

The important role played by the media in reducing the phenomenon of violence in the health sector

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Received: 02/04/ 2023; Accepted: 22/06/2023; Published: 30 /06/2023

Abstract

This study aimed to reveal the important role played by the media in reducing the phenomenon of violence in the health sector, as the latter possesses various technological characteristics and capabilities that help it influence the cognitive, emotional and behavioral field of the individual.

And since it is possible to exploit this great influence of the media on the behavior of the individual to confront violence in all its forms (physical and verbal), we will show how a media strategy can be built capable of developing social values that reject violence in the health milieu and call for dialogue and communication between members of society when dealing with each other, especially if there is integration and consistency between these means.

Keywords: mass media, the phenomenon of violence, social values.

Introduction

Today's media captures the attention of peoples, at all times and in every place, as people are exposed to the contents of what they watch, hear and read daily in them. It is therefore imperative that researchers and experts exploit these diverse means for the benefit of society.

There is no issue requiring the attention of researchers and recent experts, such as the issue of violence and the recent phenomenon of health violence in hospitals, which we watch daily on social media, and therefore plays an important role in reducing this phenomenon.

Problematic:

The phenomenon of violence against medical staff has become an almost daily and worryingly growing phenomenon that has made doctors work in a charged and unsafe atmosphere, as it has become a major concern in the health community to prevent their functional compatibility and fulfilment of their required duties of providing the best healthcare services to citizens. As such, all efforts must be combined, both formally and informally, to reduce the prevalence of this phenomenon and, to the extent possible, to reduce its recurrence. For material damage, whether in medical equipment and equipment within these

hospitals or in human losses the violence directed at workers inside these hospitals will cause them to leave their workplaces, And the escape of these competencies to places that provide them with the necessary protection from one side. and damage to the lives of patients in need of health services on the other hand. Among these mechanisms, we find the media, especially as we are in the age of technology. The latter's active role in addressing violence and contributing to reducing it in the health community. This study therefore responds to the following problem:

- What is the role of the media in reducing the phenomenon of violence in health and what mechanisms contribute to reducing it?

1. Media

1.1. Definition of media

Public information is defined as a tool that allows communication between two parties; They are the media, the public or the sender and the future through the use of many diverse media means that transmit information, facts and the media message between them. The media can also be defined as the process in which information that is newsworthy from knowledge is collected, then transmitted, analysed and edited, and then disseminated and sent to the public through a newspaper, radio or television station. (Hedjab, 2022)

The media are the sum of the technical, material, news, artistic, literary and scientific means of communicating collectively with people directly or indirectly within the scientific, educational and indicative framework of society.

Information is a process of understanding based on the organization of people's interaction, experiences and empathy among them. In this case, it is a phenomenon that modern civilization has developed, made and supported with great potential that has transformed it into an indispensable force for both peoples and Governments. (Dhamani, 2016, p29).

1.2. Media Influence

With the increasing diversity of the media in the present era on the one hand and the evolution of its technologies and the acceleration of the technology age on the other, it has become crucial to control society as a result of people's interaction with and influence over every media outlet.

1.2.1. Positive effects of media

The media are used differently because of their influential knowledge, direction and behavior, as follows:

- The means of information affect knowledge, perception and understanding:

The communication process begins with attracting public attention to generate awareness (knowledge) to reach perception and understanding.

Perception and understanding occur as a result of the interaction between the content of the message and the direct personal experiences of members of the audience, and the individual's responsiveness to information provided by the media

depends on repeated exposure to the same excitement and some reinforcement through personal relationships.

By providing individuals with information, concepts and facts concerning the risks arising from the phenomenon of violence (such as the use of violence in the upbringing of the child and the resulting psychological problems and poor outcomes in school), its causes, methods and methods to avoid it, as well as by shedding light on all laws on violence against women or children... While noting that the law is designed to protect individuals, all decisions taken by competent bodies and bodies to prevent violence, and the continued emphasis on the need to uphold these decisions.

- The media's impact on trends and values:

There is general agreement that the media have implications for attitudes and values. The period required for such an impact is still debated and questioned. Most previous studies indicate that the media play a more concrete role in forming opinions than in changing opinions.

