THE CONCEPT OF MEDIA AND ITS ROLE IN FORMULATING STRATEGY

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A B S T R A C T	K E Y W O R D S
between individuals, as the need for it led to it going through multiple stages of continuous development. This development has contributed to enabling individuals to coordinate and organize their activities and work through the exchange of information and ideas, which constitutes the essence of the communication process. Communication is the tool through which ideas and information are transmitted between individuals within a specific social system, which differs in its size and the nature of the relationships it includes. This system may be a mere bilateral relationship between two individuals, a small group, a local community, or even the entire human community.	Media, Communication, Social Links, Strategy, Ideas , Information

Introduction

Communication in the media is defined as a purposeful process that takes place between two or more parties, aiming to exchange information and opinions and influence positions and trends. From this standpoint, the communication process can be considered as the nervous system of any organizatio, as it contributes to enhancing stability and building trust between its parties. To accurately define the concept of communication, we can look at the components of this process, which include: The sender and the receiver, where the sender transmits information and attempts to influence the other party,while the receiver receives this information and interacts with it either by accepting it, rejecting it, or taking a neutral position towards it [1.] It means the message that the sender seeks to convey through the media to the receiver. .It may be natural or technical, as it works to transmit news or information These channels are divided into personal channels that rely on direct communication between individuals, and technical channels that rely on various means of communication. It includes all factors affecting the communication process, such as the design of the message and the surrounding

circumstances, with the necessity of the environment being free of any influences that may cause confusion or affect the clarity of the meanings and information exchanged [1].

The first topic

Media and communication: its role in transmitting information and achieving social development

Communication plays a pivotal role in transferring information and ideas between individuals and groups whether in social, cultural or scientific contexts. Communication channels vary between ، natural, based on direct interaction between people, and technical, based on modern means of media and communication. The communication process also requires an appropriate environment that contributes to ensuring the clarity of the message and preventing confusion that may affect the understanding of meanings and information exchanged. The media is one of the main drivers of social change, as the developmental perspective of the media emphasizes its importance in developing societies. According to Daniel Lerner's theory of modernization, the means of communication contribute to the psychological and material transformation of individuals, which leads to increased urbanization, enhanced literacy rates, and support for community participation. Education is also considered an essential element in building an interactive society, capable of benefiting from the development of the media to achieve sustainable development [2].

The first requirement: the role of communication in development and modernization

When individuals are prepared to acquire new experiences in the areas of modernization and education, which are transferred to them through the means of communication, this leads to increased rates of participation in various aspects of the social system. In this context, **Wilbur** sees **Schramm argues** that communication, just as the economy is the main driver of development processes, plays a vital role in accelerating these processes. He identifies three main functions that communication media can perform to support development:

1.   **Media function:** Media contributes to broadening the horizons of individuals, as it works to highlight important events. The essence of this function lies in its ability to direct the attention of the public towards development issues, and motivate them to adopt new behaviors and practices, such as modern health habits or modern methods in various fields. [3]

2.   **Decision support function:** The media can indirectly contribute to supporting the decision-making process, not by attacking established social values and traditions, but by expanding the channels of public dialogue about development plans, and promoting discussions that help shape public taste and crystallize individuals' opinions about change.

3.   **The function of education:** Communication media have proven their effectiveness in the field of education, both inside and outside educational institutions. They complement and enhance the educational process, especially in adult education programs and vocational and industrial training, in addition to their role in developing the skills of teachers and workers in various sectors. Through these

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[1] Sher Al-Alaq: Communication Theories: An Integrated Introduction, Dar Al-Yazouri, Amman, Jordan (2010), pp. 24-28.

[2] Atef Al-Abd and Noha Atef Al-Abd, Development Media and Social Change, Dar Al-Fikr Al-Arabi, Cairo, 5th ed (2007).

[3] Muhammad Munir Hijab: Al-Fajr Media Dictionary for Publishing and Distribution, Cairo, 1st ed., 2001, p. 13

functions, communication media play a pivotal role in driving the wheel of development, by spreading knowledge, promoting effective discussions, and providing continuous learning opportunities for individuals and communities. [3]

The second requirement

Organizational communication and its forms

Organizational communication is defined as the communication process that takes place within institutions and organizations, or between these institutions and their external environment, whether in the internal framework.

the second requirement

Organizational communication and its forms

Organizational communication is an essential element in enhancing communication within organizations and between them and their external environment, which contributes to achieving their strategic goals. This type of communication can be classified into two main sections: **internal communication** and **external communication**.

