, Baghdad, p 41
- 2) Al-Tamimi, Farouk Hani Jassim, 2021, Evaluating the efficiency of the economic performance of the State Company for Rubber Industries and Tires - Babylon Tire Factory, published master's thesis submitted to the College of Administration and Economics, University of Kufa, Iraq, pp. 26-42.

- 3) Al-Jawari, Munadil Abbas, Doaa Imad Kazim, 2018, Performance Evaluation of Al-Kafeel Mineral Water Production Factory, Journal of Management and Economics, Volume 7, Issue 27, p. 165.
- 4) Al-Baaj, Taher Jaseb Haki, 2021, Evaluation of the Efficiency of the Economic Performance of the Basra Cement Plant, Published Master's Thesis, College of Administration and Economics, University of Basra, Iraq, pp. 11-13.
- 5) Ayoub, Ban Hani, Jamal Al-Din, Shatha Assem, Eidan, Feryal Mashserv, 2011, "Evaluating Performance Efficiency Using Some Productivity Indicators", research published in Al-Ustad Journal for Humanities and Social Sciences, Issue 140, pp. 169-192.
- 6) National Audit Office, Unified Accounting System, (Baghdad, NAO headquarters, 1988).
- 7) Financial statements during a field visit to Fayd Al-Qassim Company in Najaf
- 8) Location (<https://www.faydalqassim.com>).



La marginalisation de la montagne marocaine : Quels enjeux de développement ?

Lamiae EL BEZZARI,

Laboratoire : territoire, environnement et développement. Université Ibn Tofail

Résumé

La montagne marocaine dispose de potentialités naturelles, culturelles et éco-paysagères considérables qui contribuent au dynamisme de la population et des activités économiques. Cependant, elle subit une dégradation importante liée essentiellement à la surexploitation des ressources naturelles et aux conditions de vie médiocres (la pauvreté, l'analphabétisme, faiblesse en équipement domestique, etc.).

Afin de pallier à cette situation préoccupante, plusieurs projets d'aménagement ont été mis en place par les pouvoirs publics. Néanmoins, en dépit des efforts déployés, la dégradation du territoire montagnard ne cesse de s'amplifier étant donné que ces projets ont particulièrement ciblé les composantes naturelles y compris l'eau, le sol, la forêt, etc., et non l'amélioration des conditions de vie des locaux, ce qui a entravé son développement.

Bien évidemment, pour dépasser la marginalisation territoriale, il s'avère indispensable de renforcer et réhabiliter le capital humain, diversifier l'économie locale, sauvegarder le patrimoine environnemental et valoriser les ressources territoriales.

Mots clés: *montagne marocaine, potentialités, marginalisation, projets d'aménagement, conditions de vie, pouvoirs publics.*

Introduction

La montagne marocaine constitue un territoire particulier et complexe. Particulier suite à sa richesse en potentialités naturelles, culturelles et éco-paysagère. De même, c'est un territoire complexe par sa marginalisation et sa précarité, sa dégradation naturelle et ses contraintes économiques dont il est le théâtre actuellement. Le capital humain dans le territoire montagnard est pénalisé par l'insuffisance en matière de qualification. Il enregistre des indices de sous développement et de précarité considérables : un taux élevé de pauvreté, de l'analphabétisme et du chômage qui est marqué par son caractère saisonnier et parfois occasionnel, ce qui accentue la marginalisation et la précarité de la montagne.

La montagne est restée assez délaissée par le pouvoir central, elle n'a suscité l'intérêt des aménageurs que vers la fin des années soixante à travers des projets intégrés qui ont ciblé les trois chaînes de montagne. L'objectif de ces projets était la protection des ressources naturelles non plus l'amélioration des conditions de vie de la population locale. Cependant, les visions de géographes, de sociologues ou des historiens au quotidien des montagnards donnent une vision plus noire de la réalité sociale.

Pour mieux appréhender la marginalisation de la montagne marocaine, nous faisons appel dans cette contribution à une approche multisectorielle (historique, théorique, géographique et territoriale) afin de comprendre la problématique de marginalisation dont souffre la montagne marocaine et proposer une série de stratégies de développement permettant de rétablir l'équilibre territorial.

1- Etat des lieux de la montagne marocaine

Le territoire montagnard occupe une place importante au Maroc. Il montre de fortes singularités écologiques, sociales, historiques et culturelles, et une très grande importance économique et écologique pour l'ensemble du pays. De plus, il se caractérise par une diversité des ressources naturelles, culturelles et paysagères qui peuvent constituer un support d'enjeux très intéressant. Néanmoins, quoique la montagne au Maroc fournisse à l'ensemble du pays les ressources naturelles indispensables à son développement, elle est restée depuis fort longtemps à l'écart de développement économique et social.

1- La montagne marocaine entre potentialités et contraintes

Au Maroc, la montagne est définie comme une région d'altitude supérieure à 500 mètres et constituée de reliefs aux pentes raides (Laouina, 2000). La superficie délimitée de

la montagne sur la base des critères retenus s'élève à 187.740km², soit près de 26% du territoire national. La montagne présente une dualité remarquable :

- ✓ D'une part, elle abrite des potentialités naturelles, humaines, économiques et patrimoniales importantes.
- ✓ D'autre part, elle appartient à un monde rural fragilisé par une surexploitation des ressources naturelles, ainsi que des conditions de vie médiocres.

1-1-Diversité des ressources naturelles

De par sa position géographique, ses caractéristiques altitudinales et hydrographique, la montagne marocaine regroupe une variété des ressources naturelles. Ces ressources ont assuré durant longtemps le maintien de l'équilibre de la dynamique écologique et socio-économique du pays.

Sur le plan climatique, les chaînes atlasiques constituent une puissante barrière aux influences sahariennes (en particulier le Haut Atlas qui dépasse 4000 m) faisant largement écran aux influences désertiques venant du sud et protégeant le reste du pays de la sécheresse.

Sur le plan hydrologique, la montagne est un véritable château d'eau. En effet, la majorité des rivières et sources fournissant le principal des ressources en eau jaillissent de ces chaînes. L'épaisse couche de neige couvre les sommets pendant le mois d'hiver constitue une réserve qui soutient le débit des cours d'eau, notamment en printemps. De plus, les couches calcaires emmagasinent l'eau dans leur masse et assurent par d'importantes ressources une alimentation plus régulière dans l'année.

Par sa diversité orographique et lithologique, la montagne abrite une importante diversité d'écosystèmes (cèdre, chêne. vert, chêne liège, thuya, pin, etc.) qui jouent un rôle primordial dans la conservation des sols et la constitution des réserves hydriques

1-2 Un capital humain important

Les territoires de montagne au Maroc sont dans l'ensemble des milieux densément occupés, souvent bien plus que les plaines, en raison essentiellement de conditions climatiques, écologiques et économiques autrement avantageuses. Le facteur humain dans les zones de montagne est d'origine berbère Amazigh : les rifains, les amazighs et les chleuhs, utilisent une longue très éloignée les unes des autres.

La répartition géographique de la population montagnarde est très inégale à l'intérieur du pays, cette population est à forte dominance rurale, les habitants des villes ne représentent

que 27,3% avec des densités varient énormément entre les montagnes. Le Rif où se concentre 33% de la population montagnarde, il enregistre la densité la plus élevée qui atteint 112,7 hab/km² (tableau n°1).

	Rif	Haut atlas oriental	Haut Atlas occidental	Moyen Atlas	Anti Atlas
Densité (hab/km ²)	112,7	16,6	35,5	35,4	18,1

Source : Recensement Général de Population et d'Habitat 2014

Tableau n°1 : densité de la population dans les chaînes montagnardes

De nombreux facteurs physiques, économiques et historiques expliquent cette distribution de la population. La répartition de la pluviométrie explique la dissymétrie entre les montagnes du Nord, du centre et du sud. Les montagnes du nord et du centre sont caractérisées par l'abondance des ressources en eau, et la présence d'une richesse forestière. Par contre, les montagnes du sud se caractérisent par la rareté des ressources en eau et du couvert végétal.

1-3 Une diversité du patrimoine culturel et architectural

La montagne marocaine renferme une richesse culturelle et des héritages patrimoniaux d'une immense diversité dont la majorité est d'origine Amazigh, caractérisant une force humaine, des organisations socio-institutionnelles et des pratiques ingénieuses de la gestion rationnelle des ressources et des affaires communes.

L'artisanat est un secteur représentatif de l'identité et de la spécificité de la montagne, il s'agit de la transformation des produits locaux (bois, laine, cuir) à des objets destinés à satisfaire les besoins essentiels des populations (tapis, habits, couverture, objets métalliques, etc.). La montagne est enrichie considérablement par un folklore berbère assez riche, il est considéré comme le plus riche des couleurs artistiques à l'échelle nationale (Reggada au Rif, Ahidous au Moyen Atlas et Ahwach en Haut Atlas et Anti Atlas)....

Du côté architectural, le patrimoine bâti est assez diversifié. Le mode d'habitat des nomades est basé sur la tente, par contre, la vie sédentaire essentiellement agricole est liée à l'habitat en ksour, ce type d'habitat collectif de Haut Atlas et Anti Atlas disparaît quand on s'éloigne des régions chaudes. La maison de type rural est la plus abondante dans les zones humides au Moyen Atlas et le Rif. Ces types d'habitats constituent un aspect fortement identitaire de la montagne puisqu'il s'intègre dans le milieu naturel, par son organisation, ses formes architecturales et ses matériaux locaux de construction provenant essentiellement

du sous sol et de végétation (bois, pisé, pierre, etc.). L'utilisation des matériaux locaux constitue une source de fraîcheur pendant l'été ainsi qu'une source de chaleur pendant l'hiver.

Les activités artisanales, les savoir-faire et les traditions locales du territoire montagnard constituent d'une énorme richesse et composante historique essentielle du pays.

2- Des multiples contraintes entravent le développement montagnard.

L'exclusion de la montagne du processus de développement socio-économique national, s'exprime à travers le nombre limité des interventions publiques et privées, qui ont accentué le déséquilibre de ses systèmes écologiques, sociaux et culturels. Ceci s'est répercuté négativement sur les ressources territoriales et sur les conditions de vie des locaux.

2-1 Dégradation des ressources naturelles

Les ressources naturelles dans la montagne marocaine subissent une forte pression. D'une part, suite à l'exploitation irrationnelle et incontrôlée provoquée par la croissance démographique, et d'autre part, en raison du changement climatique, de la faiblesse de la productivité agricole et du non diversité des ressources de revenus de la population. Tous ces facteurs contribuent fortement à la dégradation du milieu naturel (eau, couvert végétal, parcours, sol).

Pour la forêt, les modes de l'exploitation et de gestion connaissent une crise générale, due essentiellement à l'augmentation des besoins en matière de produits forestiers et aux déséquilibres entre l'offre et de la demande. La population montagnarde qui est généralement pauvres et qui vit dans des conditions climatiques rudes, s'oriente vers la forêt pour satisfaire ses besoins en bois.

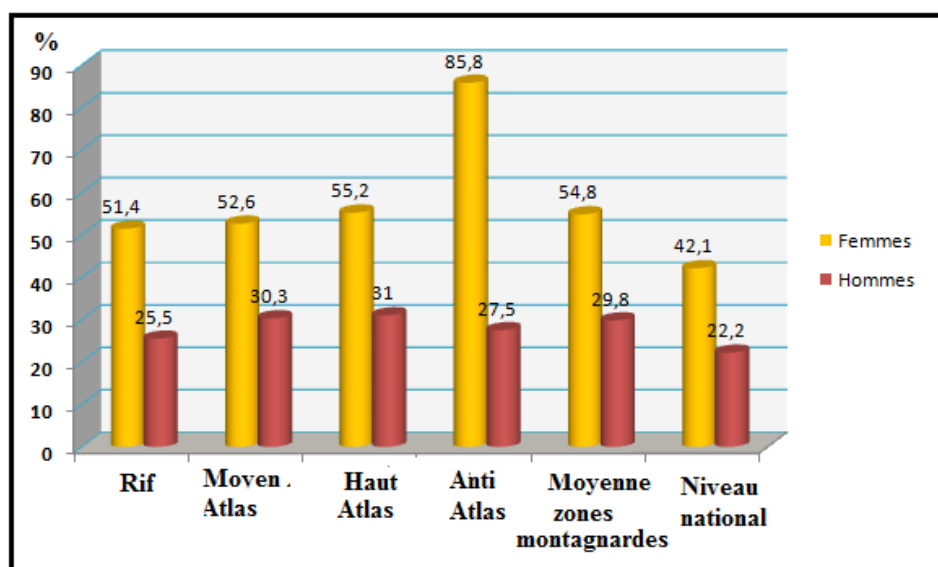
Dans la montagne, où les conditions de la paysannerie sont assez médiocres, les montagnards se trouvent dans l'obligation de diversifier leurs revenus ; à travers la modernisation de leur agriculture qui est fortement concurrencée par celle de la plaine. Pour participer à cette modernisation, l'exploitation croissante des zones montagneuses par l'agriculture commerciale intensifie la pression sur les écosystèmes fragiles : compactage des sols, accélération de l'érosion, réduction de la fertilité des sols, diminution de la nappe phréatique. Quant à l'élevage, il est de type extensif, les effectifs du cheptel constituent une charge pastorale qui dépasse de loin la charge d'équilibre. Les parcours sont en nette régression à cause de la succession des années de sécheresse.

2-2 Une crise sociale

Les aspects de la crise sociale peuvent se résumer à travers des données qualitatives qui tracent les conditions de vie des montagnards.

La population montagnarde est à forte dominante rurale, les habitants des villes ne représentent que 27,3%. Pour cela, les populations montagnardes ont souvent un double habitat : petit village dans les centres communaux et habitat dispersé dans les douars soit des maisons en pisé ou en pierre, des Noualas et des Khaima isolées dans les terrains pastoraux. Les habitants connaissent des conditions d'habitat rural assez difficiles, en raison de la faiblesse en équipement domestique et de confort dans les logements.

De sa part l'analphabétisme constitue un obstacle pour le développement montagnard : les zones de montagnes sont les territoires les plus touchés par ce fléau.



Source : Recensement Général de Population et d'Habitat 2014

Figure n°1 : taux d'analphabétisme chez les femmes et les hommes

L'analyse de la figure n°1 révèle que le taux d'analphabétisme est très élevé que celui enregistré au niveau national. Certes, ces taux sont en baisse grâce aux programmes de lutte contre l'analphabétisme et d'éducation informelle. Toutefois, ces évolutions connaissent un rythme très lent.

En effet, plusieurs facteurs privent les enfants et en particulier les filles d'une scolarisation continue notamment l'éloignement de l'école, les tâches domestiques surtout au niveau du

collège et du lycée. Hors, la majeure partie des habitants parlent la langue Amazigh, sauf que le programme engagé par l'Etat est fortement arabisé.

Quant aux activités, elles se varient selon les conditions naturelles et économiques du territoire. Il y en a ceux qui vivent soit sur l'exploitation agricole: pastoralisme ou de l'agriculture vivrière, leurs revenus agricoles se caractérisent par la faiblesse et l'instabilité. Par conséquent, et d'après le développement de l'habitat dans les chefs lieux des communes, des petits métiers sont en cours de développement (tailleur, plombier, menuisier)

En ce qui concerne la pauvreté, les zones montagneuses sont caractérisées par des taux de pauvreté monétaires globalement plus élevés que le niveau national 8,76%.

	Rif	Moyen Atlas	Haut Atlas	Anti Atlas	Moyenne nationale au Maroc
Taux de pauvreté	3,9	7,9	15,8	10,2	3,5

Source : RGPH 2014

Tableau n°2: Taux de pauvreté dans la montagne marocain

Face à cette situation de crise socio-économique, de nombreux facteurs agissent dans les déplacements des montagnards. Les problèmes économiques demeurent la cause principale de l'exode rural ; il s'agit du chômage, de la faiblesse des revenus et du manque des équipements de base. L'économie de la plupart des montagnes, se base sur l'agriculture, néanmoins avec la succession des années de sécheresse la situation économique s'aggrave et les besoins augmentent.

II- Quelle politique de l'Etat pour développer la montagne ?

Après avoir fixé leur activité durant les premières années de l'indépendance sur l'aménagement et le développement des plaines, l'Etat marocain était obligé de changer sa politique en se tournant vers les milieux marginalisés dont les zones de montagne.

Suite à l'augmentation de la population montagnarde, à la dégradation des ressources naturelles et à la médiocrité des conditions de vie, l'Etat a découvert que les investissements dans les grands bassins hydrauliques ne peuvent pas atteindre un développement rural durable, ce qui l'a obligé à lancer une nouvelle politique de développement dite « projet de développement rural intégré » dans les zones de montagne : Rif, Moyen Atlas, Haut Atlas. Ces projets visent l'augmentation des revenus de la population, la protection de l'environnement et l'utilisation rationnelle des ressources naturelles.

1 Des projets intégrés à la vielle de l'indépendance

Considérées comme des territoires marginaux par rapport aux parties utiles du territoire national, les zones montagnardes sont restées assez délaissées par le pouvoir central, elles n'ont bénéficiées que tardivement de nouvelles mesures d'aménagement et de développement.

