RESEARCH ARTICLE

THE ROLE OF THE NEW MEDIA IN PROMOTING THE ROLE OF YEMENI WOMEN IN PEACEBUILDING

[1]*Mrs. Siham Musleh AL-Badaji and [2]Dr. Balaji.L Shinde

[1]Research Scholar, Dept. of Media studies, SRTM University, Nanded Mahrashtara, India
[2]Asst. Prof & Research Guide, Department of Journalism, P.A.H College Ranisawargaon Ta.Gangakhed, District, Parbhani

ABSTRACT

The new media is one of the most important means that contribute to changing societal attitudes and behaviors, and since the media is also a purposeful message and has become accessible to everyone and one of the most important necessities of life, media, and the professional's media have the responsibility to change wrong concepts and behaviors, convey a positive image and correct those inheritances. Here in this study, I talk about the role of the media What is new is in promoting the role of Yemeni women in building peace in Yemen and the importance of their presence in all areas of life, especially with regard to the dialogue table and negotiations related to peacebuilding and not to marginalize their role as they are the most affected by conflicts. The media should highlight the importance of that role that may contribute to reaching positive results that lead To build peace, the researcher proposes to more activate the importance of the presence and participation of Yemeni women in all peace affairs related to the Yemeni issue and to convey a positive image and previous experiences of other countries. Women had an active role in peace negotiations. How Yemeni women used new media to attract more supporters and maintain morale to analyze the data achieved through the survey method. This paper focuses on the importance of the role played by the new media in promoting the role of Yemeni women through a survey study.

INTRODUCTION

The media plays an important role in Promoting the role of women in the field of peace building. It should be noted that the growth of women's education and advancement through activating the role of the new media in all areas of life helped them to play crucial roles in society. However, these roles may be marginalized on purpose through male dominance or when they do not realize the importance of their participation on an equal basis with males. In this context, the media plays an important role - to create awareness among women to realize their potential as a major driver of change in society and as a major driver of peace building. In today's world, new media plays a vital role in conveying messages that need to be conveyed effectively. The media scene in Yemen does not address to a large extent issues of awareness of the importance of women's participation in various issues of society through promoting and educating through its new means.

Research Problem and Objective: The problem which is studied here was: What is the role of new media in promoting and educating women in building peace in Yemen? Thus, the objectives of the study were to understand the role of the media in promoting and educating women to build peace: a study on Yemen especially which are related to promoting the role of Yemeni women forpeace building.

LITERATURE REVIEW

The word media once referred to print media, photography, advertising, cinema, radio and television, and folk media. However, with ever increasing science and technological changes, a sea change occurred in the approach to media, their production, distribution and access. A revolution in the Information and Communication Technology (ICT) has changed the media environment. Social media are tools of communication and collaboration through the exchange of text, images, video, live streaming, and presentation. They are characterized by the huge changes in media production; it's very easy to access, with the digital, interactive, virtual, networked, and simulated technologies (Farhan& Varghese2018).

*****Corresponding author:** *Mrs. Siham Musleh AL-Badaji,*
Research Scholar, Dept. of Media studies, SRTM University, Nanded Mahrashtara, India.

Social media is part of internet websites and it's a term used to describe the type of media that is based on conversation and interaction between people online. It gives people more than one way for the communication and interaction. For the first time, people can post their responses directly to each other and this is open for all to see and additionally comment on. Social media is therefore something that cannot be ignored especially during a crisis. Social media utilization is spreading rapidly. It is also the fastest way for communication and share ideas among the users (Dixit, 2014). The media also plays a very important role and influences almost every aspect of our lives. The best source to know what is happening in the world is through social media that has the power to influence our thoughts. This effect is sometimes positive and sometimes negative. Al Jazeera (2016).

• *Positive effects:*

- The Earth has become a global village due to the development of the media. We can know any part of the world in a matter of minutes through the Internet. Media is the best way to spread knowledge, information and news from one part of the world to another.
- The media educate people about their basic rights and how to use them. It is also a link between the government and the people because all the policies and activities of the government are conveyed through the media.
- Educational media programs help people learn anything through social media. Children can develop their skills and intellect by watching these programs because the visual and audio media make it very easy to understand.
- Promotion and advertisements help us raise awareness and convey positive images about various issues in the society and we can easily make our choices according to our needs.

