

1.0 Introduction (Chapter One)

This chapter will focus on media and images, specifically how media can change a nation's unfavorable public perception—The case of Somalia.

It will further be extended to address the maintenance of social identity for political, religious, and lifestyle groups. The relevance of a reinforcing spirals model to theories including spiral of silence, agenda-setting, framing, cultivation, selective attention, and uses and gratifications will be also discussing. The effects of media culture on an individual's or an audience's thoughts, attitudes, and behavior. Mass media, whether written, televised, or spoken, reaches a large audience. The role and impact of the media on modern culture are critical issues for cultural studies.

1:1 BACKGROUND

One of the most important features of modern civilization is that its position, potential, destiny is largely dependent on information. It is no exaggeration to say that the lives, lifestyles and prospects of celebrities, heads of state, as well as peoples and nations, from ordinary people, are being decided in the media. It is obvious that the emergence of state that recovering from civil war, their strong position in the region and the world community, depends on information in all respects, and once again on the processes taking place in the national and global information space.

Media, whether local or international, time and again takes an essential role in conveying information. Essentially, their contribution to public can take to opposing forms; one that perpetuates bad images by fueling animosity and tension, thus taking the responsibility for increased violence, and the second one which strives to seek solutions for the bad images by reporting on the process made in quelling the tension.

It aims to discover how a country's image is manipulated, as well as the general perception of a country in the process of manipulation. How can the media influence a country's image? Through media discourses, images, and expressions.

According to Kunczik, an image of a nation constitutes the totality of attributes that a person recognizes (or image) when he contemplates that nation. (1990:44). He goes on to explain that such an image consists of three

analytically distinguishable components- a cognitive component relating to what we know, and effective component relating to how we feel about the nation; and an action component that relates to actual behavior toward the nation.

According to Scott, the cognitive component is person's subjective knowledge about a nation; the effective component is his or her like or dislike, approval or disapproval, or level of hostility toward a nation; and the behavioral component consist of person's action tendencies toward a nation. (1965: 72)

Therefore, Image of a country is defined as the cognitive representation that a person holds of given country and its people, what a person believes to be true about a nation.

Of special important to political action is the benevolence malevolence imputed to other nations in the image, as well as the historical component of the image. Feelings about a country's future are also important. (Kunczik 1990:10).

Ideally, media are expected to cover stories as they occurred in life. However, it has long been proven that they do not place a neutral mirror to reality. Their main sphere of operation is the production and transformation of Ideologies. Hall (1981:396).

The Glasgow University Media Group agreed that The News is not a natural product; it is a sequence of socially manufactured messages which carry many of the cultural dominant assumptions of our society. (1976:1)

Father, fowler attributes the lack of the neutrality to institutional bindings – because the institutions news reporting and presentations are socially, economically and politically situated, all news is always reported from some particular angle. (1991:10)

Factors known to effect the selection of news are: the owner of the medium, advertising concerns, the readership targeted by the medium and the Ideology embraced by the editorial board.

Attitudinal or behavioral outcomes of media use are likely to influence media content selection and attention. This process can be visualized as a series of mutually reinforcing spirals, similar to positive feedback loops in general systems theory. This perspective on reinforcing spirals emphasizes the need for longitudinal modeling of mutually influencing media selection and effects

processes; research into the impact of such processes on youth and adolescent identity development; and examination of social and psychological factors that control, dampen, or eventually extinguish the influence of such spirals. This perspective may also, more speculatively, be extended to address the maintenance of social identity for political, religious, and lifestyle groups. The relevance of a reinforcing spirals model to theories including spiral of silence, agenda-setting, framing, cultivation, selective attention, and uses and gratifications is also discussed. The effects of media culture on an individual's or an audience's thoughts, attitudes, and behavior. Mass media, whether written, televised, or spoken, reaches a large audience. The role and impact of the media on modern culture are critical issues for cultural studies.

The influence of mass media has an effect on many aspects of human life, which can include voting a certain way, individual views and beliefs, or skewing a person's knowledge of a specific topic due to being provided false information. The overall influence of mass media has increased drastically over the years, and will continue to do so as the media itself develops. The influence of the media on the psychosocial development of children is profound. Thus, it is important for physicians to discuss with parents their child's exposure to media and to provide guidance on age-appropriate use of any media, including television, radio, music, video games and the Internet.

As mass media evolve, media criticism also often evolve – and grow in strength – during times of media change with new forms of journalism, new media formats, new media markets, new ways of addressing media markets and new media technologies. Media influence is the actual force exerted by a media message, resulting in either a change or reinforcement in audience or individual beliefs.

It basically talks about how someone may modify themselves or the things they do just because they see someone else doing it. An example would be someone who posts on Facebook to say they agree with one side of an issue. They then see that their friend disagrees with the issue, and they may change their view because they don't want to be different. People also rely heavily on social media to get their news from.

Media effects are measurable effects that result from media influence or a media message. Whether a media message has an effect on any of its audience members is contingent on many factors, including audience demographics and

psychological characteristics. These effects can be positive or negative, abrupt or gradual, short-term or long-lasting.