Au lendemain de l'indépendance, l'Etat marocain a mobilisé tous ses moyens qui lui permettent d'affermir son indépendance économique et de promouvoir son développement à partir de ses forces internes. Pour cette raison, il a mis en place trois plans successifs (plan quinquennal 1960-1964, plan triennal 1965-1967, plan quinquennal 1968-1972). Les politiques lancées dans ces plans (l'aménagement hydraulique, l'aménagement touristique, etc.) sont arrivées à des résultats satisfaisants dans les plaines et les milieux touristiques. En revanche, les zones montagnardes n'ont pas bénéficié de ce développement, ce qui a accumulé de nombreux problèmes socio-économiques.

Le territoire montagnard n'a suscité l'intérêt des aménageurs que vers la fin des années soixante, à travers des projets intégrés.

1-1 Projet de Développement Économique et Régional du Rif Occidental (DERRO)

La zone du Rif a été la première zone de montagne qui a fait l'objet de l'intervention des pouvoirs publics dans le cadre du projet DERRO (Projet de Développement Économique et Régional du Rif Occidental). Le projet est destiné à promouvoir le développement intégré de l'une des régions les plus déshéritées du pays, qui souffre de nombreux handicaps d'ordre naturel, humain et économique. Du côté naturel, le territoire reçoit une quantité importante des précipitations, ces dernières sont souvent violentes et concentrées, provoquant de graves processus érosifs préjudiciables à l'activité agricole et aux équipements hydro-agricoles.

Sur le plan humain, la densité de la population est très supérieure à celle enregistrée au niveau national, elle est de l'ordre de 165hab/km. Les populations sont à la recherche des surfaces cultivables procèdent à des défrichements massifs sur des terrains exposés à l'érosion ce qui aggrave la dégradation des sols. Quant au secteur économique, l'agriculture qui est le secteur dominant souffre de la médiocrité de la surface cultivable et la domination des modes traditionnels. Ce projet financé par l'ONU et piloté par le FAO ne s'est intéressé

qu'à la lutte contre l'érosion et la conservation des sols sans s'occuper du sort des populations concernées.

1-2 PROJET MOYEN ATLAS CENTRAL (PMAC)

Le projet Moyen Atlas central comme une action de développement intégrée, a englobé les trois composantes principales de ce territoire : l'agriculture, l'élevage et la forêt. Suite à la richesse de ce territoire en forêt et l'importance des parcours collectifs, d'une part, et les problèmes de surpâturage et de l'exploitation irrationnelle du couvert forestier, d'autre part. .

Ce projet a accompli des actions positives notamment dans le secteur de l'élevage, de l'agriculture et de l'exploitation forestière puisque il a été destiné aux trois composantes de l'économie locale et non au développement humain.

1-3 PROJET HAUT ATLAS

Le projet de développement socio-économique qui a ciblé le Haut Atlas central en partenariat avec la France a considéré le tourisme comme pierre angulaire de développement. En effet, ce projet s'est particulièrement basé sur la diversité des potentialités touristiques inexploitées, sachant que le territoire est en crise socio-économique (domination des activités agricoles, croissance démographique accélérée, faiblesse en équipements sociaux, etc.).

De plus, le projet a associé plusieurs activités traditionnelles/modernes en faveur de la population locale mais il n'a ciblé qu'un nombre limité des douars et les revenus du tourisme.

De surcroît, ce projet illustre des initiatives multiples dont l'objectif est de sauvegarder et de conserver les ressources naturelles (eau, forêt, sol) et de lutter contre les phénomènes qui menacent l'économie des plaines (l'érosion, l'envasement des barrages, l'inondation, la dégradation des parcours, etc.) et non l'amélioration des conditions de vie de la population locale défavorisée. La mise en place des équipements et des services sociaux qui constituent des besoins fondamentaux pour le développement des conditions de vie (établissement scolaires, unités sanitaires, électrification, approvisionnement en eau potable, route godronnée, etc.) étaient absents dans les programmes de ces projets, ce qui a tardé le développement de ces zones déshéritées.

2- Une nouvelle vision à la montagne depuis le sommet Rio

L'attention portée aux enjeux environnementaux et sociaux dans les régions ne s'est accrue que vers la fin du 20ème siècle, que lorsque l'Etat est s'engagé depuis le sommet de Rio 1992.

Au sommet de la terre de Rio « la valeur patrimoniale de la montagne » est devenue un fait universellement reconnu, embrassant désormais un périmètre bien plus large que ses seuls valeurs écologiques. La montagne fait l'objet d'un chapitre entier de l'agenda 21, qui souligna l'urgence de la mise en place de démarche de développement durable des espaces montagnards. L'engagement du Maroc dans cet article confirme que ces milieux montagnards sont des espaces géographiques pauvres et en pénurie, qui ne nécessitent pas seulement la protection naturelle mais aussi un développement humain.

Au début du troisième millénaire, le Maroc a lancé le schéma national de l'aménagement du territoire SNAT sans lequel il a présenté la vision officielle du territoire et de son aménagement. Dans ce schéma le Maroc a exprimé l'importance de la montagne dans l'économie du pays « le Maroc existe grâce à ces montagnes, elles sont les sources de la vie, les châteaux d'eau qui nourrissent les plaines en contrebas ». D'après le SNAT, la montagne est donc la source de vie pour le Maroc, c'est le château d'eau du pays et la source de vie grâce à sa diversité biologique et paysagère, ses traditions humaines ancestrales et à son intérêt scientifique et touristique important. Pourtant, elle souffre de nombreux handicaps de développement : la misère sociale, l'isolement, la fragilité économique, la faiblesse en infrastructure, etc. Le schéma a lancé donc, un discours pour mettre une politique de montagne et avoir/chercher les moyens pour créer cette politique et intégrer les différents acteurs dans le développement.

En 2007, l'association de la population de la montagne mondiale a vu le jour dont le but de défendre les intérêts des montagnards et contribuer au développement socio-économique et culturel des zones de montagnes marocaines. L'objectif initial de cette association se base essentiellement sur :

- L'encouragement des initiatives locales,
- L'organisation de changement et de coopération entre les pays développés et les pays en voie de développement,
- Faire entendre la voix de la population de la montagne.

Au terme de cette analyse, il paraît clairement que les politiques de l'aménagement de la montagne au Maroc viennent en retard. Actuellement l'entourage universel nécessite de prendre en considération les problématiques de développement et de protection des territoires montagnards avec l'intégration des approches convenables aux caractéristiques de la montagne. Donc, la montagne a besoin d'un nouveau modèle de développement.

III - Les Enjeux de développement territorial

Comme nous l'avons montré précédemment, la montagne recèle des potentialités remarquables. Pourtant, elle laisse apparaître des multiples formes de précarité et de persécution. Ce territoire était le théâtre de plusieurs projets d'aménagement qui ont ciblé les composantes naturelles (eau, sol, forêt, parcours) et non l'amélioration des conditions de vie des locaux. Ce qui a tardé son développement

Pour dépasser la marginalisation territoriale, il est indispensable de proposer des orientations de développement. Il s'agit d'inspirer un ensemble d'activités et d'actions susceptibles d'affirmer l'amélioration des conditions de vie de la population locale à travers la valorisation des différentes ressources territoriales existantes.

Le diagnostic d'état des lieux des milieux montagnards traité précédemment, nous a permis de dégager des différents enjeux majeurs dont l'objectif est de penser sur l'avenir de développement, ces enjeux concernent les points suivants :

- Une dégradation des ressources naturelles toujours en augmentation.
- Des conditions de vie marquées par la précarité et le sous développement
- Une énorme richesse en termes de ressources paysagères et culturelles qui souffre du manque de valorisation.

1- Sauvegarde du patrimoine environnemental

La montagne bénéficie d'un milieu naturel aux ressources variées, qu'il s'agisse d'eau, de la forêt, des lacs, des terrains de parcours. Actuellement, la croissance de la population et les mutations récentes de l'économie locale constituent une source de problème pour l'environnement, mais aussi les conditions climatiques défavorables (la sécheresse, les orages, la grêle) sont autant des réalités qui fragilisent dangereusement le milieu naturel.

La montagne ne bénéficie pas de ces potentialités, elle a perdu ses ressources naturelles vers l'aval notamment l'eau. Dans ce sens, les premières interventions doit porter sur la construction des barrages, l'emménagement des eaux de pluies qui se perdent durant toute l'année vont permettre l'organisation des ressources en eau en matière d'irrigation et d'eau potable pour la population de la montagne.

La population montagnarde entretient des relations très fortes avec l'espace forestier. Ce dernier est utilisé pour satisfaire leurs besoins en bois d'énergie, en bois de construction et aussi pour nourrir le bétail. Les mutations socio-économiques récentes et l'évolution démographique conduisent à intensifier l'utilisation des ressources forestières. Pour

sauvegarder ce patrimoine forestier et réduire la pression de la population sur la forêt, l'introduction de nouvelles technologies d'économie d'énergie à travers l'utilisation du gaz butane (fours à chauffages, fours à pain) est primordial, et cela à travers l'augmentation des subventions de l'Etat en gaz butane, surtout dans les territoires qui se caractérisent par des taux de pauvreté très élevés et d'une période de neige qui dure longtemps. Ajoutons à l'actualisation des subventions de l'Etat, leur distribution qui doit prendre en considération l'éloignement des douars et leur isolement durant la période hivernale.

L'éducation à l'environnement et le renforcement des programmes de sensibilisation et de conservation des ressources naturelles est primordial pour garder un environnement durable aux générations futures.

L'enjeu environnemental dans la montagne réside, donc, dans la sauvegarde de l'équilibre entre les activités anthropiques et les ressources naturelles, en permettant aux populations locales de mieux vivre tout en utilisant les ressources d'une manière rationnelle.

2- Renforcer et réhabiliter le capital humain

L'enjeu de la lutte contre l'abandon scolaire est un investissement pour l'avenir, il contribuera au développement des mentalités locales. En effet, les stratégies et les politiques dans ce sens nécessitent l'amélioration de la qualité et l'équité dans l'éducation et la formation. Les mesures d'intervention doivent s'adresser aux :

- Soutien des élèves puisque la langue mère « la langue Amazigh est complètement différente de la langue d'apprentissage.
- La sensibilisation des parents d'élèves de la nécessité de l'éducation.
- Faciliter l'accès à une éducation préscolaire de qualité.

Quant à la pauvreté, l'enjeu de l'éradication de la pauvreté et de l'amélioration des conditions de vie s'imposent forcément. Le taux de pauvreté dans les chaînes montagnardes dépasse de loin le taux enregistré au niveau national. L'une des particularités des zones de montagne en matière d'emploi est la forte activité concentrée seulement sur quelques mois de l'année, les périodes de travail sont relativement courtes.

Pour atteindre cet objectif, le développement des activités économiques ne doit pas se fonder sur les métiers du secteur primaire mais aussi sur des nouvelles activités génératrices de revenus à noter : l'apiculture, l'écotourisme, l'agrotourisme, l'artisanat locale, etc.

L'enjeu initial dans les milieux de montagne est de mieux répondre aux besoins d'ordre social pour améliorer les conditions de vie du capital humain et contrôler l'exode rural.

Effectivement, le phénomène de l'exode rural est spécifique car il concerne particulièrement les jeunes de la société locale, ce qui constitue une carence en matière du potentiel humain.

La population montagnarde est confrontée aussi à un grand déficit au niveau de l'accessibilité en équipements de base. Par ailleurs, les déplacements sur les sommets de montagne et les communes isolées s'organisent autour d'un réseau routier de faible densité, l'accès à la route goudronnée constitue un déficit pour les locaux et surtout pendant la période hivernale. L'amélioration de l'infrastructure de base et l'implantation des nouveaux équipements dans les douars isolés, pourra réduire les disparités spatiales qui existent entre l'amont et l'aval.

L'enjeu social est l'enjeu majeur qu'il faut considérer en priorité dans le cadre d'un projet de développement territorial de la montagne marocaine, dont l'objectif est d'améliorer les conditions de vie des locaux.

3- Diversifier l'économie locale

Le système de production agricole dans la montagne marocaine a subi de profondes transformations, il est caractérisé par la coexistence de deux types (traditionnel et moderne). Mais malgré ça, le secteur souffre d'une dépendance accrue au secteur traditionnel et une forte dépendance des ressources naturelles. La diversification de l'emploi est une composante essentielle pour que la montagne reste attractive aux yeux de la population et surtout les jeunes. De nombreux secteurs et métiers du patrimoine sont concernés car ils présentent des gisements porteurs pour l'emploi. Les spécificités des potentialités qu'abrite la montagne peuvent être transformées en plusieurs créneaux de développement. Les activités d'exploitation du patrimoine auront des retombées positives sur l'économie sociale.

L'enjeu de développement économique de la montagne réside dans la restauration de l'équilibre entre les activités économiques et les ressources naturelles, en permettant aux populations locales de mieux vivre tout en utilisant les ressources existantes. L'enjeu est donc, de diversifier une activité agricole à grande valeur et à moindre coût écologique (eau, sol) avec des activités complémentaires de service et de tourisme. Pour l'activité pastorale qui se considère comme un pilier économique dans la montagne, l'enjeu aussi est de sensibiliser les éleveurs à l'importance de la production des fourrages et la nécessité de l'amélioration des races ovines et caprines pour des cheptels de moindre importance en nombre, mais, plus productifs en viande, en laine et en lait.

4- valorisation des ressources territoriales

Comme déjà susmentionné, la montagne fait partie des territoires aux grandes potentialités éco-paysagères. Elle englobe d'atouts spécifiques qui lui confèrent une identité avantageuse et qui font d'elle un territoire d'intérêt stratégiques. La diversité des ressources naturelles, humaines et culturelles constituent des lieux propices aux loisirs et aux sports et une mosaïque d'hommes et de traditions.

L'étendue des territoires de montagne concernés par l'activité touristique représente en totalité une offre originale et vierge du produit touristique national. L'offre touristique diffère d'une chaîne montagnarde à une autre. Le Haut Atlas et le Moyen Atlas sont les premières chaînes qui ont bénéficié de quelques réalisations touristiques et connaissent chacune des flux touristiques spécifiques et variés (Moudoud, 2006).

Les zones de montagne offrent aussi terrain propice à la pratique du tourisme de villégiature par les habitants de certaines villes et de grands centres urbains du pays (Sellak, 1994), pendant toutes les saisons d'années. Plusieurs sites et régions attirent les touristes pendant l'hiver pour la pratique des activités de Ski (station d'Oukaimden et Michlifen), ainsi que des activités de randonnées pédestre et de détente dans plusieurs sites.

La valorisation de l'artisanat reste également une priorité. Dans nos jours, les articles artisanaux sont menacés par la modernisation économique et sociale, plusieurs femmes abandonnent la fabrication des ces produits qui se vendent difficilement et rarement dans les marchés locaux. En effet, le développement du secteur artisanal, nécessite une diversification et une amélioration des produits artisanaux les plus demandé dans le marché local et le marché national et l'implication de la touche moderne.

La diversité des unités architecturales (Zaouia, habitat rural traditionnel, Ksour, seguia, village, etc) est un potentiel du tourisme culturel dans la montagne, qui nécessite une sauvegarde de leur héritage culturel en menaçant ruines et réaménagement pour renforcer leur identité, et par conséquent améliorer et développer l'attraction touristique.

Le secteur touristique constitue donc, l'un des principaux axes de développement pour la montagne. La diversité et la variété des ressources qui la composent, en font de la montagne une zone d'attraction touristique particulière. L'objectif initial du développement du secteur touristique se résume dans les points suivants :

- *Renouvellement de l'offre touristique
- *Amélioration des conditions d'accueil

* L'élargissement de la période touristique à travers la mise en œuvre des études stratégiques visant à favoriser l'élargissement de la période touristique toute l'année.

*La création des activités économiques complémentaire au tourisme.

Conclusion

L'ensemble des ressources territoriales qu'abrite la montagne, peuvent faire l'objet des projets pouvant contribuer à dynamiser le territoire et le faire sortir de sa pauvreté et sa marginalisation. Le sauvegarde et la valorisation de ces ressources constitue une condition nécessaire pour la promotion et l'amélioration des activités touristiques et le développement économique de ces montagnes qui souffrent de l'isolement et de la précarité.

Bibliographie

AKDIM B., 2009. Éléments stratégiques du développement durable de la montagne marocaine : une synthèse. *Revue Géomaghreb* n°5, pp1-8.

BOUJROUF S. et HASSANI M., 2006. *Tourisme de montagne et politique touristique au Maroc*, Publication de la faculté des lettres et des sciences humaines de Marrakech « *Tourisme de montagne réalité et perspectives* », pp 17-32.

EL BEZZARI Lamiae et TRIBAK Abdellatif., 2015. *Tourisme et valorisation des ressources patrimoniales au Moyen Atlas centro occidental – Maroc (cas des communes d'Ain Leuh, Timahdite, Dayet Aoua et Tizguite)*. *Revue géographie du Maroc* N°30, pp 87-96.

EL BEZZARI Lamiae et TRIBAK Abdellatif., 2016. *Les paramètres de développement agricole au Moyen Atlas centro occidental (cas des communes : Ain Leuh, Timahdite, Dayet Aoua et Tizguite)*. *Revue Géomaghreb*, N° 12, pp 68-78.