• *Negative effects:*

The media is the most influential in people's resort to violence. Studies have indicated that exposure to violence through social media makes individuals more aggressive, fearful, less confident and more receptive to violence. This does not mean that they will start to take up arms but that they will be more aggressive and less trusting towards their friends and siblings.

The role of the new media in promoting the role of Yemeni women: The image of women has gradually changed in the Arab media, including Yemen, to transform from an obedient house wife to a more independent woman with the increase in the means of communication, whether in the private media or on social networks. The Middle East is one of the worst regions in terms of rights, participation, and gender equality. Although women constitute about 49.7 percent of the total population of the Middle East and North Africa, which amounts to 345.5 million people, the region ranked last in terms of the gender gap, according to statistics from the World Economic Forum in 2015. Egypt ranked 136th out of 145 countries in terms of the gender gap, after Saudi Arabia, which came in 134th, while Yemen is at the bottom of the list.(Sulaiman, 2015) Since Yemeni women are underrepresented in the media, making up less than 20 percent of audio-visual workers, female journalists or activists who criticize the government or its official policies are subjected to smear campaigns at the instigation of the government aimed at undermining their credibility, reputation, and professionalism. In a country where the symbol of "honor" Insults and insinuations, that question a woman's morals are particularly harmful, and are necessary to preserve a woman's dignity. In June 2006, Samia Al-Aghbari, a journalist for the opposition weekly Al-Wahdawi, criticized the president for deciding to run for the 2006 elections, despite his previous statement that he would not do so. A week later, the semi-official Al-Dustour newspaper published an article that claimed she had "white meat" and "immoral relations" with Syrian and Egyptian men. Al-Aghbary was one of the very few female journalists to take their cases to court. Although she won the case, the ruling, which included the publication of an apology in the newspaper, was not carried out. (Global Campaign For Free Expression, 2009: 10). The term stereotype refers to the common perceptions that form within the human mind without confirmation of a group or issue, thus forming an opinion that is either flawed or distorted. The media has a large and important role in consolidating such an image in the minds of its recipients, where stereotyping of negative stereotypes occurs because of deliberate distortion of facts or because of excessive generalization away from reality. Shaping the image of women by adopting specific communication messages through which the effect is achieved, and sometimes we find him adopting specific points of view on the issues raised towards women's issues. This is what we see clearly through the media's focus on issues and ignoring other issues, or the repetition of talking about a specific event at the expense of another event that concerns women, as they are presented in the context of battered women from the family and society, or in the context of using them as a list. A tool for promoting goods and products (Madhoukh, 2019). However, the media has acted as a major instigator of change in some cases. An example is the case of a 16-year-old girl who was sentenced to death for the murder of her husband. The story was first reported by an Italian reporter and then picked up by local journalist's andDirected by Khadija Al Salami. Extensive press coverage of the case helped raise awareness and the young women's sentence was suspended - they eventually received a presidential pardon in 2007.In another case, an eight-year-old girl caused a stir when she filed for divorce from her 30-year-old husband. Significant media attention has been given to this issue, both nationally and internationally, which has led to a public debate about the minimum age for marriage. Al-Ariki points out; the majority of coverage of women's issues portrays women as victims. The public does not have the opportunity to read positive examples of female entrepreneurs or female workers. In addition, women's roles and activities are often omitted from articles covering politics, business, and social issues. (Global Campaign For Free Expression, 2009: 11). In light of all this, we do not deny that some Arab and local media have sought to change this stereotype by highlighting the image of women with more positive roles represented in highlighting their activities and contributions to the development and change of society through community institutions and new media, , There is no doubt that there are Problems that stand in the way of presenting the image of women as we aspire to it, as it is a reflection of a cultural problem that intersects with the image of Arab women in general and Yemeni women in particular, given the link between the conditions and conditions of Yemeni society and the conditions of Arab societies, especially the customs, traditions and societal norms that these societies adhere to. It is no wonder that we find local media outlets presenting the image of women in a human

framework, showing them in the scene of the martyr's mother, wife or sister - which is undoubtedly an honourable scene - forgetting to focus on her political and social life. In addition, developmental participation, as well as restricting women's dialogue that women often present to them in the same dimension, as if women are the ones who care about women's affairs in isolation from what is happening in the world. Political, economic, developmental and cultural issues of society.

