

## Concerted Efforts of the Media and Linguistic Institutions in Preserving the Arabic Language

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### Abstract

There is no doubt that the media has a great influence on the formation, construction and development of society, and that visual and audio media, if their efforts are combined, can lead to a linguistic movement for the renaissance of society. Similarly, institutions concerned with the Arabic language in society, such as academies, centers and specialized bodies, can play a vital role in the media discourse to preserve the Arabic language, if the efforts of those concerned in this regard are combined.

This paper answers several questions, including: Is the Arabic language preferable and important? What is the role of the media and linguistic institutions in preserving the Arabic language? What is our duty towards concerted efforts to preserve and develop the Arabic language? This research aims to show the virtue and importance of the Arabic language, address the role of media and language institutions in preserving the Arabic language and ways to join it, and indicate our duty to join efforts to preserve and develop the Arabic language. The researchers will adopt the descriptive and analytical approach in monitoring the phenomenon in the context of language use, and then describe and analyze this phenomenon after studying its aspects in the three axes.

**Keywords:** Concerted, Media Means, Linguistic Institutions, The Arabic Language, Upgrading Learners

### Introduction

Many bodies and institutions are interested in the Arabic language, and they are all trying to advance their efforts in serving the Arabic language and marketing it in society. Among these institutions are media institutions, with their prominent role in communicating with the

public and bringing the language closer to the listeners. But did these institutions succeed in doing so, and did the public benefit from them? How can efforts be coordinated to achieve the desired results? This is what this paper will answer as follows:

### **Contribution of Research to Society**

There is no doubt that the concerted efforts of institutions and bodies concerned with teaching the Arabic language for all linguistic activities that work to develop the linguistic wealth of its learners, raise their level, endear them to it, and bring it closer to their hearts, will work to advance the level of learners through the use of modern strategies in the educational process, taking into account growth their language; And then creating an appropriate linguistic environment that elevates them towards the linguistic level sought by society. Which leads to the advancement of linguistic learners and provides building blocks for society that contribute to its development and development in the future, and keeps pace with modern developments that concern the linguistic educational process

### **Objectives**

- 1 - Demonstrating the virtue and importance of the Arabic language.
- 2 - Addressing the role of media and linguistic institutions in preserving the Arabic language and ways of their cooperation.
- 3 - Statement of our duty towards concerted efforts to preserve and develop the Arabic language.

### **The virtue and importance of the Arabic language Summary**

The Arabic language is the container of our culture and the title of our identity. Preserving it is a preserving of the self and the entity. It is an important factor in our unity, strength and dignity. It is the basis of the cultural diversity of humanity. It is a living organism that grows develops and thrives. Technology and information.

The Arabic language is an immortal language for which Allah has written survival, growth and immortality; because it is the language of the Holy Qur'an, and if it were not for the Holy Qur'an it would not be Arabic, and its rules would not have been preserved, nor would it remain immortal in all its levels, Allah Almighty says: Indeed, it is We who sent down the message [i.e., the Qur'ān], and indeed, We will be its guardian.) (Al-Hijr ; 9)

-Dr. Abd al Sabour Shaheen says: "If the Qur'an is the giver of life to this language as it is decided, then it is natural for it to die if there is a barrier between it and it, just as plants die if water is forbidden, and just as a living organism dies if air is withheld from it, and it has been known Colonialism is this secret, so he did everything in his power to bring about a separation between Arab life and Islam. (Shaheen ; 265-267)

,Our language is beautiful in its words, phrases, semantics, rhetoric in its poetry, prose images, weaving, splendor and splendor, and its diverse contexts that require us to be more beautiful in dealing with it, loving it and embracing it.

Our language is a universal, civilized language with its own history. Since it is one of the oldest ,Semitic languages, and it is one of the most widespread and used languages in the world many benefited from it who learned it and mastered it, so it was good for its owners and whoever spoke it, and no other language could match it in its vocabulary, expressions and semantics, and then it was in competition with There are many languages, and no one can underestimate them, or seek to exclude them from the world arena, because it is the ,language of Islamic culture that made this nation, just as this nation also created its culture

,as if there is something mutual between the nation and culture, a nation that creates culture and a culture that shapes the features of this nation and its identity.

Due to the importance of the Arabic language and its relationship to Islamic culture, its importance is considered " the first nail in the coffin of this culture ; therefore, it must be taken care of and upheld (Abboud ;188)

And let us not forget that " imposing a cultural product means imposing its null data, as it means superiority, because Western culture wants to make us feel that our culture is reactionary, that it does not advance a nation, because everything that is presented about our culture abroad is nothing but its negative aspects, and the distorted image that makes us lose confidence." ourselves, and prepare us greatly to receive what comes from the West, and to believe that it is inevitable that we take from this culture, borrow it, assimilate it, and so on " (Mustafa ;134)

We note that there is a close relationship between language and civilization, whenever a language is found in a society, a civilization will bear fruit for it through the reality of interaction between man, the universe and life .

Spreading and preserving the Arabic language is one of our national duties, and this matter ,rests on all of us. The responsibility is a shared responsibility, whether between individuals the media, or linguistic institutions.