internal communication

Internal communication refers to the process of interaction and communication that takes place within an organization between its employees and various departments, with the aim of achieving organizational goals and enhancing the work environment. This type of communication contributes to disseminating information related to the organization's policies, motivating employees, and enhancing the spirit of cooperation among them. It also helps unify efforts to ensure efficiency and effectiveness in institutional performance. In addition, internal communication plays a role in attracting the human competencies that the organization needs, as it is used to communicate with the external public with the aim of employing qualified individuals. It also contributes to coordinating work between various departments to ensure the integration of efforts and the achievement of strategic goals, as is the case in security agencies that work in a coordinated manner to ensure public safety.

First, general external communication

External communication aims to raise public awareness of the issues adopted by the organizationdirect individual behavior in line with its objectives, and gain support from decision-makers and target audiences. This type of communication is represented in the continuous interaction between the organization and the general external audience, which includes all segments of society. [4]

External communication contributes to enhancing understanding and harmony between the organization and the public, by disseminating information and opinions, and listening to community feedback, which allows the organization to adapt its strategies according to the requirements of its audience. For this reason, organizations rely on effective communication channels to ensure achieving the desired impact and fruitful interaction with the community.

Types of external communication:

- **Marketing communication**: focuses on promoting the products and services provided by the organization, and convincing consumers of their quality, which affects their purchasing decisions.

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[4] Muhammad Joda Nasser, Advertising, Public Relations, Majdalawi Publishing House, Amman, (1998), p. 179

- **Social marketing**: It is based on traditional marketing methods, but it is used to spread ideas and concepts that promote social issues, such as environmental awareness or combating negative phenomena in society.

Through these different forms of communication, organizations seek to build strong relationships with their internal and external audiences, which contributes to achieving their goals and enhancing their impact in society

Section Two: Strategy and Achieving Goals

Achieving goals is a complex process that requires continuous, substantial efforts, as they cannot be easily achieved without overcoming obstacles and challenges that may stand in the way.

The concept of strategy development

Strategy is the essence of management and planning skills, expressing the practical methods used to achieve desired goals. The term "strategy" comes from the Greek word **Strategia** which means , "command of an army" or "war maneuver", and was used to refer to the art of managing wars and military plans. Later, the concept of strategy evolved to include other fields, such as politics and economics, where it came to refer to the art of planning and decision-making to achieve long-term goals in a changing environment, while taking advantage of available resources.

Over time, the scope of strategy has expanded to include the field of **communication** , where it has become used to plan and manage communication processes in ways that effectively achieve the desired goals. The common characteristics of strategies in various fields can be summarized through the following points:[5]

Higher level of goal and objective planning

term strategy is used to refer to the plans and decisions that are made at the highest administrative or leadership level within any organization. These higher bodies are responsible for determining the major objectives and formulating the general directions that ensure the achievement of organizational goals.

In the military context, for example, strategies are drawn up at the high command level and are later translated into tactical and operational plans at the field level. Separation between these levels is essential to ensure the distribution of roles, delegation of powers, and allocation of tasks according to the nature of each administrative level, which enhances the efficiency of implementation and ensures the achievement of the desired objectives.[6]

The first requirement

Confronting threats and competition in the communication strategy

1 Addressing crises and potential risks

Many goals and strategies are based on the principle of preparedness to confront potential threats and crises. This is done either by taking preventive measures aimed at preventing the occurrence of the crisis through pressure or precautionary means, or by adopting adaptive measures aimed at reducing the impact of the crisis or limiting its repercussions if it occurs. Organizations such as **the European Union and the North Atlantic Treaty Organization (NATO) are** clear examples of entities that rely on these strategies in dealing with crises.

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[5] Saad Ghaleb Yassin, Strategic Management, Al-Bazouri , Amman, Jordan, 1st ed., 2010, p. 28
[6] .Hamad Al-Sayrafi, Strategic Management, Dar Al-Wafa Publishing, Alexandria, (2008), p. 18

2. .Distributing tasks and defining responsibilities

No plan can be considered "strategic" unless it includes a clear division of objectives, precise definition of responsibilities, and a distribution of roles at different organizational levels. A true strategy is not limited to planning at one level, but rather requires detailing the tasks at the middle and lower levels within the organization, as these levels prepare implementation plans that branch off from the basic strategic plan.