METHODOLOGY

Tools and techniques: To collect the study data from the target sample, the researcher found that a tool in the form of a questionnaire was suitable for collecting the data required to achieve the objectives of the study**.**In order to make the study tool ready for administration, the researcher followed these procedures to configure it and verify its validity and reliability**.**

Pilot Test:

The study questionnaire begins with preparation for the pilot test:

Before the tool was distributed to the respondents, a preliminary test was carried out. The purpose of the preliminary exam is

- Identify ambiguities, misunderstandings or other shortcomings in the questionnaire
- Determine the reliability of the variables.
- Determine the time taken to complete the questionnaire.
- Make sure that the language used is appropriate.

\A pilot study was conducted by distributing the tool to 30 respondents in the study area before starting the actual data collection phase. This was to determine the credibility of the content, as well as the reliability of the tool. The poll turned out to be correct.

The questionnaire consists of three parts:

Part 1: Personal information of respondents such as age - educational qualification - marital status - professional level - field of work - years of work experience. The purpose of this part is to get an idea of the respondents to be collected.

Part 2: Use of social networks. The objective of this part is to specify the type and level of communication to be used.

Part 3: it is divided into three areas with the aim of identifying the role of social networks in promoting, educating and peace building.

Samples design: The study was conducted as a -case among Yemeni women, 110 respondents were selected, an intentional sample was taken from the media, peace activists and those related to the subject of the study, and they were selected in a virtual snowball (network) method, where the researcher identified ten influential participants in the subject of the study and were asked them to expand the network through their knowledge.

Thus, the sample group is said to grow like a rolling snowball. As the sample accumulates, enough data is collected to be useful for research. Taking into account that other participants meet the criteria and scope of the study sample.

RESULTS AND DISCUSSION

The research sought to understand the role of new media in promoting and educating women in building peace in Yemen a study on Yemen especially which are related to promoting the role of Yemeni women for peace building.

Above table shows that the percentage of the study respondents who strongly disagree is (3%) with frequency (3) , the percentage of those who disagree is (8%) with frequency of (9) then the percentage of those who undecided is (19%) with frequency of the (21), The percentage of those who agree is (45%) with frequency of (50)followed by the percentage who strongly agrees is (25%)with frequency (27),the computed mean of the statement is 3.81 with a standard deviation of 0.99 this is high level.

The role of the new media in promoting the role of Yemeni women (N=110)

Table 1. Social media is accentuating a positive image of the importance of the presence of Yemeni women in building peace

1. Social media is accentuating a positive image of the importance of the presence of Yemeni women in building peace	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	3	3			
DISAGREE (1.81-2.60)	9	8			
UNDECIEDED (2.61-3.40)	21	19	3.81	0.99	High
AGREE (3.41- 4.20)	50	45			
STRONGLY AGREE (4.21- 5.0)	27	25			

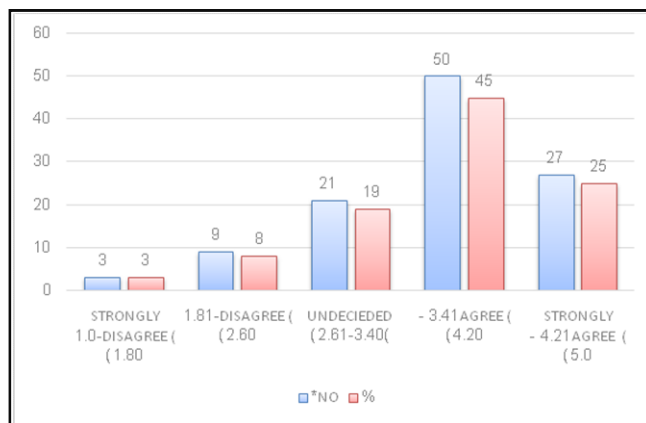Source: Prepared by the researcher based on the results of statistical analysis

Fig. 1. Social media is accentuating a positive image of the importance of the presence of Yemeni women in building peace

Table 2. Social media facilitates media meetings organizing among members of society that enhance the process of Yemeni women's participation in peacebuilding