EL BEZZARI L., 2014. *Développement territorial au Moyen Atlas centro-occidental : atouts, contraintes et enjeux d'acteurs (cas des communes de : Ain Leuh, Timahdite, Dayet Aoua et Tizguite)*, thèse de doctorat en géographie, université Sidi Mohamed Ben Abdallah, Fès –Sais, 272 pages.

JENNAN L., 2000. *Montagne pouvoir et savoir : le Moyen Atlas dans la stratégie politique et le champ des sciences humaines et sociales au cours du XXème siècle*, in *Montagnes Méditerranéennes* n°12 IGA-UJF, Grenoble pp 41-47.

MOUDOUD B., 2006. Quelle offre touristique pour la montagne marocaine ? Publication de la faculté des lettres et des sciences humaines de Marrakech « Tourisme de montagne réalité et perspectives », pp 33-45.

SELLAK L., 1994. L'aménagement touristique du Moyen Atlas, thèse de l'université de Provence, Aix en Provence. 329 pages.

Ministère de l'aménagement du territoire de l'eau et de l'environnement, 2003. Rapport thématique sur les écosystèmes de la montagne

بوجروف السعيد، 2007 ، الجبال المغربية: أي تهيئة؟ أطروحة لنيل دكتوراه الدولة في الآداب. جامعة القاضي عياض كلية الآداب و العلوم الإنسانية بمراكش، ص 564.



Investigating Questions Formation Difficulties Encountered by Undergraduate University Students,

(An applied study in Khartoum State, Gezira State, White Nile State)

Dr. Ali Fadlalla Ahmad AL Basheer, Assistant professor, English Language Department, Faculty of Arts, White Nile University, Kosti, Sudan. alifadul848@gmail.com

Dr. MohiEldeen Ahmed Abdelrahman, Assistant professor, English Language Department, Faculty of Arts, White Nile University, Kosti, Sudan. mohieldeen9@gmail.com.

Abstract

The research aimed to know the problems and difficulties faced by undergraduate students in universities when trying to construct the question form in the sentence, and the research used the descriptive, statistical and analytical approach, through the questionnaire as a tool for collecting information by a sample of university professors in three states, Khartoum state, Gezira state, White Nile state, And the analysis of the questionnaire through statistical packages for social sciences (SPSS), and the research found results, the most important of which are: The ability of students to recall a new term that was not originally present in the affirmative sentence to transfer it to the negative form. The research also recommended the need to give the educational process outputs greater attention by the designers of educational curricula, and the need to give students classroom training activities that help them to practice and apply when building the question form correctly. And giving teachers sufficient opportunities for training in order to develop their teaching capabilities.

Keywords: Question tag, formation, sentence structure, intonation.

Introduction

English language is generally used as a means of communication in many countries in the world, it is now global lingua franca and chief language in many countries and regarded as dominant in many fields like education, business and economy. It is documented that the recent development of science and technology has resulted in spreading of English language.

Effort in learning English as the second and foreign language cannot always result in the acquisition of native-like fluency. Still, it can be helpful when learning is intended to meet specific needs of the learners, and generally when a principled and systematic teaching approach is used to make students engage in role to regulate their use of the target language to different contexts in order to create an authentic communication in using English for their studies.

Questioning is an essential part of language learning. It encourages the students to understand the subject content and helps them participate in class activities.

This paper aims to investigate problems that encounter undergraduate university students in the area of forming questions in their writing and speaking. The researchers, as teachers of English Language in Sudanese Universities, have been observing that undergraduates often encounter difficulties concerning forming questions in their writing and speaking, so this study investigates the area of question formation which represents a challenge faces undergraduates. Although many studies have been done on the field of grammar, but the area of forming questions might have not been touched and collectively organized well and may have not been focused on by a lot of researchers.

The researchers hope that the determination of the areas where undergraduates face more difficulties in forming questions will help them to produce words, written or spoken, in a proper way and to encourage them to build a good knowledge about the formation of questions.

Statement of the Problem

The aim of this research is to investigate the problems and challenges that face university students in respect to questions formation difficulties encountered by undergraduate university students when using questions in their writing. It is important because it tackles a very crucial issue in the field of grammar which is supposed to be taken when dealing with problems of learners. The researchers as instructors of English language at different levels and ages have observed that learners of English as a foreign language often face difficulties when they form questions. Therefore, this study aims to focus and investigate why learners do not know how to form questions correctly.

Questions of the research

1. To what extent do undergraduates encounter difficulties in forming questions?
2. In which grammatical areas do undergraduates encounter difficulties in forming questions?
3. What are university instructor's opinions about undergraduates' ability to form questions correctly?

Important of the research

The importance of the research is limited to how to develop the skills and capabilities of bachelor's students in building the question formula by calling for new vocabulary and grammatical rules that help formulate the question in a correct manner.

Objectives of the research

1. To investigate the difficulties, encounter undergraduates in forming questions.
2. To prove that learners, face difficulties when they form questions.
3. To determine which areas show undergraduates disability of forming questions.

Hypotheses of the research

1. Undergraduates encounter difficulties in forming questions.
2. The present and past simple tenses are the most grammatical areas in which undergraduates encounter difficulties in forming questions.
3. University instructors have different opinions about undergraduates' ability to form questions correctly.

Methodology of the Research

The research used the analytical statistical description and statistical packages for social sciences, (SPSS), and the research used the descriptive, statistical and analytical approach.

Research limits

Spatial boundaries: Sudan, Khartoum State, Gezira State, White Nile State.

Significance of the research

This research is significant because it is being aimed to help university students to develop their ability to form questions in different grammatical areas. Researchers have found it useful to research in grammar specially, forming questions. It is conducted so as to fill the gaps of knowledge and skills that have been left by other researchers in this field, therefore the researchers hope that the findings of this study will effectively contribute to help and encourage learners of English as a foreign language to be aware of forming questions more accurately, also the findings of this study are expected to help teachers to progress their techniques of teaching English as a foreign language.

Literature Review

Definition of Grammar

linguists have slight different points of view in the concern of the term “grammar” and they turn it over from various corners, for instance William J.D. (2005:17) States that "Grammar instruction is a significant part of the language arts curriculum a tall levels of public education. Because performance expectations are high, Prospective teachers face several challenges before they enter the classroom. They must know English grammar exceptionally well." Whereas on the other way round Thornburg S. (1999:1) looks at the term “grammar” from the structure, the verb, and the sentence analysis form, he states that "Grammar is partly the study of what forms (or structure) are possible in a language. Traditionally, Grammar has been concerned almost exclusively with analysis at the level of the sentence. Thus a grammar is a descriptive of the rules that govern how a language’s sentences are formed." Thornburg S. (1999:1) continues that "The system of rules that cover the formation of words is called morphology.

To show a different point of view take for example, DeCapua A. (2009: explains that "The term grammar does not bring pleasant memories to the minds of many people. The term grammar frequently brings to mind tedious lessons with endless drills, repetition, and other generally mindless practice, focused on mostly obscure rules of how people are supposed to write and speak “right”.

To see the term "Grammar " from a historical view point Seaton A.& Mew Y. H. (2007: 4) Explain that "Grammar" is a very old field of study. Did you know that the sentence was first divided into subject and verb by Plato, the famed philosopher from ancient Greece? That was about 2,400 years ago! Ever since then, students all over the world have found it worthwhile to study the structure of words and sentences".

Definitions of a Sentence

It deserves mentioning that Seaton A. & Mew Y. H. (2007: 139) set up a significant condition of a sentence, that is to say, a sentence should be meaningful otherwise it isn’t a sentence, they Explain that "A sentence is a group of words that expresses a complete thought. A sentence must have a subject and a verb, but it may or may not have an object.

It is commonly known that we should use words and sentences in a scientific and natural way in order to express the appropriate use of language, this idea is supported by Plag I. and Kroeger P.R. Firstly, Plag I. (2002: 4) Point out that "It has been estimated that average speakers of a language know from 45,000 to 60,000 words. Secondly, according to Kroeger P. R. and Plag I (2005: 32) " A sentence is not just a string of words. Rather, the words in a sentence may be grouped into grammatical units of various sizes".

Constructing negative and questions forms

It is observed that some undergraduates encounter confusion, particularly when they deal with negative and questions forms. Foley M. and Hall D. (2003) contributed clearly in solving such a challenge, they state that "There are many different ways of forming negatives in English, although the most common way is with not, we can also use adverbs, quantifiers, and prefixes to make the meaning of a sentence or a word negative.". Alexander L.G. (1990: 190) gives more details about this explanation, he points out that "We can make negative or near-negative statements with adverbs like never, hardly, hardly ever, seldom and rarely, he went on talking about the degree of confirming the statement of negative meaning: "Never is more emphatic than not. Compare: I don't drink coffee. (negative) with: I never drink coffee. (emphatic negative).

The main types of questions

The two main types of questions are commonly the wh-question forms and the yes or no question forms. The wh- questions are called so because they often begin with (w) and (h) letters and their answers are expected to be a statement or a phrase. Tallerman M. (2011: 244) states that "Wh-questions are so called because, in English, they begin with a wh-word such as what, who, where, which, when, why and also how". In contrast the yes or no questions are types of questions that generally begin with a helping verb or an auxiliary verb and their answers are expected to be (yes) or (no). Elsig M. (2009 :) points out that "The first variable context which is considered is yes/no questions... would you destroy it?" - "Does my eye need to be healed by this means?".

It worth stating that not all questions expect answers, sometimes we ask questions to show a surprise, an exclamation or even to keep the communication going on.

How to form a question?

Hewings M. (2013) states that "We usually make a negative yes/no or wh- question with an auxiliary verb (do, would, have, did etc... + n't to suggest persuade, or criticize ... etc. e.g. Wouldn't it be better to go tomorrow, why don't we go out for a meal". On another hand Walker E. and Elsworth S. (2000: 121) focused on the type of the tense and the position of the verb, they point out that "questions are formed for all tenses except present simple and past simple by changing the position of the auxiliary verb {am, was, will, etc.) and the subject (I, you, she, he, etc.)"

Present and past simple tense are challenges

Based on our experience as teachers of English language, we observed that learners of English as foreign language often face a challenge when they form a question in the present or the past simple tense, this obstacle has occurred because most of the learners don't have

the idea of borrowing an element from outside the components of a sentence to form a negative or a question. Obviously the negative and questions forms in the present and past simple tense never took place without the process of borrowing a word from outside, probably this word is commonly (do, does, did, don't, doesn't, or didn't) it depends on the kind of the subject whether it is first, second or third person. These explanations are not far away from Tallerman, Walker, and Elsworth points of view. Firstly, Walker E and Elsworth S. (2000: 122) pointed out that "questions are formed for the present simple and past simple by using do, does, or did: They work here. Do they work here? She lived here. Did she live here?". Secondly Tallerman M. (2011: 245 – 246) stated that "the wh-word or phrase moves to a special position before the left edge of the clause, leaving behind it a gap in the clause structure. In fact, there is evidence from a variety of languages that the initial position to which the wh-phrase moves is actually the position immediately before the clause-introducing element known as a complementizer."

What?

What is one of the wh-words questions, it has many uses, according to Alexander L. G. (1990: 197 "What ...? asks for a whole sentence: What are you doing? - I'm reading. or for the object of a sentence: What are you reading? what also combines with nouns: What book / books? What boy/boys? What girl/girls? compare Which?

When?

Alexander L. G. (1990: 198) points out that "We use when...? to ask about the time past present or future. The answers are usually adverbs of time or prepositional phrases: When is your flight? Tomorrow morning at 4.

Who?

Eastwood J. (2002: 103) states that "After which we sometimes say the possible answers. Which cafe did you go to, Snoopy's, the Coffee Pot or the Tea Gardens? Which phone shall I use, this one or the one in the office"?

Where?

We use Where ...? to ask about place. The answers can be whole sentences, phrases or single words "

Whose?

Alexander L. G. (1990: 199) points out that "Whose? asks about possession. The possessor is always a person and we expect the answer to be somebody's name + 's (Kate's) or a possessive pronoun (mine).

Why?

Alexander L. G. (1990: 201) points out that " Why ...? asks for a reason and we answer with because.

How long?

Alexander L. G. (1990: 201) points out that "How long (with or without for) asks about duration. How long ago past tense refers to a point of time."

Avoiding repetition of questions:

Alexander. G. (1990: 204) points out that "We can abbreviate questions after or: did you laugh or did you cry when you heard the news? Did you laugh or cry when you heard the news?"

Tag Question

Alexander L. G. (1990: 192) points out that "A tag question is a short question (e.g. have ~~~? /haven't you?) that follows a statement. We form tag questions with auxiliaries (be, have, can, may, etc.) and do, does, did. They are affirmative - negative: John was annoyed, wasn't he? You like fish, don't you? or negative - affirmative: John wasn't annoyed, was he? You don't like fish, do you?"

An echo tag

Azar B. S. (2002: 461) Points out that "a yes/no question is a question that may be answered by yes or no, an informative question is a question that asks for information by using a question word. "

Alexander L. G. (1990: 196) points out that "The word order of question-word questions is: question-word + auxiliary + subject: He is working. He arrives at 8. Yes / No question: Is he working? Does he arrive at 8? question-word: Why is he working? When does he arrive?"

William J.D. (2005:164) States that "Although there are many ways to say no in English even when appearing say yes, grammatically we form the negative using no, not, and never. Technically, these words are adverbials, but phrase-structure grammar analyzes them as negation markers in the Aux".

Methodology of the research

The descriptive analytical method is adopted in this research in order to achieve the objectives of the research. To conduct this research two tools were followed: the first one was the teachers' questionnaire, the second was the students' diagnostic test. The statistical package for social sciences (SPSS) was used to analyze the information obtained by the questionnaire. The questionnaire responses, the diagnostic students test results were analyzed in details.

In this part of the research the researchers describe the methods used for data collection. They present the target subject, study instruments and the procedures to collect data. Then they go on to present tools, reliability and validity of the study instruments. In order to collect the data, the study uses a questionnaire for EFL teachers to examine their opinions.

The population of this research is university instructors of the academic year 2021 - 2022 in the departments of English Language, Faculties of Education and Arts, different Sudanese Universities. The data which this study analyzed were collected from 50 male and female professors at three Sudanese Universities, AL Nileen University, Gezira University and White Nile Universities. The professors are selected randomly from a total population of nearly one hundred professors, a random selection has taken place so that the findings can result in real situation. Most of the instructors have been teaching English as foreign language. In this study, a questionnaire for EFL teachers, which worked through the statistical package of Social Sciences (SPSS) to conclude to the findings.

Validity and Reliability of the research

Nunan (2001) defines "Reliability refers to the ability of the instrument to give the same result on repeated application of the same subjects". Based on this concept, teachers' questionnaire and students diagnostic test were given to five experts who are university teachers, four of them are PhD holders and the fifth is an MA. holder. They gave suggestions and opinions on content, structure and design of both tools, their opinions, views and recommendations were confidential and highly respected and applied, and the result is the current forms of the tools, they recommended that both instruments are expected to give nearly the same result whenever they are given twice to the same subject, and they will measure the objective they are constructed for.

To measure the reliability of teachers' questionnaire, the researcher used the (SPSS) statistical packages for social sciences, coefficient of consistency in respect to Cronbach's alpha has been used to measure the reliability and validity of the teachers' Questionnaire, this has been recognized in the equation below:

Data analysis and Discussion

The Statistical Pages for Social Science (SPSS) was used to analyse the questionnaire. The researchers designed a questionnaire to suit the subject of the study and its objectives, in order to collect data from the sample members. It was considered that the questionnaire is comprehensive to measure investigating questions formation difficulties encountered by undergraduate university students, For the subject, related to students and teachers, on this basis, the questionnaire was designed in two parts:

Questionnaire includes 15 items spread across fourth Likertian hypotheses ranging from (strongly agree, agree, To some Extent, disagree, strongly disagree) I strongly agree (5), agree (4), To some Extent (3), disagree (2), strongly disagree (1) where I strongly agree and agree with the positive side, Negative, while neutral means the frequency of the answer in the sense of uncertainty and thus are excluded in the provision and the table below shows the distribution of weights on the approval levels.