The essence of the strategy is that the success of the major objectives depends on the successful implementation of the sub-objectives, which requires setting clear plans for each stage, and ensuring cooperation between the various departments and sections to achieve the common goals. In the absence of this approach based on the division of roles and effective coordination, the plan cannot be described as a strategy in the strict sense of the word [8]

Many organizations face the problem of not being able to distinguish between **planning.** And **strategy making(Strategizing)** where planning is limited to setting programs and organizing , operations, while strategy goes beyond that to include the continuous search for the best methods to ,achieve goals. Planning aims at organization and codification, while strategy is based on creativity rational analysis, and an intuitive vision of the future.

Thus, **the communication strategy** is not just a static plan, but rather **a dynamic and renewable ,process** that focuses on achieving the organization's mission by managing its resources effectively and responding quickly to the challenges and opportunities imposed by the changing business environment, such as competition, potential risks, and other influential factors. **Strategic integration** in management orientations is a prerequisite for achieving efficiency and effectiveness, as it helps unify decisions and policies, and prevents dispersion and conflict in goals. Therefore, the success of any organization depends on developing **a clear and integrated communication strategy** that enables it to interact flexibly with the variables of the complex environment. [10]

2. Integration between communication strategy and other fields

It is clear from the various definitions that **the communication strategy** overlaps with many other fields, such as **public relations, management, and planning** , which emphasizes its importance in ,enhancing the effectiveness of communication within organizations. To analyze any concept in depth it is necessary to break it down into its basic components

In the case of **the communication strategy** , we find that it consists of the **communication element** that participates with management in what is known as **organizational communication** , and it is also characterized by the nature of **long-term strategic planning** , which enhances its role in directing institutions towards achieving their goals effectively and efficiently.[7]

The second requirement: elements of the communication strategy

Strategic planning focuses on setting the general frameworks for the work of the organization as a whole, as it is directed by senior management, but it requires the participation of all administrative levels to ensure its success. The communication strategy is a tool used to adapt the organization to its

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[7] Focus Media Consortium; Washington, DC (2004). Page 1

environment, with the aim of achieving its organizational goals and ensuring its survival and development in the long term.

Communication strategy is not limited to countries or large companies only, but is an essential element in any activity that seeks to achieve specific goals, whether it is a small project or a communication campaign. However, the nature of communication strategies differs from one party to another, as planning a communication strategy for a specific country is characterized by complexity and complexity compared to developing a strategy for an institution or organization. The stages of preparing a communication strategy can be summarized in **six basic steps:**

1. .Determine the organization's policy and objectives

Understanding the organization's goals is the first step in building an effective communications strategy. These goals should be clear, ambitious, and achievable, and they should be aligned with the organization's communication priorities. Undefined or unrealistic goals can hinder the effective implementation of the strategy.

The communication strategy works as a tool that officials and managers rely on to achieve the general policy of the organization, but its success depends on the support of senior management at both **the moral and material levels**. To ensure the effectiveness of communication planning , it is necessary to collect sufficient information about the organization's policy and strategies, in addition to studying the internal and external environment surrounding it.[8]

The strategist must be aware of the various factors affecting the organization's work, whether **internal** such as human capabilities and financial resources, or **external** , such as the cultural environment of , the target audience and political and economic challenges. Therefore, the communication plan must deal with these challenges in advance, by analyzing the available opportunities and developing appropriate strategies to overcome potential obstacles.

2. Analysis of communication within the organization

To ensure effective communication, it is not enough to simply send messages. The target audience must be precisely identified, their needs and expectations understood, and the best means of reaching them must be known. Analyzing how the audience interacts with communication messages and identifying the factors that motivate them to adopt the desired behaviors are two essential elements in the success of the strategy.

Opinion leaders are key players in influencing the public, and the influence of some of them is more ,powerful and effective than broad media campaigns through newspapers and television. Therefore successful communication strategies do not deal with the public as a general entity, but rather rely on precise tactics to reach the target groups and motivate them to spread communication messages among their members, which enhances the impact of communication and ensures its spread in a more effective manner.[9]

Target audience analysis requires comprehensive studies, which may include using market research .or data provided by international institutions and organizations working in the same field Investigating accurate information about the audience helps improve the quality of communication and ensures that communication messages are directed more accurately and effectively.