2.Social media facilitates media meetings organizing among members of society that enhance the process of Yemeni women's participation in peacebuilding.	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	1	1			
DISAGREE (1.81-2.60)	5	5			
UNDECIEDED (2.61-3.40)	14	13	4.05	0.83	High
AGREE (3.41- 4.20)	57	52			
STRONGLY AGREE (4.21- 5.0)	33	30			

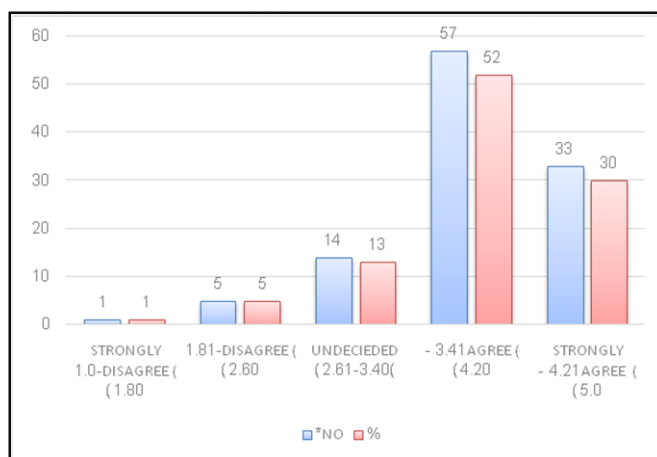Source: Prepared by the researcher based on the results of statistical analysis

Fig. 2. Social media facilitates media meetings organized among members of society that enhance the process of Yemeni women's participation in peacebuilding

It is clear from the above table that the percentage of the study respondents who strongly disagree is (1 %) with frequency (1) , the percentage of those who disagree is (5%) with the frequency of(5)followed by the percentage of those who undecided is (13%) with the frequency of (14), followed by percentage of those who agree is (52%) with frequency of (57) followed by the percentage who strongly agrees is (30%)with the frequency (33),the Mean of the statement is 4.05 and the standard deviation is 0.83.

Table 3. Table 3. Social media gives women the participation opportunity to an opinion about peacebuilding.

3. Social media gives women the participation opportunity to an opinion about peacebuilding.	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	0	0			
DISAGREE (1.81-2.60)	4	4			
UNDECIEDED (2.61-3.40)	13	12	4.23	0.79	Very high
AGREE (3.41- 4.20)	47	43			
STRONGLY AGREE (4.21- 5.0)	46	42			

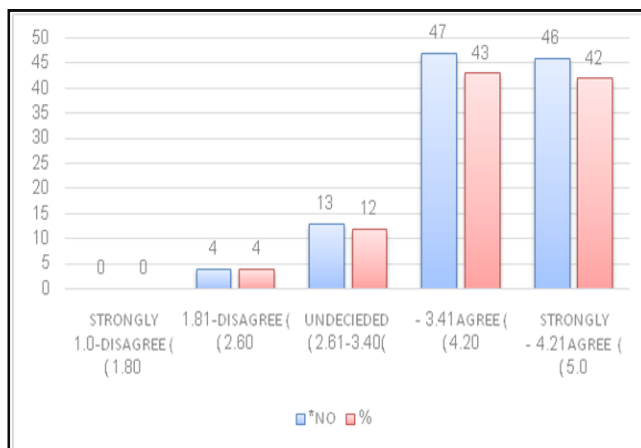Source: Prepared by the researcher based on the results of statistical analysis

Fig. 3.Social media gives women the participation opportunity to an opinion about peacebuilding

From the information in the above table, the percentage of the study respondents who strongly disagree is (0 %) with the frequency (0) , followed by the percentage of those who disagree is (4%) with the frequency of (4)followed by the percentage of those who undecided is (12%) with the frequency of (13), followed by percentage of those who agree is (43%) with frequency of (47) followed by the percentage who strongly agrees is (42%)with the frequency (46) the Mean of the statement was calculated to be 4.23 with a standard deviation of 0.79 very high.