The dissemination and consolidation of social values, particularly in relation to the way human beings treat others, such as tolerance, patience, respect for others, cooperation, order, action and other values, contribute to guiding one's behavior and reduce violence.

- The impact of means of information on behavior change:

Previous studies have indicated that behavioural change takes a long time, and depends on several factors: the number of individuals interested in decision-making, economic and social risks, the future risks of the event, the extent to which it takes to shift from current practices to new practices, and the appropriateness of new behavior to the nature of personality, values and individual motivations.

The role of the media rises to the acquisition of civilized behavior by individuals, namely respect for others and the use of dialogue, which is a measure of society's urbanization.

Thus, an individual can move from a state of unconsciousness to a state of awareness of the dangers of violence and the ways and methods that must be followed to confront it, thereby participating in the reduction or reduction of the individual's responsibility.

Because it is not possible to live in a cycle of violence and we cannot thus achieve the goals of development or the development of society. This is evidenced by Algeria, which has seen a significant deterioration in all areas, in addition to the psychological problems experienced by the victims of violence.

Information plays a major role in establishing values ", where sociologists and communication agree that any intentional social change in society must reach people through the media and that no change in society can take place in isolation from the use of these means... as it is the basis of the process of social change. through such means of forming opinions, changing concepts and patterns of behavior and stabilizing and reinforcing desired values". (Benyahya, 2023).

1.2.2. Negative impacts of new media on society

Despite the novelty of the new media and the positives reflected in the societies, there are downsides to the new media, including:

- Weak personal and direct communication between members of the community, and marginalization of customs that bind the family together.
- It allowed open dialogue, posting on platforms and websites, resulting in misinformation, hate speech and hatred for violence.
- Excessive reliance and prolonged online seating has led to the spread of many diseases and psychiatric disorders, such as; gloom, isolation from society, the threat of optimal valuable behavioral values. (Tabichet, 2022).

1.3. How media influence the development of social values

Algeria desperately needs to use the various forms of media to develop people's awareness of the dangers of violent incidents that we find everywhere. Even sport has become the scene of violent incidents involving individuals of all ages. We also find that many wives have been killed by their spouses or children killed by the father or mother. However, the influence of the media requires a long time, and that requires constant and lasting media coverage, not only on occasions, as in Alg. and a media strategy with specific and clear goals for behavioural change, where the media's impact on the public varies from many factors.

1.3.1 Radio

It is customary that radio reaches all people in society of different varieties, levels and races. Hamdi Hassan noted: "Radio penetrates all houses without differentiating between white and black without distinguishing between large and small, rich, poor, educated and ignorant. One thing is needed is a receiver and enough is enough." (Hacene, 1989, p60).

Radio has become a major role in disseminating ideas including peace ideas among listeners locally or externally and their sense that they are in one homeland despite multiple dialects. It is also a means of communicating with the outside world directly or indirectly. Official or informal. The world becomes a small village in your hands and listens to it with your ears, leading to intellectual convergence and harmony between hearts and embracing the country's national values across its three types. All of this is achieved through the following:

- **Instant:** In the broadcast of events and news from the event site.
- **Speed of arrival:** Where all barriers (illiteracy - geography...) go beyond.
- **Easy access:** They don't need much effort on the listener's part as they can perform other commitments besides listening.
- **Effectiveness:** Broadcast media message is more effective than oral message because it can be strengthened by sound, music and special effects.

1.3.2. TV

Television is in these ways in terms of its enormous ability to influence individuals, as it commands the attention of a large segment of the public... as it

deals with the main human senses: sight and hearing, ... The rest of the media differs in their ability to influence depending on the type of media message, the type of audience and the technical methods such as the impact of the accumulation of display and repetition. A large number of communication scientists believe that repeating the message is one of the factors that helps to convince and the "Barblet" studies confirm that the recurrence of diversification constantly reminds the recipient of the purpose of the message, while raising his needs and desires.

