

# Foreword

Today we live in a world that no longer believes in the limits of relativity in everything, or even the idea of the end of humanity at the crossroads of the atom, neutrons, and silicon fibers, as that expected progress has exceeded the limits of small human dreams and aspirations in the era of supercomputers and intercontinental globalization, to cause this technological revolution. Digital and industrial technology has led to the occurrence of the most dangerous intellectual shift in human history, which is the explosion of the human fabric, or the arrival of human progress to the limits of the “single point,” a point that could not have been discussed and imagined 100 years ago except in science fiction films.

Although today's talk revolves around the impact of the scientific revolution on the environment, thought, and human life, the debate of influence and influence, polarization and repulsion, and the promises and challenges it holds, many researchers agree with the American thinker (Alvin Toffler) in his famous book (Future Shock), that Science and technology have turned into a tool for striking the old and traditional foundations prevailing in human society, reshaping them according to new concepts and systems. As a result, human society will face radical, shock-like changes in many areas of its life and the prevailing relationships between its components.

Therefore, we do not know exactly how this information revolution will end, just as the ancient world was ignorant of what the discovery of nuclear energy meant. Opinions were that the world had discovered a way to generate energy and move factories for the benefit of humanity, only to discover later that it had opened the door to massive destructive wars to destroy the world and spread fear and anxiety. Today, we cannot determine specifically the future of humanity in the era of the flood of information flowing through new media channels, which increases anxiety, frustration and despair for humanity.

It is clear that technology alone is not a decisive cure for the world's ills, but it can create a positive world that is in the interest of humanity, just as it creates a negative world of collision, difference, and disharmony between people, and creates Complications in the field of value behavior, as it contains a lot of brainwashing, falls, and exaggerations. Choking texts and news, distorting facts, exaggerating errors, exaggerating failures, fabrication and distortion, belittlement and distortion, deception, deception and falsification, and obfuscation and demonization of the opponent. It is a media that can be described as the contradiction that creates the contradiction!

in our time, paradoxes abound, and contradictions combine, so that white becomes black and black becomes white, and truths become lies and lies are truths, and the rules of wisdom and the foundations of reason and logic disappear in shame. Let (power) remain logic, and it is the first and last rule, and it is the only one sitting on the throne of thinking, and on its basis everything that emerges in this turbulent world is evaluated and dealt with.

On the other hand, humanity faces the challenges of the gradual collapse of values, due to the storms of life's complexities and the toxins of the media, which played a stimulating role in devoting it to the system of social and cultural values, which helped create new patterns of relationship with reference and identity, and contributed to creating contradictory value equations, some positive and others. Negative. The weak developing environments, contaminated with the values of tyranny, oppression and deprivation, including Arabic, produced the opposite values that produced racist subcultures and societal problems in which the values declined to a low level of effectiveness and innovation, so that the values of fanaticism, hatred and violence spread.

Where there is a culture of incorrect use, the way values are expressed, and the value secretions presented by these means. The spread of communication and smartphones around the world has become more powerful among citizens than at any other time in human history, which will be accompanied by costs, especially at the level of values, privacy and security. Technology will collect and store a lot of personal information in the present, past, and future, and it can be used against the individual, society, and countries against individuals. As well as individuals interacting with each other, which contributes to spreading chaos and cracking social values.

The most serious problem is that most people suffer from fatal class disparities, terrifying gaps in the right to communication, and devastating hunger. This is a crisis of inverted values that was formed due to faulty human upbringing and the culture of “inevitability” established by globalization and the means of communication, through blind acceptance of these values. The most dangerous thing is to believe that these sick values are the reality and there is no alternative to them.

It is clear that the corruption of life in our contemporary societies is increasing at rapid rates, and with it is increasing violence, the destruction of the planet and people, and indifference to the catastrophe of loss of history, as the levels of lying to oneself regarding the role one plays in value crises reach astonishing rates, and they rise with the deterioration of reality. According to the opinion of the German sociologist Max Weber, the advancement of the mind, instead of leading to its mastery, led to its abandonment. The victory of rationalism, instead of being accompanied by its prosperity, was accompanied by its dissolution, and this laxity, or dissolution, was represented in the emergence of multiple, clashing values.

Without a doubt, the three elements: law, freedom, and media ethics, are not the same in importance, but the absence of one of them threatens the media’s message and its proper functioning. Without freedom, the content of the media becomes official data, without laws the profession becomes open, unprotected and vulnerable to conflict, and without ethics the media becomes corrupt, controls decline and the role of the main media as observer and critic is threatened.

As a result, we need media that does not mix the rope of difference with the arrows of disagreement, and does not be irritating, divisive, and opposing, but rather reflects the values of rapprochement, tolerance, and attraction, and does not invert the reversed values and make them level with the surface of the earth, and does not create for us worlds of jagged and clashing value planes that make our world burn with death and racism. And hate. Humanity cannot bear more pressures, value clashes, and media discourses that issue evil inverted values. The world we know will head, due to inverted media values, into a terrifying abyss during the next few years!

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