There is a great role for the media in building and developing positive human values, and striving towards creating a linguistic environment that works to advance the members of society in order to preserve their language, and then advance their society and build its civilization . There is no doubt

that the media greatly affects the skills of the Arabic language, especially the skills of speaking and listening. As the Arab countries put barriers between the written Arabic language and the spoken language, and this is what our contemporary generations suffer from. Where many of them are good at writing, but few of them are able to use the language well in writing and speaking, and for this reason, the visual or audio media play a prominent role in the formation, construction and development of society; Therefore, the media can cause linguistic movement through the following:

- 1- Every media person must first obtain a linguistic permit that authorizes him to carry out his media activities, whether audio or video.
- 2- Creating education all programs for the Arabic language that are suitable for all ages, and specifying specific hours for them. So that viewers who want to learn the Arabic language know it, and then preserve it .
- 3- Requiring advertisement sections - especially visual advertisements - to display the advertised material in simple standard Arabic.
- 4- Media support for institutions, institutes, and universities that teach Arabic in all countries of the world, and have expertise in this field, by explaining their role and disseminating technical support for them through various media. Examples of this are: the Arabic Language Center at Cairo University, and the Language Teaching Institute for Non for non-native speakers at Umm Al-Qura University in Makkah Al-Mukarramah, Sultan Qaboos College for teaching Arabic to non-native speakers, the Dhad Institute for teaching Arabic to non-native speakers in the Sultanate of Oman, and so on .
- 5- Supporting competitions that are concerned with the Arabic language, whether they are from the Arabic language departments in universities, or from any educational educational institution working to advance the level of the Arabic language and teach it; This can be done by broadcasting it live or recording it .

6- Emphasis on media professionals - especially after the spread of many satellite channels - to adhere to the classical Arabic language, and not to use local colloquial dialects mainly in media discourses in order to spread awareness and culture within societies .

,The institutions concerned with the Arabic language in society, such as specialized academies centers and bodies, can play a vital role in the media discourse to preserve the Arabic language through the following:

1- Creating cultural programs in which the mechanisms of speaking and teaching the Arabic language are dealt with. These programs are supervised by specialists in how to teach and deepen Arabic language skills .

2- Opening the door to dialogue, especially with Arab youth in all Arab countries and cities, and listening to their concerns and problems that they suffer from with the Arabic language, and it is necessary to listen carefully to these youth, participate with them, and listen to their opinion; Because they are the hope of the nation that we seek, and they are the dawn of tomorrow that will shine - God willing - on all parts of the world, carrying the banner of this beloved language.

3- The Arab mentality is a unique mentality, full of determination and persistence towards self-realization, highlighting capabilities, and relentless endeavor to do everything in its power; Therefore, it must be respected and given its right, and we should not underestimate it, and the institutions concerned with the Arabic language in society have many opportunities to spread linguistic awareness other than the previous ones by focusing on childhood and motherhood, especially if we look at our programs that address childhood and motherhood, we feel very helpless, and even embarrassed painful; Since most of the materials that are presented in these programs are very useful, and some of them are what kills minds and kills creativity. so they work to feed him with what suits him, and develop him; This is done by presenting information materials that suit them in targeted programs with simple and easy words, and their meanings have life and educational value .

4- The institutions concerned with the Arabic language in society must confront the fierce attacks that the enemies of Arabic announce against Arabic in the media. And that is by defending it, and explaining its importance, while clarifying that the meaning of the alienation of the Arabic language in the Arab countries is a way to eliminate the Arab identity, and to open up to other civilizations, taking from them what is appropriate for us and what is not appropriate, and in that we look to our beautiful language and our eyes are full of sorrow and heartbreak .

" Despite the attacks launched by the enemies of Arabic on it from everywhere inside and outside, and despite the entry of foreign elements into it, our religion remained purely Islamic, and the Arabic language remained pure, so we owned all this, and he did not own us." ( Al-Tantawi ; 9)

5- There must be a media advocacy in which the efforts of experts, media professionals, and specialists who have a long history in the Arabic language, and who have realistic experiences and media practices, join forces. Because preserving Arabic is preserving the Arab entity .

6- Preserving the Arabic language requires the ability to make a bold decision by the institutions concerned with the Arabic language in society. The path is clear and known, and the institutions are sure of the problems and solutions, but their decision is ill.

7- Training in understanding the vocabulary of the language by knowing its uses in different contexts; This is in light of the skill of conscious reading, which - unfortunately - has been neglected by many of us, relying on scattered information here and there through visual, audio, or written social media, and many of them are inaccurate, relying on transmissions from here and there without verifying what has been transmitted in much of it. .

We hope that each of us will restore this good friendship and companionship that was in a beautiful time past; It's the company of the book!

8- That officials in all institutions concerned with teaching and learning the Arabic language seek to devise modern methods and strategies for teaching Arabic to native speakers and others, and to present linguistic projects to raise the level of learners who come to learn Arabic in all parts of the world, as well as to prepare appropriate rehabilitation programs to build linguistic competencies. Qualified, practical scientific cadres who can teach the Arabic language an education that combines originality and modernity. Although we lack these modern strategies; We aspire to be able, with the minds of our creators, the determination of our teachers, and the visions of our officials, to offer our language much, much more, and we are able, God willing .