Not all effects result in change; some media messages reinforce an existing belief. Researchers examine an audience after media exposure for changes in cognition, belief systems, and attitudes, as well as emotional, physiological and behavioral effects

When talking of media and information we cannot keep out of our consideration the deep mutations of technology and society. These mutations have been accelerating like never before in human history in the last thirty years. If we make a quick excursus of the history of information during the last two centuries, we can notice that the way this has been reticulated has changed over time by following the pace of technology and society.

As we can see, there are at least two types of radical changes in the fruition of information: the first refers to the speed and increasing number of sources and media (from a newspaper published once every second week to many online news sites publishing news constantly); the second refers to access to information: previously, users had to reach it by going to the newsstand or tuning in to a specific radio or television channel at a given time; now, this relationship is no longer necessary. As a result of these two factors, users are bombarded with numerous stimuli competing for their attention.

Sep 21, 2015 In an interview with True Africa photographer Abdulkadir Mohamed said, when he was outside of Somalia, all the pictures he would see about Somalia were just the normal clichés about wars and people who are either pirates or starving. He decided to focus on creating positive content.

A self-taught photographer, he was born in Mogadishu and moved to Canada as a teenager right before Somalia's civil war. After twenty years living in Canada and the United States, he moved back to Somalia in 2014 and began this project called matador network.

Abdulkadir Mohamed started out simple: take photos to show friends what Somalian life was really like. But his work has now grown to become part of a larger movement of Somalian artists gaining widespread recognition for presenting a new image of their country.

Somalis are by nature an oral culture, and their historical preference for spoken word and poetry fits in amazingly well with the social media platforms of the twenty-first century. Recent years have seen the rise of Facebook, Twitter, Instagram, and YouTube as significant social media platforms that Somalis both domestically and internationally have used to debate politics, culture, and identity.

On Twitter and Instagram, the #Somalia hash tag is particularly well-liked. The urge for Somalis to regain their narrative about their nation has been another aspect of Somali social media conversations.

Many Somalis believe western media portrays their nation through a problematic prism since it exclusively shows Somalia as a place of war, famine, and terrorism. The impression that Somalia is the most dangerous nation in the world has shaped how the nation has been reported.

Somali social media users can now challenge this historical framing of their nation thanks to the rise of social media. They now have the ability to circumvent traditional media outlets and tell their own tales thanks to social media platforms like Twitter and Facebook.

Online campaigns have become increasingly popular in recent years. such as Somali Faces, an internet initiative that shares the commonplace narratives of commonplace Somali people all around the world. The Anti-Tribalism Movement, a non-profit organization dedicated to enlightening and increasing knowledge about the repercussions of tribalism within communities, has used YouTube and Facebook videos to show Somalis in their homeland and in the diaspora another perspective. In the meantime, Humans of Somalia, a project modeled after Humans of New York, has attempted to give the world a different impression of Somalia by showing images of common Somalis succeeding despite the odds and images of the nation that are not the aftermath of terrorist attacks or images of starving children.

1:2 PROBLEM STATEMENT

This chapter aims to educate readers about how the media can deceive and how upsetting it can be to see unfavorable portrayals of a nation.

Given that there is a lack of accurate information from sources who are knowledgeable about Somalia's geography or history, these topics could aid numerous societies in gaining a favorable perspective on the country.

In order to halt it and reach more people who are interested in the geographical history of Somalia, it is important to identify the media outlets that give a negative image of the country.

Future generations can use this subject to further their studies and find answers to the problems we raise here.

1:3 GENERAL OBJECTIVE OF THE STUDY

Considering that powerful Western news media can have a strong influence over people's imagery of a certain country, negative coverage can especially become a matter of profound concern for a national leader and its own people.

In order to continue writing about this subject, we are motivated by the expectation that we can transform and inspire the next generation of youngsters.

1:4 SPECIFIC OBJECTIVITY OF THE STUDY

The specific objectivity of these study is;

- ✓ To understand how Media can change the image of a country.
- ✓ To what extent that Media contributes the positive side of a country.
- ✓ To further investigate how Media changes the mindsets of the people.

1:5 RESEARCH QUESTIONS

- 1- How Media can change the image of a country?
- 2- To what extent that Media contributes the positive side of a country?
- 3- How Media changes the mindsets of the people?

1:6 SCOPE OF THE STUDY

Although the media's inaccurate narrative line causes an instant negative perception of a country, as has been well documented on this topic, the impact of the media on young adults (aged 18-24 years) is poorly understood. The purpose

of this study is to report on how the media's narration affects youth perception in Mogadishu.

The study's scope is limited to recruiting 100 volunteers between the ages of 18 and 24, who will be contacted via forms. This recruitment period will last no more than six months and will end on March 23, 2023. Each volunteer to the study will be asked to complete a short questionnaire in order to evaluate any changes in their bad perception of Somalia.

1:7 CONCEPTUAL FRAME WORK



IMAGE AND MEDIA: HOW MEDIA CAN CHANGE THE NEGATIVE IMAGE OF COUNTRY IN FRONT OF THE WORLD: THE CASE IN SOMALIA.

Media are tool to cover stories as they occurred in life. However, it has long been proven that they do not place a neutral mirror to reality. Their main sphere of operation is the production and transformation of Ideologies

Image of a country is defined as the cognitive representation that a person holds of given country and its people, what a person believes to be true about a nation.