Table (1) Distribution of approval grades:

The Statement	The options					
		Strongly Agree	Agree	To some Extent	Disagree	Strongly disagree
Undergraduate students know what is meant by the grammatical term "question formation".	Frequencies	19	24	12	5	-
	Percentages	%32	%40	%20	%8	-
Undergraduate students lack of knowledge about question formation results in low quality of writing.	Frequencies	16	33	5	6	-
	Percentages	%27	%55	%8	%10	-
Undergraduate students have no idea about borrowing words to build a questions.	Frequencies	20	36	4	-	-
	Percentages	%33	%60	%7	-	-
Some of undergraduate students do not know how to form a question because of the lack of practice in this grammatical area.	Frequencies	25	30	5	-	-
	Percentages	%42	%50	%8	-	-
Learning and acquiring grammatical rules helps undergraduates to form questions accurately.	Frequencies	22	27	6	5	-
	Percentages	%37	%45	%10	%8	-
Some of undergraduate students show no tendency to learn how to form questions.	Frequencies	22	30	8	-	-
	Percentages	%37	%50	%13	-	-
Undergraduate students pay little attention to the grammatical rules of question formation.	Frequencies	18	21	9	12	-
	Percentages	%30	%35	%15	%20	-
Undergraduate students encounter difficulties regarding constructing a question in past tense.	Frequencies	17	23	15	5	-
	Percentages	%28	%39	%25	%8	-

Table (2) Data analysis:

1. (72%) of member sample are agree to item (Undergraduate students know what is meant by the grammatical term "question formation") and (20%) are to some Extent and (8%) are disagree.
2. (82%) of member sample are agree to item (Undergraduate students lack of knowledge about question formation results in low quality of writing) and (8%) are to some Extent and (10%) are disagree.
3. (93%) of member sample are agree to item (Undergraduate students have no idea about borrowing words to build a questions) and (7%) are to some Extent.
4. (92%) of member sample are agree to item (Some of undergraduate students do not know how to form a question because of the lack of practice in this grammatical area) and (8%) are to some Extent.
5. (82%) of member sample are agree to item (Learning and acquiring grammatical rules helps undergraduates to form questions accurately) and (10%) are to some Extent and (8%) are disagree.
6. (87%) of member sample are agree to item (Some of undergraduate students show no tendency to learn how to form questions) and (13%) are to some Extent.
7. (65%) of member sample are agree to item (Undergraduate students pay little attention to the grammatical rules of question formation) and (15%) are to some Extent and (20%) are disagree.
8. (67%) of member sample are agree to item (Undergraduate students encounter difficulties regarding constructing a question in past tense) and (25%) are to some Extent and (8%) are disagree.
9. (70%) of member sample are agree to item (Undergraduate students encounter difficulties in ordering the elements of a question) and (22%) are to some Extent and (8%) are disagree.
10. (83%) of member sample are agree to item (Undergraduate students confront difficulties when they are asked to change an affirmative sentence into a question) and (12%) are to some Extent and (5%) are disagree.
11. (78%) of member sample are agree to item (undergraduate students face difficulties when they try to form a question) and (15%) are to some Extent and (7%) are disagree.
12. (73%) of member sample are agree to item (The most difficulties that face undergraduates to form questions are in present simple tense) and (20%) are to some Extent and (7%) are disagree.

13. (83%) of member sample are agree to item (Undergraduate students fail to form questions because teachers do not focus on them) and (12%) are to some Extent and (5%) are disagree.
14. (70%) of member sample are agree to item (Undergraduate students are not provided with enough practice concerning questions formation) and (18%) are to some Extent and (12%) are disagree.
15. (84%) of member sample are agree to item (Undergraduate students are able to form yes or no questions) and (8%) are to some Extent and (8%) are disagree.

Conclusion

The significance of this research is that it tackles a very important issue namely, the problems encounter BA undergraduate's university students when using questions in their writing and speaking. Regarding the questions concerning the problems and difficulties the students find in question formation when using English, the main finding are as follows: Grammatical difficulties are the main reasons for example the use of the verb to be is one of the reasons behind the difficulties when forming questions, words order also one of the difficulties and using English adverbs and prepositions, the university student's problems in forming questions in English refer to the differences between Arabic and English. Students do not know how to form questions because they don't have the idea of borrowing an element from outside the components of a sentence. Accordingly, the study recommends that: Curriculum planners and syllabus designers have to give special attention to language learning outcomes and language instructors should encourage the students to develop their language skills through several activities. Instructors should be train so as to improve their performance and competence.

List of References

1. Crystal, D. (2008). "A dictionary of linguistics and phonetics", 6th edition, Blackwell publishing Ltd., Malden, USA. PP 44-46
2. Alexander L. G. (1990) "Longman English Grammar Practice for Intermediate Students, 1st Edition".
3. Azar B.S. (2002) " Understanding and Using English Grammar 3rd Edition, Pearson Educational Publishing. "
4. Boois G. (2005) " The grammar of words, an Introduction to linguistic morphology, 1st Edition, Oxford University Press."
5. DeCapua A. (2009)"Grammar for Teachers, 1st Edition, Springer."
6. Dyken B. (2007) " Grammar or everyone, 1st Edition, Acer Press.

7. Eastwood J. (2002) "Oxford Practice Grammar, 2nd Edition, Oxford University Press."
8. Elsig M. (2009) Grammatical Variation Across Space and Time, 1st Edition, John Benjamin Publishing, Amsterdam Philadelphia."
9. Foley M. & Hall D. (2003) " Advanced Learners Grammar, 1st Edition, Pearson Educational Publishing "
10. Heine B. and Kuteva T (2007) " The Genesis of Grammar, 1st Edition, Oxford University Press"
11. Hewing M. (2013) " Advanced Grammar in use, 3rd Edition, Cambridge University Press."
12. Koerner E.F.K. (1975) " The Transformational Generative Paradigm and Modern Linguistic Theory, 1st Edition, John Benjamin Publishing Company. "
- Kroeger P.R. (2005) " Analyzing Grammar an Introduction, 1st Edition, Cambridge University Press."
13. Mew Y.H. & Seaton A. (2007) " Basic English Grammar for English Language Learners, 1st Edition, Saddle Back Educational Publishing"
- Plag I (2002) " Word Formation in English, 1st Edition, Cambridge University Press."
14. Richard J.C. & Schmidt R. (1985) " Longman Dictionary of Language Teaching and Applied Linguistics, 3rd Edition, Longman Pearson Education."
15. Tallerman M. (2011) " Understanding Syntax, 3rd Edition, Hodder Education"
16. Thornbury S. (1999) How to teach Grammar, 1st Edition, Pearson Educational Publishing
17. Vince M. () " Advanced Language Practice, Heinemann English Language Teaching, 1st Edition , Oxford University Press"
18. Walker E. and Elsworth S. (2000) " New Grammar Practice, 1st Edition, Pearson Educational Publishing "
19. Williams J.D. (2005)" The teachers Grammar Book, 2nd Edition, Lawrence Erlbaum Associates Publishers. "



Evaluation of the performance of intra-trade in the Nile Basin countries

Dr: Salwa Hegazy, Doctor of Philosophy in Applied Statistics and Econometrics, African Economics Researcher, Cairo University.

Abstract:

The study discusses evaluating the performance of intra-trade between the Nile Basin countries through several items, namely; the trade agreements that facilitate the movement of foreign trade and support bonds of economic cooperation among these countries in various sectors. These have been explored, including agricultural and industrial cooperation, besides cooperation in the fields of energy and infrastructure. Economic initiatives and achievements are presented, especially projects that have been already implemented. This is in addition to the projection of the growth of the economies of a number of countries, especially Egypt, Kenya, Tanzania and Rwanda. Further, there is an interest in exports, services sectors, completing the development of infrastructure, increasing production capacity, water resources, dams and irrigation projects, completing structural reforms, and increasing private sector investment to promote the economies of these nations.

Key Words:

The performance of Nile Basin countries, intra-trade, trade agreements, initiatives of Nile Basin countries.

Introduction

The Nile Basin countries seek to develop economic relations and benefit from regional economic integration and the consequent activation of the movement of foreign trade, in addition to increasing exports and opening new export markets, which lead to achieving high growth rates and the provision of foreign exchange needs, which in turn contribute to reducing the sustainable deficit in the commercial balance.

The study aims to evaluate the performance of the intra-Nile Basin trade, considering it a large consumer market, in addition to being a national and strategic dimension for Egypt

The study discusses the following axes:

1. First: Trade agreements for the Nile Basin countries
2. Second: Economic initiatives and achievements
3. Third: The development of inter-trade in the Nile Basin countries
4. Fourth: Challenges and future prospects
5. Fifth: Results and recommendations

First: Trade agreements for the Nile Basin countries

The Nile Basin countries seek to achieve economic growth and integration in the presence of many cooperation agreements that facilitate the movement of foreign trade and support the economic cooperation between countries in various sectors, including agricultural and industrial cooperation and energy. In the following section, the Trade agreements for the Nile Basin countries are highlighted.

Egypt and 43 African countries signed an agreement of launching the African Continental Free Trade Area in March 2018, including the Nile Basin countries with the exception of Tanzania and South Sudan, with the aim of facilitating the intra-regional trade movement in temporal phases , increasing the volume of trade exchange and removing customs barriers. This agreement represents a great opportunity for the Egyptian products to be present in African markets with the possibility of importing the raw materials needed by the local industry from Africa, in addition to other regional agreements, sending trade missions to Kenya, Tanzania and Uganda, participating in many specialized exhibitions and the possibility of opening new markets for exports.

Egypt and Kenya signed a memorandum of understanding in March 2015 regarding the establishment of a joint model farm. Kenya is considered the largest economy in East Africa, especially after the new discoveries of oil, gas and coal in 2012 as engines of economic growth. Kenya continues to support regional integration of East African countries as a member of the (EAC) consortium and the Preferential Trade Organization

for Eastern and Southern Africa (PTA) and a founding member of (COMESA) since 1994. It also joined the CEN-SAD in 2008.

Burundi is a member of the Economic Community of Central African States (ECCAS) and of the Preferential Trade Organization for Eastern and Southern Africa. Further, it joined (COMESA) in 2004 in addition to its membership in (EAC), in 2009. The trade representatives in the United States achieved the establishment of a new trade and investment partnership with the East African Community countries, including Burundi.

Eritrea is considered a member of the (PTA) organization and a founding member of the (COMESA) grouping since 1994, in addition to its accession to the CEN-SAD in 1999, which provides an opportunity for its exports to penetrate the African markets. Despite the country's enjoyment of natural agricultural and extractive wealth, we note that the volume of foreign trade, as well as the growth rates, is small.

The population of Eritrea is 3.6 million people, and 77.4% of the population works in agriculture. The value of exports is \$ 500.025 million, while the imports amount approximately to \$ 389.04 million by the end of 2021²⁰

Ethiopia is a member of the (PTA) organization and a member of (COMESA) since 1994 and it depends on a limited number of raw unprocessed agricultural materials and occupies the largest share of the total exports of Ethiopia. Therefore, coffee, tea and spices as commodities control the first list of exports on which the outcome of exports depends. This is in addition to another list of commodities consisting of trees, plants, vegetables, and fruits. Thus exports are dominated by one commodity group or list.

The Democratic Republic of the Congo has signed several bilateral and multilateral trade agreements with more than 50 countries and belongs to many international and regional trade organizations.

It also signed with Egypt three memoranda of understanding for cooperation in the fields of health, environment and energy in 2015. A joint statement was issued regarding the Egyptian participation in the third and fourth stages of the Inga Dam project in February 2016, and the Egyptian Initiative for the Development of the Nile Basin Countries contributed to the implementation of several projects in the Democratic Republic of the Congo, including Establishing a joint model farm, a number of power plants and a medical center, and contributed to the implementation of several projects in the fields of agriculture, health, industry and energy in Burundi, Eritrea and Ethiopia.

²⁰ https://www.trademap.org/Product_SelProduct_, in Dec, 2021

Tanzania is a founding member of the Southern African Development Community (SADC), Preferential Trade Organization for Eastern and Southern Africa (PTA), the (EAC) Community. Tanzania enjoys a strategic geographic location as well as natural resources and the tremendous botanical wealth and livestock, making it an exporter of livestock in Africa.

Among the means of cooperation is the opening of the first stage of the solar power plant in the joint Egyptian-Tanzanian farm, and the follow-up of the implementation of the "Stiegler's Gorge hydroelectric dam" in Tanzania.

Rwanda is in the East African Community (EAC) until 2007, a member of the (PTA) organization, has joined (COMESA) in 2004 and has achieved rapid development gains in the aftermath of the 1994 genocide, seeks to develop agricultural production, encourages investment and develops foreign trade as part of the strategy to deepen regional integration, and economic cooperation within the East African region.

In terms of trade and regional integration, it is concerned with increasing exports and opening new markets for the Rwandan product as a powerful tool to stimulate economic growth and raise living standards within the framework of the Economic Development and Poverty Reduction Strategy (EDPRS-II). External imbalances have decreased and the good performance of agriculture helped support economic growth and contributed to Food price support in general.

The removal of 8 non-tariff barriers has increased trade between Rwanda and the rest of the East African Community (EAC) and has strengthened trade with Uganda and Tanzania, and has contributed to facilitating procedures for the purchase of electrical equipment, transformers and cables to reduce the costs of importing equipment while ensuring its quality in support of the Made in Rwanda program. This encourages the purchase of goods and services from local and foreign companies located in Rwanda. Three new companies have been established to manufacture clothing.

Sudan is a member of the (PTA) organization, in addition to its membership in the (COMESA) grouping. It is noteworthy that its population reached 41.91 million by the end of 2019 and the GDP reached 129,391 million dollars and the per capita share of 2,730,3016 dollars in 2017, 2018, respectively, while the percentage of workers in the agricultural sector is 8% and the inflation rate is 16% in 2019.

With the beginning of 2021, Sudan faced many challenges related to the public budget and began with a structural defect, as the current inflation rate exceeded 275%. To remedy this

imbalance, production must be increased, and the gross domestic product (GDP) must be increased by supporting local investments in the sectors of agriculture, livestock and manufacturing industries such as oils, leather, and packaging with emphasis on the added value of all sectors, and Sudan aspires to proceed forward towards this reform.

South Sudan, The population of South Sudan is 12.9 million, and by the end of 2018, the gross domestic product (GDP) was 4,565 million dollars and per capita \$ 515. The percentage of workers in the agricultural sector was 75% in 2019 and the percentage remained stable in 2020.

South Sudan joined the East African Community (EAC) in March 2016, and this membership gives the country the opportunity for economic integration with neighboring countries and access to regional and global markets due to its landlocked geographical location. The country is also a new member of the African Trade Insurance Agency and a member of the African Development Bank in May 2012.

The bank is financing three ongoing projects with a total investment of about \$ 17.8 million and gives priority to building institutional capacities and managing public finances with the adoption of a comprehensive plan for establishing and developing infrastructure (IAP), which affects the movement of local and regional trade and opening new markets

In addition to the Sudanese Development Initiative (SDI), priority is given to projects, transformational programs and building the economy, with an emphasis on the importance of revenues, services and creating an investment climate. In addition to the agricultural sector support project and the drought support program in the Horn of Africa, the project aiming to mobilize non-oil revenues, to provide the necessary support, to enhance sustainability and to improve economic growth by increasing domestic resource mobilization is promoted.

In a report prepared by the African Institute for Security Studies in March 2021, it is affirmed that the African Union headed by the Democratic Republic of the Congo will focus in the next phase on what is related to the African Continental Free Trade Area and economic integration, and Agenda 2063 as well as the external partnerships of the African Union such as the partnership with the European Union and giving priority to investment in the dam project. The large "Inga" hydroelectric power generation on the Congo River, and the dam, in its current condition, could help meet 40% of the electricity demand on the African continent.

Uganda is a founding member of the East African Community (EAC), the Common Market for Eastern and Southern Africa (COMESA) and Preferential Trade Organization for Eastern and Southern Africa (PTA) and the United States signed Trade and Investment Agreements (TIFA) with the East African Community (EAC) in 2008, and with (COMESA) in 2001. The removal of 8 non-tariff barriers led to an increase in trade between Uganda and the countries of the (EAC) group, and also to boost trade with (COMESA) countries.

Second: Economic initiatives and achievements of the Nile Basin countries

Within the framework of inter-cooperation and the achievement economic development among the countries of the Nile Basin, there have been many achievements and inter-projects that have been implemented on the ground, especially what was presented by the Ministry of Water Resources and Irrigation during the year 2020, and it has implemented many projects and they are still continuing according to what follows:

- Executing the Egyptian-Ugandan project for controlling water weeds in the Great Lakes. Four phases have been completed, and the fifth phase is currently being implemented.
- Establishing 2 river berths in the Bahr El Ghazal Basin, Southern Sudan.
- Providing technical support for the establishment of a center for forecasting floods and studying climate change in the Democratic Republic of the Congo, and preparations are being made to open the center in the capital, Kinshasa, in 2021.
- A flood risk prevention project in western Uganda is initiated, and the second phase is currently being implemented.
- Several wells and underground drinking water stations have been drilled, including 180 wells in Kenya, 30 wells in Tanzania, 10 wells in Sudan, 6 wells in South Sudan, and 75 in Uganda.
- Contributing to the preparation of technical and economic feasibility studies for projects to construct multi-purpose dams to provide electricity and drinking water, studies for the "Wau Dam" project in southern Sudan have been completed.
- Providing many training courses to prepare technical cadres, and 100 trainees are trained annually from Sudan, South Sudan, Kenya, Ethiopia, Uganda, Eritrea, Tanzania, Rwanda, Burundi and the Democratic Republic of the Congo, and providing scholarships for students in Egyptian universities, especially postgraduate students.

The economic achievements made under Egypt's leadership of the African Union 2019 that bear fruit in the coming years, the most important of which is the launch of the operational phase of the African Free Trade Zone that was held in Niger and signed by 54 countries, and the entry into force of the agreement on May 30, 2019, and the agreement targets 2 billion people, 3 trillion Dollars.