1.3.3. Social Media

The new media is based on the use of modern technical devices, such as; Computer, smartphones, new media includes news and electronic websites, blogs, audio recording, video and other works uploaded on web pages, or documented on applications, called new media; Because it is characterized by a rapid response to ongoing technological updates, where it has affected society, Like the influence of the majority opinion in general, information that agrees with the prevailing view increases the likelihood that others will support it, while messages that echo the minority's opinion are not likely to attract supporters and violence from subjects that bring everyone together as dangerous and that they consider to be an inappropriate way to solve problems and their consequences are always negative for the individual and society. (Brahim, 2017, p63).

2. The phenomenon of violence in the health environment

2.1. Definition of violence

George Garbner, together with a chapter of his friends during their participation in one of the studies discussing violence and aggressive behavior in television programs and films, provided a definition of violence that: "It is what is genuinely expressed in the use of physical ability either against oneself or against others. to cause the same assassination, injury or forced action without the consent of the other person, or lead to an act of pain, or to harm resulting in moral or real death, Violence has become the filling of all the agrarian pillars in order to make the media complicated. Violence and crimes such as murder, bombings, destruction and vandalism ". (Kherbouche, 2018, p42).

Violence can be seen as a pattern of behavior, and it can be seen as a phenomenon, an act that involves harm to others accompanied by explosion and stress, and as any other act that must have the objective of achieving a moral or material interest.

It can also be seen as a social phenomenon consisting of a number of acts of a group of actors, occurring in a particular setting and having a degree of continuity that occupies a clear period of time. (Cherfi, 2013, p63).

2.2. Causes of violence

The causes, forms and images of violence are multifaceted, the sources and effects of which vary. Therefore, there are a variety of factors that give rise to the latter, as follows:

2.2.1. Psychological cause

Some acts of violence are due to aggression, i.e. to an innate instinct in human nature, where violence is due to reasons inherent in an individual's subjective entity.

2.2.2. Social reason

a. Family

Poor socialization methods affect family status and individuals' recourse to violence is due to negative experiences in support of socially hostile behavior acquired from the beginning of one's life to entry to school, Parental care, abuse in dealing, cruel education and the contradictory family system s negative behavior and generates stress, anxiety and psychological trauma, These negative experiences are reflected in his behavior and are underlying causes of violence.

b. Social non-normative

The reason for the emergence of anomaly or non-normative status in social life is the cause of conflict between values and norms as a result of rapid, sudden and emerging changes, disrupted values and irregularities in normative structure. In this regard, society is affected by dysfunction and social disintegration, and the incidence of violence, delinquency and criminality is increasing.

c. Culture of intolerance

The nature of society's relations, social values, cultural norms and political and economic systems contribute to the formation of intolerant trends and manifest themselves in revenge, revenge and elections.

2.2.3. Political reason

In terms of political failure, there is a lack of opportunities for peaceful and democratic political development and a military elite leading a civil society.

2.2.4. Cultural cause of violence

It includes the educational system, since the failure of educational development is evident in educational institutions, academic activities and educational curricula, means and objectives that have not been able to create a creative, developing, thoughtful and debated individual. Educational systems do not help to develop free expression of opinion, thereby worshipping the way of raising the attitudes of recourse to violence.

2.2.5. Media

The development of the media and new communication technologies has contributed to the spread of phenomena of violence in addition to the impact on the

media conglomerate and the globalization of culture, and the search for the highest proportion of television exposure and the trade war between opposing channels competing for absolute control of the audiovisual and editorial sphere, All these media and technologies in the world of communication evolve against the wall of the values of peace, progress, solidarity and friendship between human beings and peoples by presenting bitter facts and antisocial behaviors.

2.2.6. Economic reason

It is difficult to imagine the success of balanced development or political stability in a society limited to satisfying the needs and aspirations of the elite, while neglecting the needs of the rest of society for adequate housing and others as entire families reside in one room and use shared toilets in poverty areas and misery belts in Arab countries. (Ouennassi, 2017, pp250-256).

2.3. Types of violence (physical, verbal)

There are a number of types of violence, the most important of which will be explained below:

2.3.1. Physical Violence

In the light of Robar's dictionary, physical violence is an act of harm and encroachment. aggression by the use of muscular force and means injustice and persecution directed by one person to another using cruelty in treatment and corporal punishment, Hence physical violence is the use of muscle force alone or using another means such as swords. knives, stones, spears... and its purpose is to cause wounds, fractures or burning.., As a result of kicking, physical violence is one of the most widespread forms in both Arab and Western countries and is practised on all groups and ages. (Bensayeh, 2018, p224), we can identify indicators of physical violence in the use of muscular force to harm a person or group of persons and may also use some means to enable him to cause wounds or bruises on his abuser. (Sennani and Bouatit, 2022, p97).