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[8] Sia, UNICEF, South Asia Regional Office, February 2005, p. 6

[9] .Asr Dadi Adoun, Communication and its Role in the Efficiency of the Economic Institution, Algeria, 1st ed., 2004, p .81

Implementing the Communication Strategy and Its Characteristics

1. Building discussion and interacting with the audience

It is essential to clarify all the essential aspects related to the communication campaign, through a clear and logical persuasive style. To achieve this, **focus groups can be organized** to address the target audience, providing precise details about the main topic of the campaign, in addition to employing various media outlets to ensure that the message is delivered effectively.

2. Planning practical objectives for communication

Implementing a communication plan requires choosing the appropriate means to convey the message to the target audience. Here, the person responsible for communication must determine the most efficient channels, such as **public relations, mass media, print, or the Internet**.

When deciding on the most appropriate method, some questions are considered, such as:

- Is it better to deliver simple, regular messages or to rely on limited media coverage
- Is it preferable to organize **a national symposium** or to suffice with a series of **regional symposiums**
- Which is better for your campaign: ? **email** or **direct contact**

Budget is also a major factor in determining communication methods, as **cost and effectiveness must be balanced** , ensuring that there are means to evaluate the impact of communication, such as **measuring feedback** , rather than relying solely on traditional media.

3. Implement and follow up the plan

The communication strategy includes medium and long-term goals, so it is necessary to determine the time period and resources needed for each stage to ensure its efficient achievement. Implementing the strategy does not mean stagnation, but rather requires **flexibility** in dealing with variables, as additional time is allocated in anticipation of any possible delays or obstacles.

Defining responsibilities within the organization is essential, as it helps organize roles and ensures smooth implementation of the plan. Clarity of tasks also facilitates corrective intervention when needed, which enhances the chances of success of the communication strategy, especially with continuous support from senior management.[10]

4. Evaluation and assessment

There is a misconception that strategies cannot be measured, but reality proves that a successful strategy includes evaluation mechanisms that help in monitoring errors and correcting the course. The most important evaluation methods are:

- **Measuring the audience's attention** to the message before and after receiving it.
- **Analyze evaluation results during implementation** and make corrective or supportive decisions
- **Collect feedback** on completed activities.
- **Track the volume and nature of media coverage** and its reach to the target audience.
- **Analyze the inquiry messages** sent by the audience to understand how they interacted with the campaign.
- **Measuring the level of community and material support** received by the campaign.

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[10] .Abdul Razzaq Muhammad Al-Dulaimi, Media: Problems of Planning and Practice, Dar Jarir, Jordan, 1st ed. 2010, p .55

5. Characteristics of the communication strategy

Communication strategy is not just a planning tool, but **a dynamic process** that operates in a constantly changing environment, which requires flexibility in setting goals according to priorities and choosing the appropriate means to reach the target audience.[11]

The most prominent characteristics of the communication strategy:

1. **Message credibility**: It depends on formulating a coherent speech that responds to the audience's expectations and interacts with criticism to ensure gaining their trust.

2. **Adapting to reality**: The communication strategy requires a deep understanding of the surrounding environment, which helps in making informed decisions that enhance its success.

3. **Using opinion leaders**: Influential figures in society play a major role in effectively delivering communication messages, as the public trusts them more than traditional advertisements or campaigns .

4. **Taking advantage of modern means of communication**: The spread of **social media and blogs has** enhanced communication strategies, as these platforms provide the ability to **accurately target the audience** and interact directly with them, unlike traditional media.

The first requirement: the importance of the communication strategy in the organization's policy

Communication strategy plays a vital role in the success of organizations. Communication is not just a temporary measure practiced for a short period, but it must be a continuous and repetitive process to achieve tangible results. The success of any communication strategy depends on commitment and continuity , as this strategy aims to build a strong and sustainable relationship between the organization , and its target audience. This principle applies to various fields, such as traffic awareness campaigns which require continuous communication to enhance caution and vigilance against the dangers of .[12] accidents on a permanent basis

A) The role of communication strategy in internal communication

1. Motivate employees

Many organizations have realized that **employee motivation** is a key factor in developing their performance, as institutional growth cannot be achieved without an environment that supports motivation and creativity. However, motivation cannot be imposed, but the organization must provide the appropriate conditions for its growth through:

• Answering employees' questions regarding **the organization's vision and future goals**.

• Involving employees in achieving the organization's strategic goals, which enhances their sense of belonging and participation.

2. Coordination of actions within the organization

No organization can achieve its goals **without effective coordination between its various departments and administrations** . The absence of information and lack of clarity of directions leads ,to **a lack of cohesion or divisions** within the organization. To ensure a high level of coordination officials in the organization must adhere to several conditions:

• **Familiarity with the strategic objectives** and general plans of the institution.