9- Bringing the Arabic language closer to its learners by developing it and revising its vocabulary and expressions, and keeping away from intellectual and doctrinal differences. .

I wish the competent authorities and institutions concerned with the Arabic language, such as media, linguistic academies, and the role of meaningful translation, that they all pay attention to these issues and work to find areas of application in order to raise the status of our language and advance it towards a bright future. The responsibility entrusted to them is great, and the hopes placed on them are greater.

A tribute to that language in which our souls live, and transmit great aspirations and hopes in it, and we are proud and proud of it at all times and places.

### **Our duty to wards the Arabic language**

Our duty towards the Arabic language in its day does not stop at celebrating it and holding celebrations and various festivals. This is important, and it shows the strength of our language and its influence on local and international communities, but we must be fully aware that the responsibility to preserve and improve it lies with everyone, and there are many duties Some of them can be summarized as follows:

1- Sensing that when our fathers and grandfathers took care of their language, and relegated it to its status, they were honored and honored with it, so history recorded for them that they are the owners of an ancient civilization, and then our sons and daughters will love it, and accept to master it and use it, not straying from it .

2- Reconsidering the curricula of the Arabic language in our schools and universities, and working to purify and develop them in line with the requirements of the times, and to serve its goals, cause and outputs .

3- Improving ways of teaching the four Arabic language skills (listening, speaking, reading and writing) and benefiting from contemporary technologies; In order to make it easier for those who learn Arabic to improve themselves in functional Arabic .

4- Preparing qualified linguistic teachers to teach Arabic through seminars, workshops and conferences; With the participation of linguists and educators; So that they can carry out their tasks in teaching and learning .

5- The concerted efforts of institutions and bodies concerned with teaching the Arabic language for all linguistic activities that work to develop the linguistic wealth of its learners, raise their level, endear them in it, and bring it closer to their hearts .

6- Highlighting the role of the media in spreading the Arabic language in terms of its features and characteristics and showing its beauty, and presenting artistic works and radio programs in a simplified correct language .

7- Activating the decisions of the linguistic academies to serve the Arabic language, and reflecting this in our curricula, education, and media, and these decisions are not isolated

from implementation; Because there are modern developments that require bold decisions and forward-looking visions .

And the mission of the Arabic language academies lies in “killing some of the words that have leaked into the clear tongue, flowing from the language of foreigners, intruders, and the common people, seeking to kill them, bury them, and revive others in their place, either by spreading the dead, or even dormant ones hundreds of years ago, or by putting Words he derives from the built assets, following in them the rules and controls of the predecessors, and their rulings that they used in the past, such as sciences, arts, and crafts that arose after Islam. <sup>6</sup> 8- Attention to the desired and targeted translation; It is one of the foundations for building the renaissance of nations and the essence of their civilization, and the transfer of knowledge and human sciences is one of the wealth of our nation, and it is necessary to prepare linguistic and professional competencies for everyone who bears this great responsibility that takes into account our needs from various learning sources and their outputs.

### **Findings and Recommendations**

#### **The most important results**

1- That there is a role To media outlets and linguistic institutions in preserving the Arabic language by showing its features, characteristics and beauty, and presenting artistic works and radio programs in a simplified correct language, as well as in media support for institutions, institutes and universities that teach Arabic in all countries of the world, and have experiences in this field, through State its role, and disseminate its technical support through various media.

2- that there is a role For the institutions concerned with the Arabic language in the society represented In confronting those fierce attacks that the enemies of Arabia announce against Arabia in the media; And that is by defending it, and explaining its importance, while clarifying that the meaning of the Westernization of the Arabic language in the Arab countries is a way to eliminate the Arab identity.

3- That the efforts of institutions and bodies concerned with teaching the Arabic language be combined for all linguistic activities that work to develop the linguistic wealth of its learners, raise their level, endear them in it, and bring it closer to their hearts .

4- It is our duty towards the Arabic language; In order to elevate it, we must reconsider its curricula in our schools and universities, and work to purify and develop it in a way that is commensurate with the requirements of the times, and serves its goals, cause, and outputs.

#### **Among the most Important Recommendations**

1- The innovation of officials in all institutions concerned with teaching and learning the Arabic language, modern methods and strategies for teaching the Arabic language to native speakers and others.

2- Presenting linguistic projects to raise the level of learners who come to learn the Arabic language all over the world.

3- Preparing appropriate rehabilitation programs to build qualified linguistic competencies and practical scientific cadres who can teach the Arabic language an education that combines originality and modernity. By conducting seminars, workshops and conferences; With the participation of linguists and educators; So that they can carry out their tasks in teaching and learning.

4- Activating the decisions of the linguistic academies to serve the Arabic language, and its reflection in our curricula, education, and media, and these decisions are not isolated from

implementation; Because there are modern developments that require bold decisions and forward-looking visions.

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