It also aims to remove trade barriers to intra-African trade movement, gradually abolishes customs tariffs between countries, work to establish a unified African market for goods and services, establish the African Customs Union, and apply unified customs tariffs towards imports of the African continent from abroad, which positively affects sustainable development in addition to attracting Foreign investments in several sectors, taking into account the mechanisms of the World Trade Organization and regional and economic blocs aimed at establishing areas for free trade exchange.

- The Economic Forum for Africa in November 2019, as Egypt hosted the forum's activities and focused on the role of the private sector, achieving comprehensive and sustainable development, and promoting investment opportunities in the areas of infrastructure, digital transformation and renewable energy, with the continued financing of investment in human capital through training, skills development and attention to educational missions.
- The Economic Forum for Africa focused on many areas, such as agriculture, with the aim of developing the services provided to increase the agricultural area and to improve the production of agricultural crops while paying attention to cash crops, as well as providing technology to manage water resources and reduce desertification while maintaining the improvement of soil quality and quality through the establishment of an agricultural development fund.
- The Economic Forum for Africa also focused on the industrial sector and gave high priority to local manufacturing, emphasizing the idea of "Made in Africa". The forum also focused on developing the health sector, and education.
- The African Cities Conference, a locomotive for sustainable development, June 2019, is concerned with cooperation with African countries in the field of maritime and land transport. Among the most important projects is the navigation link plans between Lake Victoria, the Mediterranean and the "Cairo-Cape Town" road, the longest project to link the countries of the North and the South of the continent, linking Egypt to South Africa, with a length of 11,000 km, and passing through 9 countries from north to south, and it

will affect the activity of trade exchange and investment and the consequent economic growth. Indeed, Egypt has started implementing the first phase of the project in 2020.

The "Alexandria-Victoria" water connection project aims to bring about a regional renaissance for the countries of the Nile Basin. It includes the construction of riverbeds, railways and land roads, and provides networks for the Internet and logistical centers, to stimulate trade exchange and consolidate economic relations between countries.

- Electrical interconnection projects between the Nile Basin countries aims to develop the electricity sector, to improve the commercial and financial operations of the sector in addition to supporting and developing the level of energy production. Three regional energy trade institutions have already been established, the most important of which is the International Electricity Association in the Great Lakes and the regional economic organizations in the east Africa, with the aim of supporting the energy and electricity sector among the Nile Basin countries.

The signing of the founding agreement for the tripartite free trade zone on the African continent (TFTA) in Sharm El-Sheikh in 2015 in Egypt, which represents an African power that together can meet the challenges of external competition with 26 African countries, and we find Kenya, Rwanda and Burundi from the member states of the Common Market for Eastern and Southern Africa grouping, (COMESA), and the East African Community (EAC).

- The "Nile Basin Initiative" was established in 2000 in Tanzania and included all countries of the Nile Basin before the secession of southern Sudan. Its main goal was to support and to achieve regional cooperation, to enhance economic integration and to develop the water resources of the Nile Basin while ensuring the efficiency of its management and optimal use of resources. Egypt has intensified its efforts towards the continent by stimulating cooperation in all fields and hosting a number of conferences and forums concerned with investment, economy and security.

- The establishment of the International Forum for the Nile Basin, which represents civil society organizations in the Nile Basin countries with the aim of following up the implementation of the projects and programs of the Nile Basin Initiative that was established in 2000 and overcoming the difficulties facing the implementation process.

- Egypt has constructed many dams to harvest rainwater and has participated in preparing the necessary studies for projects to construct multi-purpose dams with the aim of providing electrical energy in addition to underground water stations to provide clean

drinking water in many remote areas far from water bodies. Indeed, solar energy technology has been used in a large number of groundwater wells, especially Tanzania. Several projects have been implemented to purify waterways and protect against the dangers of floods. Many fish farms and river marinas have been established in several countries of the Nile Basin.

Third: the development of inter-trade in the Nile Basin countries

We deal with the performance of intra-trade of some Nile Basin countries, which occupy the advanced positions and top the list in economic performance, as inter-trade and inter-cooperation in various fields are of great importance to the Nile Basin countries and many countries are distinguished as effective pivotal countries and as one of the most important trading partners.

The human resource is considered pivotal economic wealth that affects the inter-cooperation of the Nile Basin countries, as the population of the Nile Basin countries is 572.4 million people²¹, most of them work in agriculture, In Kenya 90.2% of the total population works in agriculture, followed by Burundi, Eritrea, and Tanzania with 78%, 77.4% and 77.3%, respectively.

Table 1: GDP and Population for the Nile Basin countries

No.	Country	GDP	Population
1	Egypt	404	105.6
2	Burundi	3	12.4
3	Eritrea	2	3.6
4	Ethiopia	111	119.7
5	Kenya	110	55.7
6	Rwanda	11	13.5
7	Sudan	34	45.5
8	South Sudan	1	11.4
9	Tanzania	68	62.6
10	Uganda	40	48.2
11	Democratic Republic of the Congo	13	94.2

Source: (1) World Population, at: <http://www.worldometers.info>, in Nov, 2022.

(2) trading economics, at: <https://tradingeconomics.com/matrix>

The economy of the Nile Basin countries is based on commercial economic relations, whose central pillars are agricultural crops and primary raw materials in their exports,

²¹ The value was calculated by the researcher using data of World Population, a :<http://www.worldometers.info>, in Nov, 2022

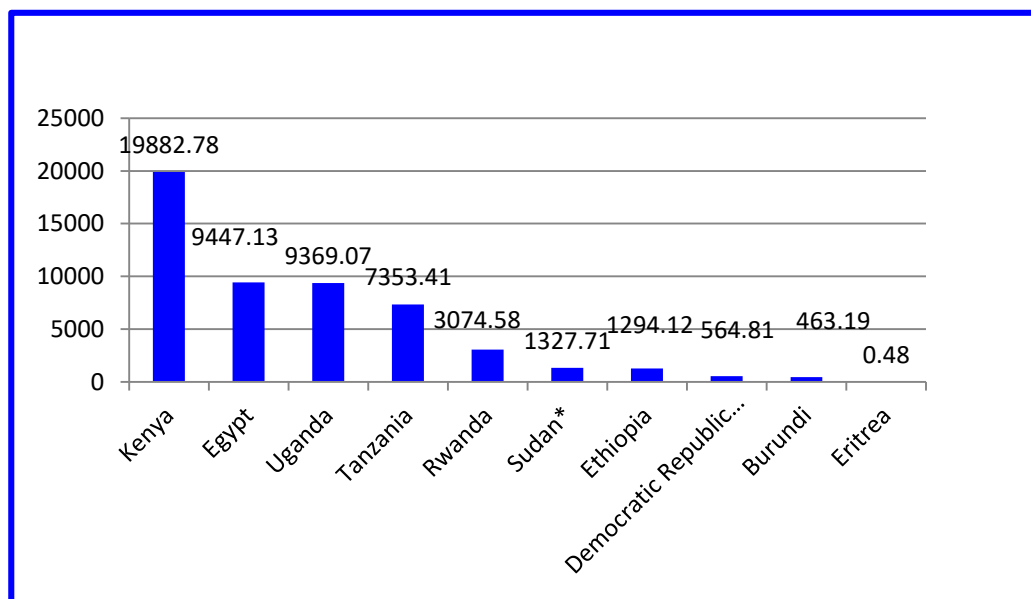
which are of priority and represent the largest part of the gross domestic product (GDP). This is in addition to the dependence of the Nile Basin countries economy on raw minerals as extractive natural wealth whose imports depend on what provides their needs of consumer, food and capital goods from abroad. This makes these countries vulnerable to both global economic fluctuations and negative consequence on the national economy in all its sectors.

Kenya controls intra-regional exports to the Nile Basin countries with a value of 19882.8 million dollars during the period from (2015-2019), equivalent to 37.7%, followed by Egypt, Uganda and Tanzania, which are countries that occupy the advanced centers of intra-regional exports, equivalent to 17.90%, 17.80% and 13.90%, respectively. Fig. No. 1 and No. 2 illustrate this:

Figure No (1)

Total intra-regional exports of the Nile Basin countries, (2015-2019)

in million dollars

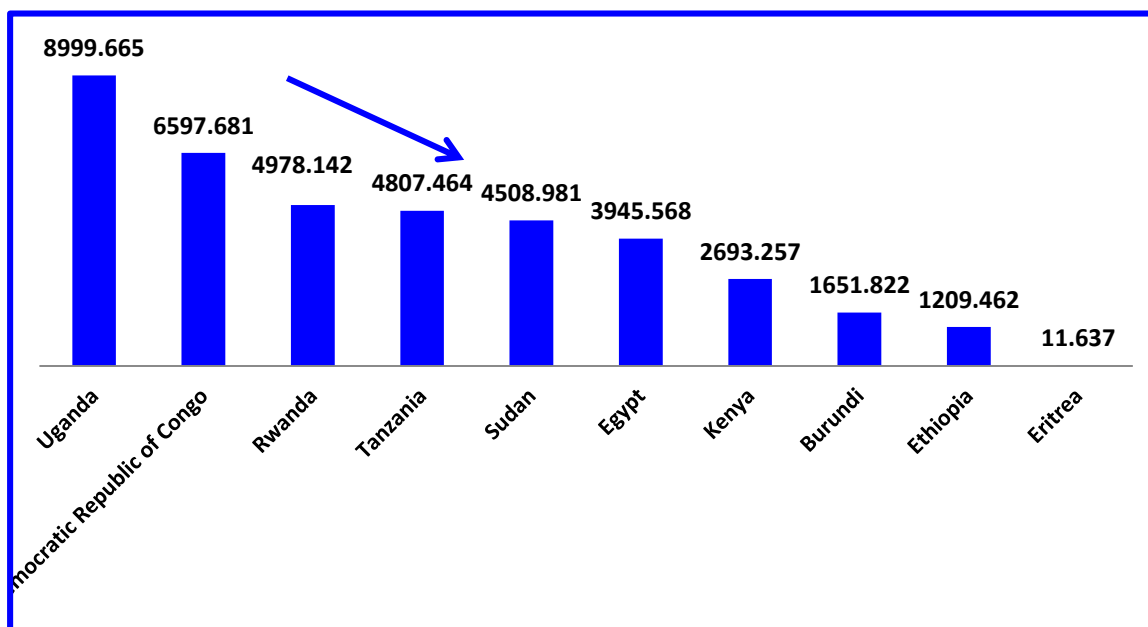


Source: Prepared by the researcher using data, at:

<https://www.trademap.org/Product,in Dec, 2021>.

Figure No (2)

The total intra-Nile imports of the Nile Basin countries (2015-2019)
in million dollars



Source: Prepared by the researcher using data, at:

<https://www.trademap.org/Product,in Nov, 2022>

Egyptian exports recorded \$ 30,632 million while imports amounted to \$78,657.51 million by the end of 2019, and exports of chemicals, plastics, fertilizers and paints to the African continent rose. The Council for the Export of Agricultural Crops confirmed the increase in exports of the sector, specifically citrus, due to the increase in demand, and the increasing rates of intra-trade growth had a positive impact on the GDP and consequently on the economic growth.

The GDP of Egypt reached approximately 24954 million dollars, 25055 million dollars in 2018-2019, respectively, followed by Ethiopia, Kenya and Tanzania. Egyptian products are witnessing an increasing popularity in African markets and export the equivalent of 17.9% of the total intra-regional exports to the Nile Basin countries during the period (2000-2016). It includes fuel and mineral oils, followed by vegetables, fresh fruits, food products, aromatic oils, paper products, chemical industries and their products, and construction and building materials, while it imports the equivalent of 10% of intra-imports to the Nile Basin countries during the same period and this includes coffee, tea,

tobacco, cocoa and spices. Kenya accounts for the largest share of tea imports and tobacco, while Sudan is the most important trading partner of Egypt and accounts for 29% of Egyptian exports, followed by Kenya, Ethiopia, Eritrea and Uganda.

Kenya occupies an advanced position in the volume of trade exchange for the Nile Basin countries and its exports are estimated as nearly \$ 5836.1 million, while imports are estimated as nearly \$ 17,220 million. Uganda is the most important trade partner for Kenya and accounts for 26% of its regional exports. The Kenyan economy depends mainly on agriculture and employs 90.2% of the total population. Cut flowers, green coffee and cocoa pods are exported in addition to green tea without any added value. Chemicals, consumer goods and paper products are imported.

Ethiopia exports the equivalent of 2.5% of intra-regional exports to the Nile Basin countries and includes a limited number of agricultural products such as coffee, tea, spices, seeds, oil grains, as well as raw leather and gold, and together they represent 78% of the total export earnings with no added value. Ethiopia imports the equivalent of 3.1% of the total Intra-imports of the Nile Basin countries, such as fuel, mineral oils, distillation products, and vegetable oils in addition to copper and its articles, plastics and paper products.

Tanzania is the second largest economy in the East African Community and its economy depends on agriculture, and employs 77.3% of the total working-age population and is considered one of the fastest growing economies. The value of exports is \$ 4946.71 million and imports \$ 11573.6 million by the end of 2019.

Democratic Republic of Congo, The population of 84.2 million people in May 2021 is estimated at 54.2% of the working-age population in the agricultural sector.

Egypt exports aromatic materials, juices, and plant extracts, and imports copper and zinc. DRC exports amounted to \$ 8372.77 million and imports \$ 7714.49 million.

Uganda, The percentage of workers in the agricultural sector is 76.1%, according to the 2019 report, and it is considered an active member in many economic groupings. In 2019, Uganda's exports amounted to \$ 3563.78 million and imports \$ 7,696.02 million.

Rwanda, A landlocked state characterized by the fertility of its lands and is located in the Great Lakes region in the middle of the continent with a population of 12.9 million people, in May 2021, 70% of the working-age population works in the agricultural sector. It exports primary raw materials, whether agricultural or extractive, and exports green coffee

of all kinds in large quantities considering Coffee is one of the cash crops that Rwanda is distinguished by producing different types of high quality and competitive advantage.

Burundi, The population of Burundi was 11.91 million in May 2021, and by the end of 2019, the GDP reached 2998 million dollars and the per capita share was 250 and 252 dollars in 2018 and 2019, respectively, while the percentage of workers in the agricultural sector was 78% of the working-age population.

Fourth: Challenges and future prospects

➤ Challenges facing the Nile Basin countries

- The Nile Basin countries face many challenges that hinder the train of economic development and prevent the achievement of their goals, and the most important of these challenges are the following:

- The problem of the Grand Ethiopian Renaissance Dam that is currently being raised and Egypt's clear desire to complete negotiations with an emphasis on Egypt's fundamentals in preserving its water rights and striving to reach a fair and binding legal agreement for all parties that meets the aspirations of all countries in development.

- The climatic changes that the world is going through, leading to the problem of drought and desertification, and the direct negative impact on the agricultural area, and then food security for the people of the Nile Basin countries, as countries depend on the outcome of agricultural exports.

The permanent deficit in the trade balance due to the increase in imports in addition to the accumulated debt benefits that represent a burden on the developing economy.

- The weak financing in various economic sectors and weak production and technical capacity.

- The weakness of the potential for developing the infrastructure and equipping the ports and transportation of all kinds affects the trade exchange movement.

- There is lack of available human resources due to the meager capabilities for training and improving technical skills.

- There are challenges related to product quality and competitiveness of African exports to global markets.

- Exporting raw materials, whether agricultural or extractive, in their primary form without added value at low prices, and importing them semi-finished or fully manufactured at a high cost impedes economic development.

Exporting oil and gas in its initial form reduces the proceeds of exports, especially with the presence of new discoveries in this sector

Weak trade exchange and lack of interest in cash crops (coffee, tea, cocoa, tobacco, spices)

- The similarity of products and the specialization of most countries in a limited number of commodities make them vulnerable to sudden economic fluctuations

➤ **Nile Basin countries and future prospects:**

- The growth in the rates of intra-trade is considered to have a positive effect on the growth of the gross domestic product. It is expected that the gross domestic product will grow during the year 2021, due to the presence of new discoveries of oil and gas and as a result of the countries' efforts for economic integration.
- Paying attention to exports and the services sector as the main engine of economic growth.
- The Nile Basin countries seek to complete infrastructure development and increase production capacity.
- Countries seek to increase the agricultural area and pay attention to the industrial sector to boost local industry and increase production.
- Completing structural reforms, investing in infrastructure, and increasing private sector investment.
- Nile Basin countries seek to pay attention to water resources, dams and irrigation projects.
- Increasing interest in the field of energy and environmental conservation

Fifth: Conclusion - results and recommendations

Conclusion:

The study dealt with evaluating the performance of economic integration between the Nile Basin countries through the elements of the commercial agreements of the Nile Basin countries, where the most important agreements that facilitate the movement of foreign

trade and support the bonds of economic cooperation between countries in various sectors, including agricultural, industrial cooperation, energy and infrastructure.

The study also discussed the economic performance of the Nile Basin countries and dealt with the performance of intra-trade for some Nile Basin countries that occupy advanced positions and top the list in economic performance, the most important of which were Egypt and Kenya.

The economic initiatives and achievements were presented, as well as the most important projects that have already been implemented, as well as what is under implementation.

Finally, the study dealt with the challenges facing the Nile Basin countries, the most important of which was the issue of the Ethiopian Renaissance Dam currently raised between Ethiopia and the downstream countries, Egypt and Sudan, in addition to the problem of climate change that is sweeping the world through the problem of drought and desertification and its impact on the agricultural area and then food security. The study also dealt with future prospects and the inter-projects of the Nile Basin countries.