Table 4. Social media is spreading awareness-raising ideas about the role of Yemeni women in peace negotiations

4.Social media is spreading awareness-raising ideas about the role of Yemeni women in peace negotiations.	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	2	2			
DISAGREE (1.81-2.60)	9	8			
UNDECIEDED (2.61-3.40)	17	15	3.94	0.97	High
AGREE (3.41- 4.20)	48	44			
STRONGLY AGREE (4.21- 5.0)	43	31			

Source: Prepared by the researcher based on the results of statistical analysis
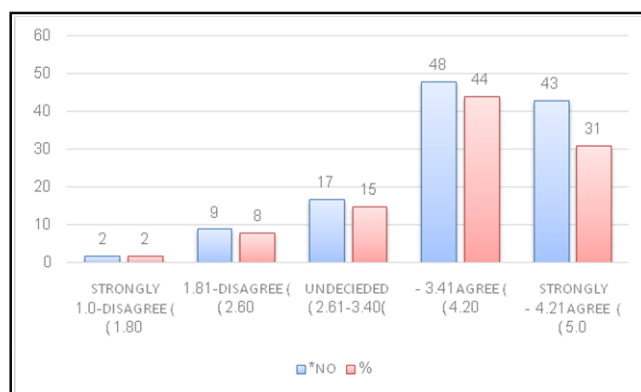

Fig 4. Social media is spreading awareness-raising ideas about the role of Yemeni women in peace negotiations

It is clear from the above table that the percentage of the study respondents who strongly disagree is (2 %) with the frequency (2) , followed by the percentage of those who disagree is (8%) with the frequency of (9)followed by the percentage of those who undecided is (15%) with the frequency of (17), followed by percentage of those who agree is (44%) with frequency of (48) followed by the percentage who strongly agrees is (31%)with the frequency (43) .The Mean of the statement was calculated to be 3.94 with a standard deviation of 0.97 very high.

Table 5. Social media calls for holding events that provide financial and moral support to Yemeni women for enhance their participation in peacebuilding

5.Social media calls for holding events that provide financial and moral support to Yemeni women for enhance their participation in peacebuilding.	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	3	3			
DISAGREE (1.81-2.60)	15	14			
UNDECIEDED (2.61-3.40)	24	22	3.64	1.04	High
AGREE (3.41- 4.20)	45	41			
STRONGLY AGREE (4.21- 5.0)	23	21			

Source: Prepared by the researcher based on the results of statistical analysis
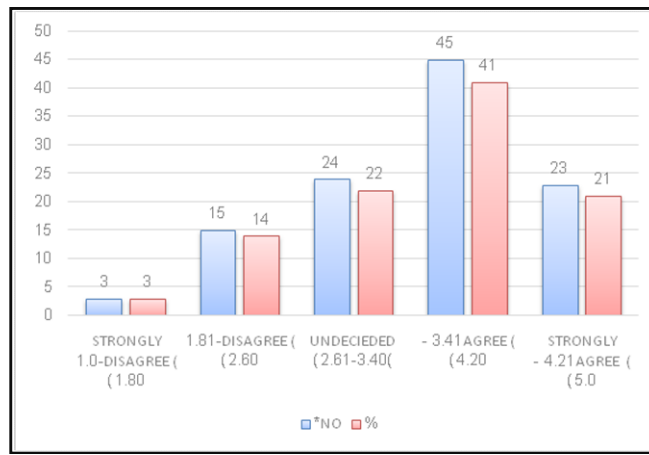
Fig 5. Social media calls for holding events that provide financial and moral support to Yemeni women for enhance their participation in peacebuilding

It is clear from the above table the percentage of the study respondents who strongly disagree is (3 %) with the frequency (3) , followed by the percentage of those who disagree is (14%) with the frequency of (15) followed by the percentage of those who undecided is (22%) with the frequency of (24), followed by percentage of those who agree is (41%) with frequency of (45) followed by the percentage who strongly agrees is (21%)with the frequency (23) .The Mean of the statement is 3.64 and the standard deviation is 1.04.

Table 6. Social media opens communication channels among society members to enhance the acceptance process of Yemeni women's participation in peace issues

5.Social media opens communication channels among society members to enhance the acceptance process of Yemeni women's participation in peace issues.	NO*	%	Mean	S.D	Level
STRONGLY DISAGREE (1.0-1.80)	2	2			
DISAGREE (1.81-2.60)	6	5			
UNDECIEDED (2.61-3.40)	17	15	4	0.92	High
AGREE (3.41- 4.20)	50	45			
STRONGLY AGREE (4.21- 5.0)	35	32			