2.3.2. Verbal violence

It is violence that infringes on others' rights by harming them through profound words or words, and verbal violence is usually preceded by physical or physical violence. (Bensayeh, 2018, p224).

We also refer to verbal violence that is based on insults, profanities and intimidating speech, as well as the proportionality of surnames. (Sennani and Bouatet, 2022, p97).

3. Building an information strategy model to address violence in the health environment

The success of efforts to combat violence in the health environment depends on the provision of an integrated strategy in terms of laws, civil society participation and the media. Since the media perform multiple functions in society,

their potential and characteristics can be used to influence individuals when addressing serious social phenomena and changing negative behaviours. A range of mechanisms have been developed:

3.1. Preventive aspect

- Targeted programmatic planning with control over the transformation of means of communication into effective tools to address violence in the health environment.
- Allocate a radio programme that develops a complete plan to address the phenomenon of violence in the health environment from the beginning of the patient's reception to the end of the treatment process.
- Move away from the screening of films or series on television depicting violence in the health environment.
- Stay away from screening films or docuseries that offer doctor errors and what results.
- Prevent the screening of children's cartoons containing scenes of violence in the health environment.
- Design social media awareness pages aimed at addressing violence in the health environment.
- It is forbidden to publish and broadcast information materials containing stereotypes, scenes, words or acts that are offensive to the image of medical staff.
- Use clergy and mosque imams to play a major role in this field and disseminate their speeches through the media.
- Work to improve the image of doctor and medical staff in various media through educational programs.

3.2. Therapeutic aspect

- Clarification of the role played by the media in combating violent crimes, by putting them before experts or specialists to develop scenarios for combating them and trying to eliminate them.
- The media's direct and frank contribution to addressing the problem of health violence through deliberate and integrated awareness-raising efforts implemented within the framework of a national policy.
- Exploiting popular Facebook pages to launch awareness-raising campaigns that seek to protect workers in the health environment.
- Repeated information clips on national television channels indicating the Penal Code's provisions against the perpetrators of violence in hospitals.
- Direct and outspoken commissioning of social media opinion leaders to serve as lobbying and influential groups through videos posted on YouTube or Facebook channels that spread awareness of the seriousness of violence in the health environment.

- Strictly censor media content airing scenes of violence against the health sector on Facebook, Instagram, jitters and other social media.
- To provide unrealistic digital statistics on the nature and magnitude of this problem (violence in the health environment) in order to reduce the promotion of this phenomenon.
- Programming a mobile app for health workers that carries the worker's location and information as an alarm device to protect him from violence.
- Screening cartoons aimed at deepening human values and developing children's life experience, such as collaborative values, work.

Conclusion

The dangers posed by violent incidents in the health environment threaten people daily and cause them psychological and social suffering. which is a logical outcome for many reasons starting from home with the largest proportion and extending to school and the street and the media, It was therefore necessary not only to enact laws to reduce or minimize incidents of violence to achieve security and stability in society for development and development. media ", but rather to take advantage of the technological potential and characteristics of the media to disseminate their messages that renounce violence and support social values through various press, television and media templates.

Suggestions:

Based on the findings of this study, a series of proposals have been reached, including other aspects to reduce the exacerbation of this phenomenon by:

- Work to provide hospitals with medical personnel and specialized doctors in emergency departments and at a high level of efficiency as it is the most frictional with citizens.
- Work on qualifying health workers and attending training courses on communication skills and communication with citizens
- Provide the best medical and therapeutic services to citizens as quickly as possible and do not delay their treatment.
- Activate the role of the media in raising citizens' awareness of the risks of violence to hospital workers, as well as increase penalties for perpetrators of violence to serve as a deterrent to others.
- Conduct studies on Algeria's areas most vulnerable to violence in health and investigate their causes to reduce them.
- Allocate part of the curriculum to promote a culture of dialogue and non-violence in public and private institutions.

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