From the previous presentation, it is concluded that the Nile Basin countries need to make a lot of effort in many areas and important issues to support relations among them and develop their economies. There are expectations to continue strengthening these efforts and striving towards achieving economic integration, as well as the growth of the economies of a number of countries, led by Egypt, Kenya, Tanzania and Rwanda. In addition to paying attention to the export sector and the service sector as the main engine of economic growth, the Nile Basin countries seek to complete the development of infrastructure and increase production capacity, with interest in water resources, dams and irrigation projects. This is in addition to completing structural reforms, increasing private sector investment to support their economies.

The study reached the following results and recommendations

➤ First: the results of the study

Weak trade exchange between the Nile Basin countries due to the similarity of the products produced, most of them are limited to a limited number of commodities and primary agricultural and extractive raw products.

The existence of structural imbalances in the economy and dependence on primary raw commodities as a source of income with different economic and financial policies, trade and transport insurance systems for each country, in addition to weak banking activities

The existence of obstacles to trade exchange between the Nile Basin countries represented in the economic dependence of the industrial capitalist countries, which costs the countries a great burden in relying on the export of raw materials, whether agricultural or extractive in its initial form, at low prices, while these semi-manufactured or fully-manufactured materials are imported to double their value, resulting in the presence of a permanent deficit in the trade balance, which burdens the state, the increase in the value of imports compared to exports led to an increase in indebtedness.

➤ **Second: Study recommendations**

The study made several recommendations

1. Working on developing intra-trade among the Nile Basin countries and paying attention to encouraging industries that give an added value to exports
2. Diversification of exports and specialization in products that have a competitive advantage and not relying on a limited number of primary agricultural crops that expose countries to the risks of economic fluctuations
3. Developing complementary relations and activate joint action in order to support economic integration with the need to increase cooperation between the Nile Basin countries and open new markets, especially that each of them can have a competitive advantage in some cash crops
4. The necessity of activating trade exchange agreements between the Nile Basin countries and discussing ways to upgrade the manufactured product to access global markets, while setting an ambitious marketing policy to promote products and encourage trade exchange, as the Nile Basin countries are considered a large and promising consumer market and need to hold exhibitions to market products

Sources and references:

Articles:

- (1) African development bank group: Rwanda Economic Outlook, at <http://www.afdb.org/en/countries/east-africa/rwanda/rwanda-economic-outlook> John Tanz, South Sudan Official: Country Will Benefit by Joining EAC, 2016, at: <https://www.voanews.com/government-south-sudan.html>
- (2) Dr. Ayman El-Sayed Abdel-Wahab, Water Cooperation in the Nile Basin: Egyptian Civil Society An Introduction to Activating Cooperative Perception, African Horizons Magazine, (Arab Republic of Egypt, State Information Service, Volume Ten, Issue 36, 2012)
- (3) Dr. Salwa. A. Hegazy, “The Development of Foreign Trade in Kenya: Challenges and Future Prospects”, an African Vision, (Iraq, Vol 2, Issue Eight, Oct, 2018).

- (4) _____, "Analysis of the Foreign Trade Performance of the East African Community (EAC)" in the period (2001-2016), African readings, (Saudi Arabia, Riyadh, No. 44, April, 2020).
- (5) Interim Country Strategy Paper(I-CSP) 2012-2014, at: <https://www.afdb.org/>
- (6) internal-trade-supplies-committee, in Feb,2021,at http://www.cec-eg.com/Default_a.aspx
- (7) Ministry of Finance and Planning, GPN Sudan Non-Oil Revenue Mobilization and Accountability in South Sudan NORMA-SS Project, at:www.afdb.org/fileadmin/uploads/afdb/Documents/Procurement

Internet Resource

1. <https://www.fei.org.eg/index.php/ar/committees-1-ar/3461-internal-trade-supplies-committee>
2. <https://inplanning.gov.eg/pages>
3. <https://www.amcham.org.eg/egypttradedhub/Agreement.asp>
4. <http://www.worldometers.info>, World Population ,in May 2021
5. <http://databank.worldbank.org>, World Development Indicators,
6. <http://www.fei.org.eg/index.php/ar/committees>
7. <http://www.doingbusiness.org> , in May ,2021
8. https://www.trademap.org/Product_SelProduct_,May,2021
9. <https://ustr.gov/countries-regions/africa/east-africa/uganda>
10. <https://ustr.gov/countries-regions/africa/east-africa/burundi>
11. <http://www.worldometers.info/world-population/sudan-population,May,2021>
12. <http://www.worldometers.info/world-population/South-Sudan,in May ,2021>
13. <https://gate.ahram.org.eg>
14. Ethiopia Country Commercial, Ethiopia–Agriculture,at:
<https://www.export.gov/article?id=Ethiopia-Agriculture>
15. https://www.trademap.org/Product_SelProduct_,May,2021
16. <http://www.worldometers.info/world-population/democratic-republic-of-the-congo-population/>
17. https://www.trademap.org/Product_SelCountry_TS.aspx?nvpm
18. <http://www.worldometers.info/world-population/burundi-population/>
19. <http://inplanning.gov.eg/pages>
20. <https://sis.gov.eg>



Social media applications, guidelines and analyzes

Dr. Marian Tadrous -PHD in Strategic media, Liberty University, USA

Abstract:

With the emergence of social media platforms, companies can market their brand using analysis and follow-up tools, which monitor and track social networking sites, provide information and comprehensive data about customers, and enable organizations to track competitors easily. Understanding social media applications helps determine the appropriate analytics tool for each platform which measures the data that matters to the brand.

The marketer must also analyze the impact of his strategy on social media sites and track its performance. Creating information reports helps understand the audience, discover more about followers who interact on the platform, and learn about their geographical locations, languages spoken, and demographics. Gaining comprehensive visibility with rich social media analytics helps make intelligent decisions based on social media metrics. The data collected will determine the success of digital marketing; it is the map that guides the marketer and is used to improve the experience and find new opportunities.

keywords: *social media application, digital marketing, profit organizations.*

Introduction

Social media platforms have become the mainstay of the new media, as they allow individuals to communicate with each other. With the continued growth of these platforms, their importance has emerged to play innovative and renewed roles. So, the researchers were interested in studying its audience's characteristics; to benefit from it in marketing and promoting products and services. According to Krizanova et al. (2019), the primary goal of studying social media is gleaning insights, which are a deep understanding of a person or thing, the more insights are discovered, the more information to make a sound business decision⁽²²⁾. So, the researchers seek to collect data about the behavior of social media followers. The key to success in marketing research is related to the correct understanding of customers and how to employ the available social media capabilities. The strategic use of digital data has become a feature of the modern era to further organizational goals. Hence, this paper aims to study social media applications, guidelines and analyzes.

Theoretical Framework

The concept of digital marketing

Digital marketing is the method of electronic communications with customers and consumers using technological developments and social media. Digital marketing requires a new understanding of customer behavior by creating innovative practices and channels that may depend or not depend on the internet such as -SMMS and MMS which display ads⁽²³⁾

Social Media Application

Social media platforms have an active and participating role in various areas of daily life such as sports, entertainment, crises, journalism, and international campaigns.

Social Media Applications in Sports

Freberg (2019) found an integrated relationship between sport and social media through the role of platforms in telling innovative stories that professionals can implement in their campaigns. The social media audience often considers sports players as influencers in their lives and good role models, so the platforms use them to promote brands, influence the community and attract the public's attention⁽²⁴⁾. Therefore, many athletes succeeded in providing compelling content on their platforms to raise awareness of a particular issue and

²² Krizanova, A., Lăzăroi, G., Gajanova, L., Kliestikova, J., Nadanyiova, M., & Moravcikova, D. (2019). The effectiveness of marketing communication and importance of its evaluation in an online environment. *Sustainability*, Vol. 11(24), 1-20

²³ Ponde, S., & Jain, A. (2019). Digital marketing: Concepts and aspects. *International Journal of Advanced Research*, Vol. 7(2), 260-266.

²⁴ Freberg, K. (2019). *Social media strategic communication: Creative strategies and research-based applications*. Sage Publication.

increase the number of followers; they also use their media to collect money and help others. Social media platforms have contributed to spreading sports culture and measuring the popularity of athletes locally and globally through audience opinion and interaction.

Social Media Applications in Entertainment

Freberg (2019) also found that the entertainment industry has witnessed a transformation in how events, celebrities, and brands are promoted and how these individuals participate in entire social networking sites. Celebrities also use platforms to interact with the audience and to see how social media affects their work by amplifying their brands. Entertainment professionals still rely on social media to attach celebrities to their brands⁽²⁵⁾. So, the marketer must use the strategy of integrating the brand with the content to attract the audience. The more celebrities can gather loyal fans for their brand, the more successful the marketing plans will influence the audience⁽²⁶⁾. These people also help support entertainment business efforts by communicating with followers on social media, so marketing efforts should aim to evaluate celebrities and know what they share and its impact on the brand. Thus, social media plays an essential role in achieving interaction with the public and provide opportunities to market the brand through entertainment professionals.

Social Media Application in Communicating During Crises

According to Freberg (2019), organizations may experience some adverse events that affect their reputation and image and cause financial and moral harm. Social media has become a way to seek help and even reach government authorities to save lives, especially in natural disasters⁽²⁷⁾. These platforms have also succeeded in facing the crises the organization may face in front of its competitors.

Therefore, when using social media platforms, marketers must consider developing a crisis management plan that includes: Providing a rapid response to the crisis; assigning a working team to monitor and listen to take immediate action to save the organization from any threats. Marketers also can share content that helps to gain the public's trust again and maintain their loyalty to the organization⁽²⁸⁾. Social media is influential in crisis management if used to correct rumors and misinformation to keep the organization's reputation and face challenges.

²⁵ Ibid.

²⁶ Rothschild, P. C. (2019). How Marketing Professionals Use and Staff Social Media in Entertainment and Event Venues. *MEIEA Journal*, 19(1), 99-114.

²⁷ Freberg, K. (2019), Op.cit.

²⁸ He , S., Rui , H., & Whinston, A. (2018). Social Media Strategies in Product-Harm Crises. *Information Systems Research*, Vol. 29(2), 362-380

Social Media Applications in Journalism

Social media also has become essential to reporters' work, news sites, and journalists who turn to them to write their stories. Some people consider it a source for daily news. So, newspapers were concerned with determining the practices journalists should follow when reporting news and interacting with readers. Social media has allowed journalists to get up-to-date news and follow urgent events in the community. Everyone uses platforms to publish and share community events, which may provide good information for journalists to follow on significant issues in public opinion.

Crises and events often erupt on social media platforms through the dissemination of visuals, which journalists use as an inspiration to get news stories that stir public opinion⁽²⁹⁾. In addition to using live videos to lend credibility to their stories, some newspapers seek to use events published by the social media audience to obtain an exclusive offer to attract more audiences⁽³⁰⁾. Journalists are also encouraged to interact with readers through social media platforms and get feedback on what is published daily. Social media platforms have become the first station for obtaining news, whether through the public sharing of daily events from real stories in video or through the publication of newspapers and news channels of events on their social media platforms.

Social Media Applications in International Campaigns

Finally, Freberg (2019) found that social media platforms are essential in international campaigns because they are global platforms. Many brands worldwide have used social media applications to raise awareness about them. Social media has also been used internationally to spread awareness of issues and raise common topics on the international scene⁽³¹⁾. With influencers' support, brands have been able to share stories and messages on social media to spur creativity and allow audiences to create and share content, giving social media a global edge. So when thinking about international campaigns, professionals must know about other social media channels heavily used in other countries to understand which platforms the audience follows. Knowing the similarities and differences between these platforms and their characteristics contributes to creating compelling brand content⁽³²⁾. In general, social media provides opportunities, challenges,

²⁹ Freberg, K. (2019), Op.cit.

³⁰ Veglis, A., Saridou, T., Panagiotidis, K., Karypidou, C., & Kotenidis, E. (2022). Applications of big data in media organizations. *Social Sciences*, Vol.11(9), 1-14.

³¹ Freberg, K. (2019), Op.cit.

³² Jayaram, D., Manrai, A., Manrai, L. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile applications, *Journal of Economics, Finance and Administrative Science*, Vol. 20, Issue 39,118-132.

and information for the international community, so it is necessary to adopt social media practices to fit a country's political, social, and cultural systems.

The resources which the profite organizations need to extract actionable insights from social media data

Wieneke and Lehrer (2016) defined customer insights as a company's understanding of customer need and how they have changed over time; to generate customer insights from social media data, companies must be effective in collecting, analyzing, and linking this data to existing customer records. The authors also referred to the dynamic capabilities of the organization which means the company's ability to analyze and transform social media data into actionable insights for customers which stakeholders can benefit by presenting a comprehensive understanding of customer behavior ⁽³³⁾. This process works through three sources:

Physical resources refer to information and communication technology. They are represented by the applications and database systems that support the company in collecting and analyzing social media data with organized internal data and communicating insights throughout the organization. Data analysis tools enable the production of visualizations such as social

network maps or social media campaign performance indicators. These reports help understand and interpret the available information and create actionable customer insights ⁽³⁴⁾.

Human resources analytical skills refer to employees' knowledge of analytical methods and the ability to deal with data analysis tools by training them on selecting and interpreting information. The employees should understand the company's business context and related business problems. Using available customer data provides actionable customer insights and enables the company to make decisions ⁽³⁵⁾.

Organizational resources are represented in the governance of customer insights. Organizational structures allow collaboration between departments and deliver the right insights to the right place at the right time. It sets internal rules based on laws and ethical standards for using customer data responsibly. Companies need customers' permission to use platform data. A customer-oriented culture refers to a company's values and beliefs and how they affect customer insights. Organizational resources in customer service also focus

³³ Wieneke, A., & Lehrer, C. (2016). Generating and exploiting customer insights from social media data. *Electronic Markets*, 26(3), 245-268.

³⁴ Ramanathan, U., Williams, N., Zhang, M., Sa-nguanjin, P., & Borges, L. (2022). A new perspective of e-trust in the era of social media: Insights from customer satisfaction data. *Transactions on Engineering Management*, Vol. 69(4), pp. 1417-1431

³⁵ Ramanathan, et al. (2022), Op.cit.

on employees' mindset in considering customers' needs, which means looking at customers' added value ⁽³⁶⁾.

But how can data from significant online ecosystems such as Google and Facebook be used to measure customer demand, trends, market competitiveness, and direct competition?

Korzeniowski (2021) has provided several analytical tools that help marketers understand quantitative and qualitative social media analysis. Google data can measure the number of visitors to the site, where they visit, individual page visits, and the time they spend on the site. Google analytics present collects data on how users find the site. The code can be tracked on every website to leverage, segment, and link the data. Thus interpreting the data becomes more accessible and meaningful, so every action on the web is tracked, pages and files, and even demographics and interests can be logged ⁽³⁷⁾.

Google marketing has many benefits, but the biggest one is the ability to target people accurately because search and display ads are displayed digitally; when the users click, where they click from, and what happens can be measured. This data allows to change the marketing plan and improve the return on investment. Therefore, the Google display network is essential for remarketing and increasing brand awareness, measuring consumer demand, and identifying trends. Any company needs a competitive advantage to distinguish it from others ⁽³⁸⁾. Owning a competitive advantage requires a lot of strategic planning, extensive research, sufficient experience in investment operations in the market, and of course, a perfect knowledge of competitors. There is also a need to analyze competitors' strengths and weaknesses and search for every possible way to make these analyses can be exploited for the company's benefit ⁽³⁹⁾.

As for Facebook, Fink et al. (2020) indicated that it is the second-largest social network, 68% of adults in the United States have an account on Facebook. Brands on Facebook often focus on gaining likes to improve the reach of their content, marketing campaigns are launched to motivate social media users to become fans, and success on Facebook is all about paying for ads. Most people interact with a company's Facebook page to view the content, so Facebook has to be linked to the company's website. Facebook helps

³⁶. Wieneke, A., & Lehrer, C. (2016), Op.cit.

³⁷ Korzeniowski, P. (2021). The keys to identifying underserved markets: Data analytics, mapping software, social media tools, and personas help marketers identify new customer groups. *CRM Magazine*, Vol. 25(5), 28-31.

³⁸ Korzeniowski, P. (2021), Op.cit.

³⁹ Liu, R., An, E., & Zhou, W. (2021). The effect of online search volume on financial performance: Marketing insight from Google trends data of the top five US technology firms, *Journal of Marketing Theory and Practice*, Vol.29(4), 423-434

target a narrow and more specific audience by identifying their age, gender, and language, as well as their interests, demographics, and behaviors (⁴⁰).

Thus, data about the Facebook audience can be used to face competition in the market by understanding customer behavior, identifying the characteristics of the demographic base that deals with the company, and understanding the target audience's characteristics. Analyzing the nature of customers is essential in enhancing competitive capabilities to make customers prefer dealing with the company compared to others (⁴¹). Going deeper into this type of analysis contributes to testing the company's distinctive strengths, understanding customers more personally, and what are their hobbies? What are the things that interest them? Which aspects of the business or product would catch their attention and appeal to them? Customer demographics can also be explored, and their interactions with Facebook posts or feedback can be monitored to assess audience opinions of a service or product.