Source: Prepared by the researcher based on the results of statistical analysis
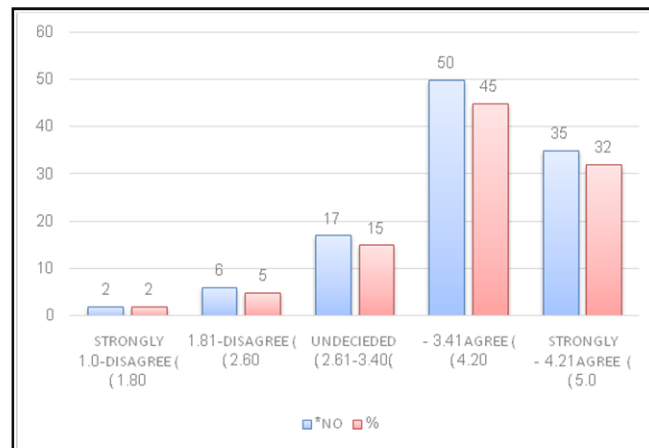

Fig. 6. Social media opens communication channels among society members to enhance the acceptance process of Yemeni women's participation in peace issues

From the above table the percentage of the study respondents who strongly disagree is (2%) with the frequency (2) , followed by the percentage of those who disagree is (5%) with the frequency of (6)followed by the percentage of those who undecided is (15%) with the frequency of (17), followed by percentage of those who agree is (45%) with frequency of (50) followed by the percentage who strongly agrees is (32%)with the frequency (35) .The Mean of the statement is 4 and the standard deviation is 0.92.

The analysis of the responses of the study sample to agree and strongly agree with the statements showed that the highest percentage of the statements of the study sample was for the (Agree) option with 45%, followed by the option (Strongly agree) according to the study sample that got 30%, thus the majority (75%) supported the statement, This was followed by (Undecided) according to the study sample, which got a percentage of 16%. Followed by (Strongly Disagree) was least according to the study sample with 2%.

Table 7. All statements and Level of promoting the role of Yemeni women

Statement		STRONGLY DISAGREE	DISAGREE	UNDECIDED	AGREE	STRONGLY AGREE
Social media is accentuating a positive image of the importance of the presence of Yemeni women in building peace	N	3	9	21	50	27
	%	3%	8%	19%	45%	25%
Social media facilitates media meetings organizing among members of society that enhance the process of Yemeni women's participation in peace building.	N	1	5	14	57	33
	%	1%	5%	13%	52%	30%
Social media gives women the participation opportunity to an opinion about peace building.	N	0	4	13	47	46
	%	0%	4%	12%	43%	42%
Social media is spreading awareness-raising ideas about the role of Yemeni women in peace negotiations.	N	2	9	17	48	34
	%	2%	8%	15%	44%	31%
Social media calls for holding events that provide financial and moral support to Yemeni women for enhance their participation in peace building.	N	3	15	24	45	23
	%	3%	14%	22%	41%	21%
Social media opens communication channels among society members to enhance the acceptance process of Yemeni women's participation in peace issues	N	2	6	17	50	35
	%	2%	5%	15%	45%	32%
Level of promoting the role of Yemeni women	N	11	48	106	297	198
	%	2%	7%	16%	45%	30%

In general, the reactions showed a high degree of positivity among Yemeni women (Figure. 1)
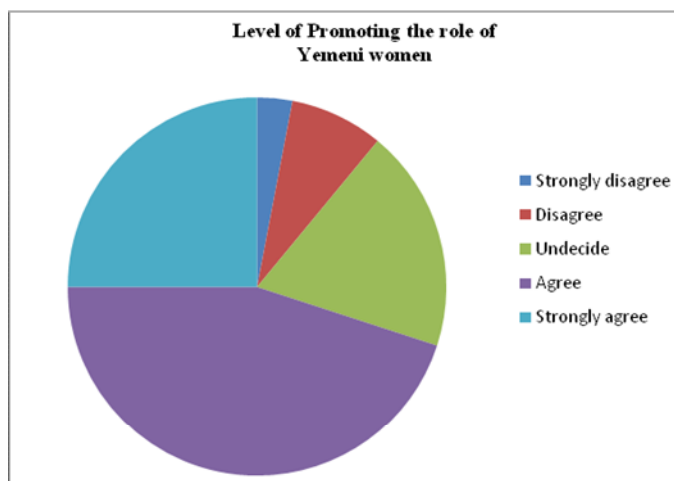

Fig 7. Level of promoting the role of Yemeni women.