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[11] Ibrahim Al-Muslimi : Radio, Television and the Development of the Arab Local Community for Publishing .and Distribution (1996) , Cairo

[12] ,Adeeb Mohammed Khaddour: Arab Traffic Awareness Campaigns (Naif University for Security Sciences, 2007) .Riyadh

- **Providing basic information** to employees to help them perform their tasks effectively.
- **Ensure the flow of information** from employees to management, so that there is an effective feedback system that allows for continuous interaction between all levels of the organization.

By applying these principles, organizations can enhance **the effectiveness of internal communication** , leading to the achievement of their strategic objectives efficiently and flexibly.[13]

The second requirement: The role of communication strategy in enhancing the effectiveness of the institution

1 Empowering leaders with effective communication tools

Some organizations have succeeded in achieving their goals by providing their leaders with the necessary communication tools to explain and clarify the organization's strategies and objectives to ,various stakeholders. These tools include **monthly meetings** held after senior management meetings or face-to-face meetings between unit heads and the general manager on informal occasions such as breakfast sessions, which provide an appropriate environment for effective communication.

2 Changing mindsets and behaviors

Today, organizations face many challenges that require continuous adaptation to ensure continuity in a competitive environment. These challenges include: **changing fields of activity, the emergence of fierce competition, technological developments, and new investments**. Although many organizations have the tools necessary to adapt to these changes, some face **difficulties in implementation due to resistance to change** , which often stems from adherence to traditional patterns and fear of the unknown.

The communication strategy plays a pivotal role in **mitigating this resistance** by providing clear explanations of developments, managing change flexibly, and ensuring continuous communication between management and employees, which facilitates the transition to new patterns of work.[14]

3. .Improving productivity and enhancing competitiveness

Improving productivity and competitiveness is one of the most important goals that organizations seek to achieve. To achieve this goal, it is necessary to succeed in achieving the previous goals, as **effective communication helps** ensure a clear understanding of organizational steps and procedures, and unify efforts towards achieving institutional goals, which leads to raising production efficiency.

b) External communication and public relations programs

1. Strategic planning for external communication

strategic communication refers to organizing communication efforts according to a clear timetable and a well-thought-out basic plan. This plan includes **a set of media, advertising, and public relations activities** that aim to improve the organization's image and strengthen its connection with its target audience.

Public relations is not a temporary activity limited to dealing with crises, but rather **a long-term .process** that requires continuous efforts to build positive relationships with different audiences Therefore, the results of public relations are not achieved overnight, but rather develop gradually over time.[15]

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[14] .Ismail Ali Saad, Communication and Public Opinion, Modern Press, Alexandria (1979)
[15] .Sharaf Fahmy Khoja, Advertising and Publicity, Dar Al-Maarifa Al-Jami'a, Cairo, 2009

2. Types of public relations programs

Public relations programs are divided into two basic types:

- **Preventive programs**: aim to build strong relationships with the public and enhance mutual understanding, through continuous work to address any potential misunderstanding, and enhance transparency between the institution and its public.

- **Therapeutic programs**: They are used when crises or sudden problems occur, as they aim to restore confidence and correct the mental image of the institution in the minds of the public.

Public relations programs can be considered as the strategic line of defense for the organization in the face of crises, which makes **advance planning for these programs essential** to ensure the continuity of positive communication with various audiences.

3. Communication strategy for media campaigns

Awareness campaigns, whether media or advertising, require **careful strategic planning** that combines formulating effective messages and ensuring their dissemination through the appropriate communication channels. Strategy here means **choosing the right message and delivering it through the appropriate channel, at the appropriate time, and according to the pre-determined objectives**.

The communication strategy overlaps with several areas, including:

- **Marketing and Advertising**: Strategic communication is used to promote products and services in an integrated manner to achieve the highest level of impact.

- **Public relations and media**: The role of journalists and media professionals complements the efforts of public relations to ensure the effective dissemination of communication messages.

- **Communication research**: ,which aims to study the audience's interaction with media messages and analyze the impact of communication campaigns.

4. Development of the concept of integrated marketing communication

With increasing competition and rising costs of traditional advertising, marketing experts began to look for new models that enhance **the effectiveness of communication messages**. The concept of **" Integrated Marketing Communication(IMC)"** .emerged Which is based on **the integration of various means of communication** , such as:

- **Traditional advertising (newspapers, television, and radio)**.
- **Digital communication media (internet, social media)**.
- **Direct marketing and public relations**.