Li et al. (2015) indicated that the marketing strategy provides a roadmap for social platforms. It helps align the many people and organizations involved in marketing products and services. First: Strategy helps analyze all information about the market, competition, and customers; this information is crucial because it becomes the supporting guide for the strategies that can be followed. Second, the plan acts as a tool to help align the organization. Finally, the written plan outlines a coherent and coordinated set of marketing programs with timelines and budgets (⁴²).

According to Gross (2022), the strategic plan capable of achieving direct competition includes several steps (⁴³). First, market analysis or situation analysis to explore critical issues about market conditions, potential customers, and competition. Second, describe the strategy and develop an approach to segmenting the market, targeting specific customers. Third, the tactical department, which includes product or service programs, promotional and marketing communications programs, and channel design. Finally, the financial section describes the budget and financial resources needed to implement the marketing plan.

⁴⁰ Fink, M. , Koller , M., Gartner, J., Floh, A., Harms, R. (2020). Effective entrepreneurial marketing on Facebook – A longitudinal study, *Journal of Business Research*, Vol.113,149-157

⁴¹ Atkinson, A., Meadows, B., Emslie, C., Lyons, A., & Sumnall, H.(2022). ‘Pretty in Pink’ and ‘Girl Power’: An analysis of the targeting and representation of women in alcohol brand marketing on Facebook and Instagram. *International Journal of Drug Policy*, Vol.101, 1-12.

⁴² Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, Vol. 49(1), 51-70.

⁴³ Gross, A. (2022). Best practices: Dust off your marketing plan. *Journal of Pension Benefits*, 29(2), 51-54.

Therefore understanding the different marketing forms, it is necessary to know the market conditions and the competitive situation and determine the strategy of the target audience. Also, analyzing customer behavior on social media contributes to identifying weaknesses, new threats, or perhaps trends that pose a challenge. Marketing is related to competition, risk, and customer creation. Therefore, a well-thought-out plan that relies on social media analytics helps to retain customers.

References

- Atkinson, A., Meadows, B., Emslie, C., Lyons, A., & Sumnall, H. (2022). Pretty in Pink and Girl Power: An analysis of the targeting and representation of women in alcohol brand marketing on Facebook and Instagram. *International Journal of Drug Policy*, Vol.101, 1-12. <https://doi.org>
- Freberg, K. (2019). Social media strategic communication: Creative strategies and research-based applications. Sage Publication.
- Gross, A. (2022). Best practices: Dust off your marketing plan. *Journal of Pension Benefits*, Vol.29(2), 51-54. <https://go.openathens.net>
- He , S., Rui , H., & Whinston, A. (2018). Social media strategies in product-harm crises. *Information Systems Research*, Vol. 29(2), 362-380. <https://doi-org.ezproxy.liberty.edu>
- Jayaram, D., Manrai, A., Manrai, L. (2015). Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile applications. *Journal of Economics, Finance and Administrative Science*, Vol. 20 (39), 118-132. <https://doi.org>
- Korzeniowski, P. (2021). The keys to identifying underserved markets: Data analytics, mapping software, social media tools, and personas help marketers identify new customer groups. *CRM Magazine*, Vol. 25(5), 28-31. <https://link.gale.com>
- Krizanova, A., Lăzăroiu, G., Gajanova, L., Kliestikova, J., Nadanyiova, M., & Moravcikova, D. (2019). The effectiveness of marketing communication and importance of its evaluation in an online environment. *Sustainability*, Vol. 11(24), 1-20. <https://doi.org/>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: Definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, Vol. 49(1), 51-70. <https://link.gale.com>
- Liu, R., An, E., & Zhou, W. (2021). The effect of online search volume on financial performance: Marketing insight from Google trends data of the top five US technology firms, *Journal of Marketing Theory and Practice*, Vol. 29(4), 423-434. DOI: 10.1080/10696679.2020.1867478.
- Ponde, S., & Jain, A. (2019). Digital marketing: Concepts and aspects. *International Journal of Advanced Research*, Vol. 7(2), 260-266 <https://doi.org>
- Ramanathan, U., Williams, N., Zhang, M., Sa-nguanjin, P., Garza-Reyes, J., & Borges, L. (2022). A new perspective of e-trust in the era of social media: Insights from customer satisfaction data. *Transactions on Engineering Management*, Vol. 69(4), pp. 1417-1431.
DOI: 10.1109/TEM.2020.2985379
- Rothschild, P. C. (2019). How marketing professionals use and staff social media in entertainment and event venues. *MEIEA Journal*, Vol. 19(1), 99-114. <https://doi-org>

- Veglis, A., Saridou, T., Panagiotidis, K., Karypidou, C., & Kotenidis, E. (2022). Applications of big data in media organizations. *Social Sciences*, Vol.11(9), 1-14. DOI:10.3390/socsci11090414.
- Wieneke, A., & Lehrer, C. (2016). Generating and exploiting customer insights from social media data. *Electronic Markets*, 26(3), 245-268. <http://ezproxy.liberty.edu>.



An opinion article entitled:

“The role of social networking applications in introducing the West to Islam ‘The World Cup Qatar is a model’”

Dr. Noha Sabri Muhammad Al- Qatawneh - PhD in electronic journalism and media legislation at the Institute of Journalism and News Sciences - Manouba University - Tunisia - Kingdom of Jordan.

Abstract:

Social networking applications play an important role in introducing Islam during the World Cup in Qatar. In light of the technological development that the world is experiencing, the number of users of these applications has increased to obtain news and information related to current events at the local, regional and international levels. Digital applications can constitute a starting platform for introducing the religion of Islam.

During the Qatar World Cup event, by presenting content to visitors in different languages with text, sound and image for non-Arabic speakers, which allows the masses to see and hear what fascinates them about the justice and tolerance of the true Islamic religion during the World Cup, by distributing cards to the country's guests that include written prophetic sayings In English, it expresses Islamic values and ethics”, as well as holding interactive exhibitions to introduce the history of Islam, which contributes to visitors transferring the values and tolerance of Islam to their countries through their personal and public accounts on the network, which contributes to creating an interactive environment based on dialogue and sharing about the values and tolerance of our religion Al-Hanif., Therefore, we will shed light in our topic on: The role of social networking applications in introducing the West to His Eminence Lam during the Qatar World Cup.

Keywords: *social networking applications, the West, the tolerance of Islam.*

an introduction:

Longer means social communication, one of the most prominent applications based on the Internet, which has gained a prominent importance as a special way to say and share information and opinions on a large scale ⁽⁴⁴⁾.

The Abdullah bin Zaid Al Mahout Center is also one of the most important Islamic cultural centers affiliated with the Qatari Ministry of Endowments and Islamic Affairs. He played a major role in launching the Qatar plan to introduce the World Cup fans to Islam, by providing religious materials for visitors translated in several languages, In addition to publishing the Ministry of Awqaf website a link containing a religious booklet translated into 6 main languages: English, French, Spanish, German, Russian and Portuguese to introduce the Islamic religion under the title 'understanding of Islam' ⁽⁴⁵⁾

The Arab -Islamic culture will also be available to foreigners to see it as progress and civilization and all that dazzles them during the World Cup in Qatar, especially as they realize that the inhabitants and leadership of this Arab country embrace the Islamic religion that carries in the eyes of the Westerners a distorted image according to the assertions of the officials, The Qataris are strongly defending their identity, and they reject any intruder on the ethics of the state, whatever the cost, especially the attacks that I have known recently for their commitment to not promote homosexuality, as well as the rejection of many unethical habits, and in the same context it will allow visitors to hear the call to prayer in the five times With the melody and the beautiful voice, which sends a message related to the vocal and tasteful culture of the adherents of the Islamic religion ⁽⁴⁶⁾.

The new media has changed the way that specialists in the management of current events are viewed through the availability of methods of interaction and the dissemination of information for the affected masses, as it has transformed the force of communication from those communicating with organizations to citizens of social media users, especially when promoting an event ⁽⁴⁷⁾.

⁴⁴ Gi Woong Yun , et al (2018). Hostile Media or Hostile Source? Bias Perception of Shared News, Social Science Computer Review, 2018, Vol. 36(1).

⁴⁵ Moataz Shams El Din (2022). Thousands of volunteers and books in 6 languages... Qatar's plan to bulldoze fans of Islam, Al-Balad: Available at the following link: <https://www.elbalad.news>

⁴⁶ Kamel Jamil (2022). How will the Qatar World Cup be an opportunity to introduce the world to the tolerance of Islam?, Available on the following link: <https://alkhaleejonline.net>

⁴⁷ Keith A. Quesenberry (2019). Social Media Strategy Marketing, Advertising, and Public Relations in the Consumer Revolution, Second Edition (New York: Rowman & Littlefield, p.26.

Theoretical framework:

Social media applications and spreading the values and tolerance of Islam during the World Cup Qatar:

is an electronic social structure used by individuals and various institutions in a social framework based on the different relationships between users, such as encouraging a specific team or belonging to an institution, such as the nature of the social status, beliefs, or class to which a particular person belongs (⁴⁸).

Social media applications are also one of the most important digital media applications that contribute to the definition of the masses of the Science Cup with the values and tolerance of Islam and Arab culture.

The Qatar DDE is the twenty -second edition of the World Cup for the National Men's Championships, which will be held every four years, and the national teams member of the International Football Association compete.

Religious contents that are interactive through digital panels in the stadiums and hotels and the various places that visitors intended is presented in an organized and comprehensive manner to introduce Islam by the championship organizers.

Despite the defense of French President Emmanuel Macron for Charlie Hebti's fees that were abusive to the Prophet Muhammad as freedom of expression, the organizing committee of the World Cup effectiveness after Macron attended the semi -final match between Morocco and France by placing digital platforms in the match stadium to introduce the life of the Messenger Muhammad his morals and morals, in addition To her his conquests and sales.

Social networking applications and introducing Islam during the Qatar World Cup:

They are interactive sites that allow their use of communication and interaction with each other on the issues and issues that interest their interest (⁴⁹).

⁴⁸Samanta, Dubey ,v ,k, sarkar, B (2021). Measure of influences in social networks, Applied soft computing, Available at the following link: <https://www.sciencedirect.com>

⁴⁹ Mahmoud Mohamed (2021). Forms of interaction with the issue of the decline in the price of the pound of users of video journalism programs via social networks, research published in the Journal of Specific Research in the fields of specific education, Minia University, College of Specific Education, No. 37, Volume 7, September, 2021 AD, p. 954.

Being one of the widespread mobile applications that allows its users many other functions such as communication, interaction, exchange of information and content in various fields (⁵⁰)

The local 'Qatar ' account published pictures showing the Parkord' in the hotel rooms to introduce Islam in all languages of the world during the World Cup, in addition to broadcasting a page of the Qatari Ministry of Endowments, religious materials translated in several languages through an introductory guide to Islam, which allows The browser has the ability to choose his language to get to know the grace of Islam (⁵¹)

There are many social media applications used to introduce Islam during the Qatar World Cup study, including:

- 1- Facebook:** It is one of the social networking sites that allows the user to access the Internet, and who enables its users to communicate with each other, publish their news and share their views on the issues and ideas that it raises (⁵²).
- 2- YouTube:** It is one of the most famous websites that enable users to watch many published videos that include various news and information that interests their attention at any time and time (⁵³).
- 3- "Twitter":** A site that allows its users to send short text messages, as it allows virtual communication and interaction between individuals used and the number of tweets reaches 500 million tweets daily (⁵⁴).

⁵⁰ Tulika Bansal, Dhananjay Joshi (2016). A Study of Students' Experiences of Mobile Learning, Research published in Global Magazine Humanities and Social Sciences: h, USA, Volume 14 Issue 4 Issue 1.0 Year2016,p4.

⁵¹Al Jazeera website (2022). Qatar World Cup 2022 kicks off with an opening ceremony of 7 cultural musical panels, available at the following link: <https://1-a1072.azureedge.net>

⁵² Abdel Salam Abdel Hamid (2020). The use of social networks in activating optimal communication between the college and its students, a research published in the International Journal of Research in Educational Sciences, International Foundation for Future Prospects, Issue 4, Volume 2, October 2020.

⁵³ The Shaker Miss (2022). APS in light of the new media, "Facebook and YouTube as a model," a research published in the Journal of Media Studies: Arab Democratic Center: Berlin, Volume V, Issue Nineteen, May 2022, pg. 30.

⁵⁴ Mona Jaber Syed (2018). University youth's use of Twitter in discussing political and social issues, research published in the Arab Journal of Media and Communication Research, Egypt: Al-Ahram Canadian University, Faculty of Information, Issue 20, March 2020, p. 146.

- 4- **“WhatsApp”**: an application that allows its users to send messages, text and audio files, and share them through various groups with texts, audio, and images, in addition to making calls according to the user’s need.
- 5- **Tik Tok**: It is a smartphone application dedicated to recording and sharing videos between users (⁵⁵).
- 6- **"stringing"**: A social networking site that allows users to upload photos and videos, filter them digitally, and share them across groups (⁵⁶).

It is possible to benefit from social media applications to introduce Islam during the Qatar World Cup as follows:

- 1- Distributing religious materials translated in several languages.
- 2- Distributing printed books in several languages to introduce Islam.
- 3- Distributing translated books on the biography of the Messenger, may God bless him and grant him peace, and the morals of good deeds.
- 4- Preventing the sale of alcoholic beverages in the professors and their surroundings and respecting the country's culture.
- 5- Putting some hotels in their rooms to introduce Islam.
- 6- - Putting some hotels in their rooms to introduce Islam.
- 7- Putting the hadiths in all pillars to introduce the tolerance of Islam and the love of good for others.
- 8- Changing the muezzins with beautiful sounds and connecting the headphones in every stadium until everyone hears the condemnation.
- 9- The Holy Quran is allowed after languages.

interaction with the contents provided to introduce the tolerance of Islam through social media applications:

It is an appropriate measure to determine the effectiveness of the topics published by institutions on the Internet and social networking sites (⁵⁷), The interaction is a dynamic communication process between the sender and the future that depends on the use of modern communication devices such as the computer, videocators and mobile phones

⁵⁵ Herrman, J. (2019). How TikTok is rewriting the world: TikTok will change the way your social media works—even if you’re avoiding it. The New York Times: <https://www.nytimes.com>

⁵⁶ Shaimaa Al-Hawary, Mahmoud Mohamed (2022). The role of social media applications in educating young people about the dangers of electronic extortion, an opinion article published in the Journal of Media Studies, Germany: Berlin: Arab Democratic Center, Issue 20, Volume 5, August 2022 AD, p. 234.

⁵⁷ Smith, Ronald D. (2021) Strategic Planning for Public Relations. (6th Edition). Routledge, 255.

to create reactions about the contents that arouse their interest ⁽⁵⁸⁾, And that is through different communication technologies, whether by admiration, comment or sharing ⁽⁵⁹⁾.

Forms of interaction with the contents provided to introduce the tolerance of Islam through social media applications:

There are many forms of interaction with the contents provided to introduce the tolerance of Islam, including:

- 1- **LIKES records:** It is an interactive feature that allows the user to show his admiration for the content provided to him through social media applications of various forms, whether they are institutions, channels or newspapers ⁽⁶⁰⁾.
- 2- **Comment interaction:** It means that the user shows his suspension of the content that arouses his interest, whether it is published on the page of a institution or the pages of friends or a joint group between them, it is a feature that relies on the interactive participation of the public ⁽⁶¹⁾.
- 3- **Interaction through sharing:** They are the most used communication mechanisms, because it enables the user to share the desired materials from the user from one page to another and is the reason behind the spread of millions of media materials such as pictures, texts, and others ⁽⁶²⁾.

resources and references:

- Al Jazeera website (2022). Qatar World Cup 2022 kicks off with an opening ceremony of 7 cultural musical panels, available at the following link: <https://1-a1072.azureedge.net>

⁵⁸ Rashid Al-Azoz (2022). Interactive media: revolution in communicative formats and innovation in professionalism, research published in the Journal of Media Studies, Germany, Berlin: Arab Democratic Center, Issue 19, Volume 5, May 2022 AD, p. 94.

⁵⁹ Jaafar Shahid Hashim (2020). Audience interaction with advertising applications on satellite channels via mobile phone devices, research published in the Journal of the College of Arts, University of Baghdad: College of Arts, Issue 133, June, 2020 AD., p. 562.