When each of the reaction to the 6 statements was assigned a value (Strongly Disagree=1/; Disagree=2 /; Undecided=3/; Agree=4/; strongly agree=5.). The total score also was vivifying the total Level of promoting the role of Yemeni women (Strongly Disagree -11; Disagree - 48   ; Undecided- 106; Agree-297;andstrongly agree =198.). This is presented in (Figure. 2)
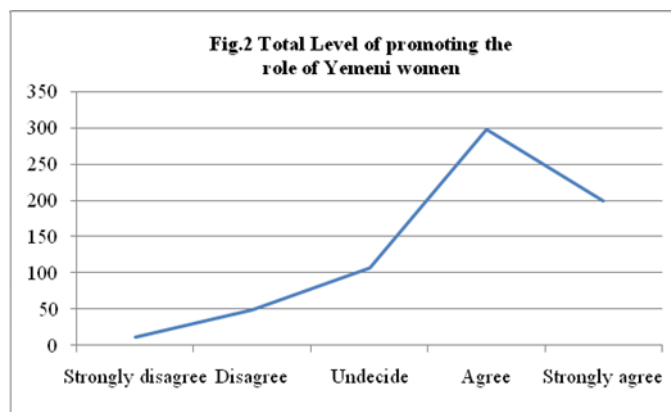

Fig 7.1 Total Level of promoting the role of Yemeni women

Conclusions of the study

Conclusion

Consequently, the study found that the majority of respondents agreed that the new media is important in conveying a positive image and promoting the role of women and the importance of this role in building peace in Yemen and the activity associated with it. All respondents accessed news related to the National Dialogue and Peace Negotiations through Internet-based platforms. , The new media constitutes a vital activity in linking Yemeni women and informing them of the events that were taking place in issues related to peace building in Yemen. Most of the respondents believe that the promotion of Yemeni women and facilitating the creation of communication channels around their participation in Yemeni peace building emerged through the new media.

- The results explain the use of the theory of dependence on the media that the study category is looking for a means of supplied with the latest news and social media sites.
- Social networking sites have affected the formation of trends, behaviours and development of dialogue as they contributed to amending and changing society's ideas for women's participation.
- The researcher concludes that social media sites put women issues and affect their thought and behaviour because of what gives those sites from freedom space in expressing opinion, which cannot be expressed in any other media.
- The researcher concluded that the new media represented by social media sites is considered to be considered a major mandate because of a role in mobilizing public opinion on all levels and a standard mandated made by excellence on traditional media and returned to a liberal cause of authoritarian control and political pressure and social means Greater at the local and Arab and global level as a result of wide and fast propagation of surrounding events and these means have been able to transfer ideas and change the stereotypes and traditional concepts, especially for the participation of women and their presence in society as a partner of the man in political issues and affairs there will be no acceptance of the presence of women and contributed to the presence of women Social communication in highlight a positive picture on the importance of women in the table and peace negotiations.
- In light of the findings of the researcher, recommends the following: -
- Contribution and encouragement of government leaders, leaders, ministers, politicians, political decision-makers, and general managers, by activating and highlighting the importance of women's participation on social networks to communicate with the public in solving their problems, pushing back obstacles, and overcoming obstacles facing women and raising the level of women's unity through the media, especially in issues of dialogue, conflict resolution and peace building
- The researcher recommends the necessity of appointing experts in the media and sociology to monitor social networking sites to be more effective in changing the stereotypical image of women and communicating with the public by focusing on the positive aspects of the role of women in building peace and overcoming the negative ones.
- Positively investing in social networks as they are an appropriate opportunity to assist Yemeni women in their endeavors towards political, economic, and social reform by directing their messages through these sites and attracting women's participation by realistic and appropriate means that simulate their daily lives in a simple language far from complexity and structure.
- The necessity of disseminating the results of this study to all Yemeni universities and all the various state institutions, to identify the pros and cons of using social networking sites, with the aim of avoiding the negatives and maximizing the positives.
- Activating the participation of Yemeni women in the media, as women have become one of the most important media event makers and are therefore receiving increasing attention and confidence from the ordinary public.
- Based on the research findings, the researcher suggests Yemeni media system to give more importance to women's issues

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