This model is based on **the cumulative effect of communication messages** , as using more than one medium enhances the effectiveness of media campaigns and increases the likelihood of a positive response from the public[16].

5. The importance of timing and coordination in media campaigns

Timing plays a crucial role in the success of any media campaign, as the message must reach the audience **at the right moment, and through the right channel**. With the increasing number of media and communication tools, it has become necessary **to coordinate between the various communication tools** to achieve the greatest impact.

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[16] Because Laramie Bernard Vallet, Research in Communication: Methodological Elements, translated by Miloud Safari and others, (Communication Sociology Laboratory, University of Constantine, 2004).

Conclusions and recommendations

1. **The negative effects of lax enforcement of the law**:

o   After 2010, the application of the traffic law was affected by the political and social events that Algeria witnessed in early 2011, such as **the "sugar and oil events" protests** which prompted the , authorities to **deal flexibly with drivers at security checkpoints**.

o   This led to **a rise in the accident rate again** , as drivers felt **the lack of strict supervision** , which led to a decline in compliance with traffic laws.

2. **The importance of continuous awareness**:

o   Data has shown that **law enforcement alone achieves effective results in the short term** , while **awareness campaigns have a more sustainable impact in the long term**.

o   Despite the laxity in law enforcement after 2011, accidents did not witness a sharp increase **due to the positive impact of the 2010 campaign** , highlighting **the importance of continuing awareness and education efforts** in reducing traffic accidents.

Second: Recommendations and suggestions

In the context of the Iraqi experience, it is possible to benefit from the model witnessed by other countries in the field of **activating traffic laws in conjunction with awareness campaigns** , as it has been proven that **integration between legal procedures and media awareness** leads to improving traffic safety.

For example, the impact of **new traffic laws in Iraq** and the effectiveness of their implementation can be studied alongside **awareness media campaigns** supervised by governmental and media institutions, such as **the General Directorate of Traffic and national media**.

The research may reveal **the impact of traffic awareness campaigns in Iraq** , in terms of:

• **strict enforcement of laws** affects the reduction of accidents.

• **The role of Iraqi media** in promoting traffic culture.

• Challenges facing **coordination between stakeholders in traffic safety**.

Based on the results of the study, and through data analysis and listening to the opinions of those concerned with the traffic prevention sector in the state of Ghardaia, a set of recommendations can be proposed to enhance **the communication strategy in the field of traffic awareness**:

1. **Strengthening the role of local media in traffic awareness**

o   The necessity of **activating the communication and public relations devices** of all parties involved in traffic prevention, and linking their work with **local radio** as the most influential media platform in the local community.

• The study showed that there is **a gap in communication between citizens, security agencies and officials** , where local radio can play a major role in **bridging this gap** by providing a space for open discussion on traffic issues, as proven during the dialogues and seminars organized via radio.

2. **Coordination of efforts between different actors**

Awareness campaign initiatives should be a shared responsibility between all parties concerned, with each party organizing independent campaigns according to a clear annual plan, rather than waiting for **initiatives from other parties**.

Associations often rely on police and national gendarmerie initiatives, while the latter in turn wait for civil society initiatives, which delays **the launch of awareness campaigns or limits their effectiveness**.

The ideal solution is to develop **an annual awareness campaign program** that relies on **coordination between the various parties** , rather than implementing individual, unconnected campaigns.

3. **Providing financial resources to ensure the continuity of awareness campaigns**

Civil society organizations indicated that **one of the biggest challenges facing awareness-raising work is the lack of funding**.

These resources can be provided via:

▪ **The National Center for Road Safety and Prevention,** as the official body responsible for coordinating the campaigns.

▪ **Local radio or transportation departments** , where these bodies can be empowered to collect and distribute resources in a more organized manner.

▪ **Community donations** from businessmen and citizens, to support awareness initiatives that benefit the community as a whole.

4. **Promoting traffic awareness in schools and universities**

Incorporating **educational programmes on traffic safety** into school curricula to enhance the awareness of new generations of the risks of accidents and the importance of respecting traffic laws.

Organizing **workshops and interactive initiatives in educational institutions** in partnership with security agencies and civil society.

5. **Using social media in traffic awareness**

Given the widespread use of social media, it can be used as an effective tool for **raising awareness and interacting with the public** , through:

▪ Launching **digital awareness campaigns** that include videos and short awareness messages.

▪ Collaborate with **digital influencers and opinion leaders** to reach broad segments of society.

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