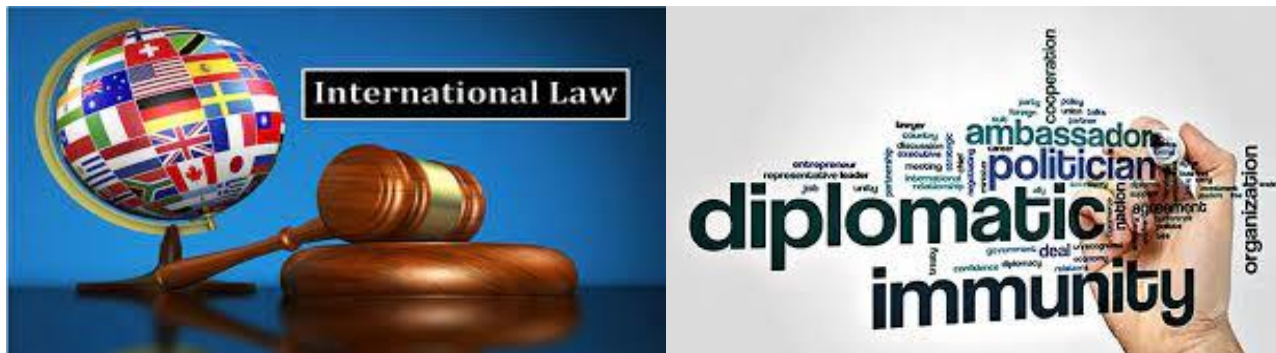
⁶⁰ Shaimaa Al-Hawary, Mahmoud Mohamed (2022). The role of social media applications in educating young people about the dangers of electronic extortion, an opinion article published in the Journal of Media Studies, Germany: Berlin: Arab Democratic Center, Issue 20, Volume 5, August 2022 from p. 236.

⁶¹ Eman Mohamed Ahmed (2020). The role of the communicator in achieving the goals of school broadcasting through social networking sites, research published in Education and Child Culture, Minia University, Faculty of Early Childhood Education, Issue 2, Volume 15, January 2020, p. 285.

⁶² Hamish Nourieh, Hamida Khaira (2017). The impact of social communication on family communication, "Facebook as a model", an unpublished master's thesis, Algeria: Faculty of Social Sciences, Department of Media and Communication Sciences, p. 55.

- ALShaker ANissa (2022). APS in light of the new media, “Facebook and YouTube as a model,” a research published in the Journal of Media Studies: Arab Democratic Center: Berlin, Volume V, Issue Nineteen, May 2022, pg. 30.
- Abdel Salam Abdel Hamid (2020). The use of social networks in activating optimal communication between the college and its students, a research published in the International Journal of Research in Educational Sciences, International Foundation for Future Prospects, Issue 4, Volume 2, October 2020.
- Eman Mohamed Ahmed (2020). The role of the communicator in achieving the goals of school broadcasting through social networking sites, research published in Education and Child Culture, Minia University, Faculty of Early Childhood Education, Issue 2, Volume 15, January 2020, p. 285.
- Gi Woong Yun , et al (2018). Hostile Media or Hostile Source? Bias Perception of Shared News, Social Science Computer Review, 2018, Vol. 36(1).
- Herrman, J. (2019). How TikTok is rewriting the world: TikTok will change the way your social media works—even if you’re avoiding it. The New York Times: <https://www.nytimes.com>
- Hamish Nourieh, Hamida Khaira (2017). The impact of social communication on family communication, "Facebook as a model", an unpublished master's thesis, Algeria: Faculty of Social Sciences, Department of Media and Communication Sciences, p. 55.
- Kamel Jamil (2022). How will the Qatar World Cup be an opportunity to introduce the world to the tolerance of Islam?, Available on the following link: <https://alkhaleejonline.net>
- Keith A. Quesenberry (2019). Socail Media Strategy Marketing, Advertising, and Public Relations in the Consumer Revolution, Second Edition (New York: Rowman & Littlefield, p.26
- Jaafar Shahid Hashim (2020). Audience interaction with advertising applications on satellite channels via mobile phone devices, research published in the Journal of the College of Arts, University of Baghdad: College of Arts, Issue 133, June, 2020 AD., p. 562.
- Moataz Shams El Din (2022). Thousands of volunteers and books in 6 languages... Qatar's plan to bulldoze fans of Islam, Al-Balad: Available at the following link: <https://www.elbalad.news>
- Mahmoud Mohamed (2021). Forms of interaction with the issue of the decline in the price of the pound of users of video journalism programs via social networks, research published in the Journal of Specific Research in the fields of specific education, Minia University, College of Specific Education, No. 37, Volume 7, September, 2021 AD, p. 954.
- Mona Jaber Syed (2018). University youth's use of Twitter in discussing political and social issues, research published in the Arab Journal of Media and Communication Research, Egypt: Al-Ahram Canadian University, Faculty of Information, Issue 20, March 2020, p. 146.

- Rashid Al-Azoz (2022). Interactive media: revolution in communicative formats and innovation in professionalism, research published in the Journal of Media Studies, Germany, Berlin: Arab Democratic Center, Issue 19, Volume 5, May 2022 AD, p. 94.
- Shaimaa Al-Hawary, Mahmoud Mohamed (2022). The role of social media applications in educating young people about the dangers of electronic extortion, an opinion article published in the Journal of Media Studies, Germany: Berlin: Arab Democratic Center, Issue 20, Volume 5, August 2022 AD, p. 234.
- Samanta, Dubey ,v ,k, sarkar, B (2021). Measure of influences in social networks, Applied soft computing, Available at the following link: <https://www.sciencedirect.com>
- Smith, Ronald D. (2021) Strategic Planning for Public Relations. (6th Edition). Routledge, 255.
- Tulika Bansal, Dhananjay Joshi (2016). A Study of Students' Experiences of Mobile Learning, Research published in Global Magazine Humanities and Social Sciences: h, USA, Volume 14 Issue 4 Issue 1.0 Year2016,p4.



An opinion article entitled:

International laws and their relationships to diplomacy

a. Muhammad bin Salem bin Hamoud Al-Saadi- PhD researcher in the press and media at the Institute of Journalism and News Sciences- Manouba University- Tunisia

Abstract:

Diplomatic law has become one of the most important areas that control the work of permanent and temporary diplomatic missions, and public international law is concerned with organizing external work affairs between people of international law and clarifying the means of representation of each of them and clarifying the mechanisms of international affairs management in the diplomatic field, consultation and negotiation between them.

And international diplomatic law is also characterized by diplomatic representation and judicial immunity of the diplomatic envoy and the mechanisms of negotiations between countries and other international laws, as well as the conditions for selecting negotiating, their rights and privileges and agreements that regulate diplomatic work, because the immunity granted to one of the diplomatic corps represents a diplomatic custom and dealing with the Ministry of Foreign Affairs through notes Sin and oral.

Keywords: *International laws, Diplomacy.*

An introduction:

Diplomatic law is in fact part of the international law that deals with the provisions related to diplomatic representation and negotiations between countries and negotiators, their rights and their privileges, treaties and agreements that take place between states and if the foregoing constitutes us the general aspect of diplomatic law, there is in addition to this aspect of each country that derives its provisions from its legislation The patriot and its systems and traditions, as it may differ in its details from one country to another.⁽⁶³⁾

The law regulating diplomacy also consists of eight branches, namely the United Nations Charter, Qatar Use of Power between states and international human rights law, international criminal law and the Life Law Law of the Law of Diplomatic and Consulate Relations Law of Environment and Refugee Law ⁽⁶⁴⁾.

The great interest received by international diplomatic relations through international bodies and scientific councils that led to the first general international agreement to discuss good deeds and privileges related to the diplomatic envoy is the Havana Agreement (1928 AD), which was signed by American countries in the capital, Cuba.

With the attempt to organize the initiatives, it was through the Taquinin Conference, which was in The Hague (1930 AD),. This is because of its importance and immunity based on the rest in Resolution No. (658) issued in December (1952) ⁽⁶⁵⁾.

It is also considered the oldest diplomatic law in the branches of public international law in terms of practice, in which it expresses the sovereignty of the state, and its legal rules are the oldest rules of women affiliated with international law and more firmly and achieving external interests of countries in terms of exchanges and friendly communications ⁽⁶⁶⁾.

International and diplomatic laws:

The definitions of the first law in the scope of diplomatic work are numerous, including:

It is a specific political and social reality simulation that organizes and through which the behavior of the international community, which is concerned with the rights of international persons from member states and affiliated organizations, and defining the

⁶³Eileen Denza (2012). Agreement between us for diplomatic relations, United Nations audiovisual library for international law, p. 1.

⁶⁴United Nations | (2022). The Secretary -General's Initiative: Working for Peace, available at the following link: <https://www.un.org>

⁶⁵ Walid Imran (2014). The means organizing external relations external representation and treaties, a letter provided for a master's degree, Algeria: Constantinople University, Faculty of Law, p. 39.

⁶⁶ Issa Zaid (2018). Lectures in Public International Law, Sudan: Institute of Law University Center, p. 12.

obligations and rules that govern relations of the war time and delivered the naming, development and definition of international law from the point of view of jurists ⁽⁶⁷⁾.

The diplomatic law is based on a set of customary rules and agreements that countries are committed to binding in their mutual dealings, while the International Court of Justice defines them as the law that governs relations between independent countries, The French jurist, A "," is also seen as a set of binding legal rules that govern relations between international legal persons and international states and organizations. Hoffin's "Hoff" that public international law has the right to the path of march relations between or above states ⁽⁶⁸⁾.

Diplomatic law: a set of legal rules in which relations between individuals within society are regulated, which results in violation, punishment and commitment.

Conditions for the establishment of diplomatic relations:

- 1- That each country has a diplomatic mission with another country, as it is a communication tool between the two countries that document ties and work on good understanding between them.
- 2- Mutual satisfaction and agreement between countries, the transmission and reception of permanent diplomatic missions also requires mutual satisfaction, and this is confirmed through the excellence between the permanent diplomatic system and the temporary diplomatic system, as the agreement in us provides for the special diplomatic missions of (1969 AD) that countries can send and receive missions A special diplomacy after mutual approval between each other without there being a necessity for the presence of diplomatic or consular relations between them ⁽⁶⁹⁾.

Diplomacy and international law:

If international law is a set of rules regulating international relations and the international system, with diplomatic work in accordance with the rules of behavior, diplomatic literature and the Vienna Convention, there are many diplomatic norms that some legal stations have

⁶⁷ Issa Zaid (2018). Lectures in Public International Law, Sudan: Law Institute University Center, pp5-7.

⁶⁸ Issa Zaid (2018). Lectures in Public International Law, Sudan: Law Institute University Center, pp8-7.

⁶⁹ My friend Samia (2017). The principle of satisfaction in diplomatic law, is available at the following link: <https://democratic.de>

witnessed, provisions of international law, negotiation methods, diplomatic envoy, advantages, immunity (⁷⁰).

Diplomacy and foreign policy:

When the state draws its external policy, it takes into account the national interests and sublime interests of the state, through the plans and activities set within the framework of the state's external relations based on this on many historical, internal and geographical constituents, Accordingly, we must clarify the difference between diplomacy and foreign policy on the grounds that foreign policy is drawn and determined by special constitutional institutions that combine the presidency of the state, parliament, the government and the Ministry of Foreign Affairs, while diplomacy is a tool for implementing this foreign policy and achieving its goals, as it can happen type From the overlap between the two concepts, and diplomacy may be the only tool for implementing foreign policy and achieving national goals, countries may resort to using other means of pressure and bargaining such as the economy, the military factor, the cultural factor (⁷¹).

Characteristics of international law:

- 1- Attention to legal relations between persons of private law (⁷²).
- 2- Addressing relations between countries by defining roles, duties and rights widely by nature to dismantle, reject and virtue of tendencies and settlement in friendly ways that guarantee state entities and its global position within the external scope of the state borders.
- 3- Preserving the rights of the state members, but it is included in the affairs of the state, as it addresses the state and its relationship with it to preserve the rights of the state members, but rather it is included in the affairs of the state, as it addresses the state and its relationship with it with other countries in terms of people, as well as the issues of nationality, residence and property, which is more connected than internal legislation And in which international relations are organized.

⁷⁰ Amer's hyena (2022). Diplomacy and International Cooperation, available at the following link: <http://stage.univ-sba.dz/login/index.php>

⁷¹ Amer's hyena (2022). Diplomacy and International Cooperation, available at the following link: <http://stage.univ-sba.dz/login/index.php>

⁷² Kadir Muhammad Tawfiq (2020). Lessons in the scale of private international law, Algeria: Mohamed Abu Dhimaif University, the Faculty of Social Humanities, Department of Islamic Sciences.

Diplomacy and international relations:

Considering that the state is one of the main actors in international relations through communication and interaction with the rest These relations and achieve the goals of the state (73.)

Diplomatic law sources:

There are many sources of diplomatic law (74), including:

- 1- Custom:** A group of rules and principles recognized in diplomatic life and existing relations between countries and their diplomatic representatives. This custom is based on similar precedents in diplomatic work, so they have become common practices of repetition and mutual behavior, and what facilitated the process of adhering to these precedents and their flow among countries on the basis of the principle of reciprocity.
- 2- International treaties and agreements:** International treaties and agreements on international diplomatic affairs are an official source of diplomatic law and these treaties and agreements are usually classified in terms of their importance and impact, classifying public treaties and agreements and to classify special treaties and agreements, and perhaps the best examples of this type is an agreement in us for diplomatic relations in (1916 AD) issued by The United Nations as well as the Vienna Agreement for Consular Relations for the year (1963 AD), and both of these two agreements are considered two general international treaties. In reaching the same purpose.
- 3- The opinions of international and diplomatic jurists:** These opinions are a source of enrichment of the law of diplomatic relations because of their practical knowledge and wide experience, as their long experiences have inspired them to conduct research and studies on their problems in diplomatic relations and end them with their technical jurisprudence, and among these jurists is his desire to study the provisions of private customary law With diplomatic relations and presenting them in the form of analysis or comment, which gives them some useful opinions that work in one way or another to develop the base of diplomatic relations when legalizing them, and there are jurists within scientific bodies concerned with issues of diplomatic law and presented a project to them.

⁷³ Amer's hyena (2022). Diplomacy and International Cooperation, available at the following link: <http://stage.univ-sba.dz/login/index.php>

⁷⁴ Peace Center for Diplomatic Culture (2022). Diplomatic law, available at the following link: <http://www.sironline.org>

- 4- **Decisions and Fatwas of the International Court of Justice:** The decisions and fatwas of the International Court of Justice constitute another source of diplomatic law. The decisions of this international court are that all members of the United Nations as well as non-members are according to special conditions that have the right to present their lawsuit to the court to take its decision on them and its pledge to abide by them and concern these various judicial decisions and including Issues related to diplomatic relations, whether it was mentioned in the consecutive treaties and in which it requests to give a fatwa in the various diplomatic issue to it or to give a ruling in a case related to the determination of the party that violated its commitment or the report of compensation to a state that caused harm to another country that the decisions and fatwas issued by the International Court of Justice In cases of diplomatic relations, they are relatively small and among these decisions the decision of the International Court of Justice issued on November 2 (1950 AD) related to political asylum.
- 5- **International diplomatic conferences and agreements:** International conferences in modern times played a distinguished role in stabilizing and writing the rules for organizing diplomatic relations, especially when they end in diplomatic agreements approved by the joint countries and reach to write down some of the rules that remove the differences in which the most important historical conferences have clear positive effects represented in a conference In us, in the year (1815 AD), in which the participating countries reached a system to arrange diplomatic envoys and determine their predecessors.
- 6- **Official and private efforts:** The jurisprudence of the courts includes the issuance of decisions related to diplomatic matters, as it constitutes a source of diplomatic law as much as it clarifies its mysterious points at times, and although the court rulings in a state of law are not for the law in another country, it is possible to refer to the judiciary of these courts as a matter of reasoning and identification to How to apply it to the legal rule as it is possible to fill the gaps that accompany diplomatic law thanks to the issuance of judicial decisions.

Sources and references:

- Amer's hyena (2022). Diplomacy and International Cooperation, available at the following link: <http://stage.univ-sba.dz/login/index.php>
- Eileen Denza (2012). Agreement between us for diplomatic relations, United Nations audiovisual library for international law, p. 1 .

- Issa Zaid (2018). Lectures in Public International Law, Sudan: Institute of Law University Center, p. 12.
- Issa Zaid (2018). Lectures in Public International Law, Sudan: Law Institute University Center, pp5-7.
- Issa Zaid (2018). Lectures in Public International Law, Sudan: Law Institute University Center, pp8-7.
- Kadir Muhammad Tawfiq (2020). Lessons in the scale of private international law, Algeria: Mohamed Abu Dhimaf University, the Faculty of Social Humanities, Department of Islamic Sciences.
- My friend Samia (2017). The principle of satisfaction in diplomatic law, is available at the following link: <https://democratic.de>
- Peace Center for Diplomatic Culture (2022). Diplomatic law, available at the following link: <http://www.sironline.org>
- United Nations | (2022). The Secretary -General's Initiative: Working for Peace, available at the following link: <https://www.un.org>
- Walid Imran (2014). The means organizing external relations external representation and treaties, a letter provided for a master's degree, Algeria: Constantinople University, Faculty of Law, p. 39.

Publication

Democratic Arab Center
For Strategic, Political & Economic Studies
Berlin / Germany

All rights reserved

No part of this book may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, without the prior written permission of the publisher

Democratic Arab Center
For Strategic, Political & Economic Studies
Berlin / Germany

Tel: 0049-code Germany

030-54884375

030-91499898

030-86450098

Email

book@democraticac.de



المركز الديمقراطي العربي

للدراستات الاستراتيجية، الاقتصادية والسياسية

Democratic Arab Center
for Strategic, Political & Economic Studies

The views and opinions expressed are those of the authors and do not necessarily reflect the official policy or position of the Arab Democratic Center