

The Role Of Media In Shaping The Mental Image Of The Region "Ma'an As A Model"

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Abstract

This study aimed to shed light on the role of the media in shaping the mental image of the region, by taking the city of Ma'an as a model.

To achieve the objective of the study, the analytical descriptive approach was followed and the questionnaire was used as a tool for collecting data from the study sample of (13) participants, which is represented by the head and members of the Greater Ma'an Municipality.

The study reached a number of results, the most prominent of which is the presence of a statistically significant role for the media in shaping the mental image of the Ma'an region.

Traditional and electronic media play an important role in shaping the mental image, whether positive or negative, among recipients and followers, on various local issues, due to the information, news, and discussions provided by these means that receive great attention from the followers, as well as highlighting local issues in a way that affects the nature of this mental image.

The study recommended that the Jordanian media officials should be careful and objective when reporting events and issues in the Jordanian society by disseminating verified information and avoiding disseminating false news, due to its role in shaping the mental image of these areas among members of the local community, which may be negative at times.

Keywords: Media Outlets, Mental Image, Members of the Municipality, Ma'an

Introduction:

Media outlets of all kinds play a prominent role in shaping trends and images, as well as influencing public opinion and society through the media content they provide that includes information and ideas about an issue, an event, or an existing situation that directly affects the lives of citizens (Al-Nims, 2017). Perhaps the circumstances experienced by a number of Arab countries during what is known as: the “Arab Spring” is the greatest evidence of the role of media outlets in shaping the scene and public opinion towards the political regimes in these countries and their rulers.

Keywords: Media Outlets, Mental Image, Members of the Municipality, Ma'an.

The role of media outlets also appears in shaping the mental image of citizens about a specific community or a specific area within the country, whether it is a negative image by portraying it as a turbulent and insecure area in which problems and crimes are spread, and lacks proper life requirements, or a positive image by showing it is as a stable, safe, and socially connected area.

The media image presented by various means contributes to shaping the stable mental image in the awareness of individuals and groups about people, events, regions, or countries, where individuals build their mental images about them through the information and news they receive about them. As such, these mental images are related to the quality and size of the information provided by media outlets, that is: the features of the media image through which the event or issue is presented (Al-Soufi, 2013).

Over the past years, some Jordanian cities and regions - including the Ma'an region - witnessed political events and public protests expressing their rejection of government measures regarding some economic and even political issues affecting members of society (Al-Ayed, 2009). These included: the recent public protests against raising fuel prices in Ma'an governorate at the end of 2022, in which a number of martyrs of public security personnel were killed. Various media outlets dealt with these events and protests and presented them in different ways, which led to the formation of a mental image of the region, which some may see as a negative image. Hence, the idea of this study came to shed light on the attitudes of the members of the Greater Ma'an Municipality regarding the role of media outlets in shaping the mental image of the Ma'an region.

The Study Problem:

The city of Ma'an is one of the oldest and most ancient Jordanian cities. It is the first city that Sharif Al-Hussein, the leader of the Great Arab Revolt, visited; it provided great support to him. The people of the city are from the Jordanian clans and tribes who are loyal to the rule and order, but the city, like other Jordanian cities, witnessed some Political events and public protests during the past years, most notably the riots that the city witnessed in 1989, which caused a significant drop in the exchange rate of the Jordanian Dinar against foreign currencies. Moreover, the protests of 1996 following the increase in news prices, in addition to the riots that occurred after the death of a young man who got arrested by security forces in 2002, the latest of which was the protests against raising fuel prices this year 2022, which claimed the lives of a number of martyrs among the public security personnel, which led to the portrayal of the city and its people by some media outlets in a negative stereotype, and that it is an outlaw area.

Therefore, the problem of the study is determined by focusing on the role played by media outlets in shaping the mental image of the Jordanian region of Ma'an, whether it is a positive or negative image, by answering the following question:

What is the role of media in shaping the mental image of the region: Ma'an as a model?

Study Questions:

This study seeks to answer the following questions:

1. What is the level of follow-up of the study sample to the special issues and events in Ma'an Governorate in media outlets?
2. What are the attitudes of the study sample towards the role of media outlets in shaping the mental image of Ma'an?
3. Is there a role for media outlets in shaping the mental image of Ma'an?
4. Are there statistically significant differences at the significance level ($\alpha \leq 0.05$) between the responses of the study sample about the role of media outlets in shaping the mental image of Ma'an area due to the personal variables of (gender, age, and educational level)?

The Study Importance:

The importance of the study lies in two aspects: scientific importance and practical importance, as follows:

- The scientific aspect: The importance of this study lies in the scientific aspect in that it deals with a vital topic represented by examining the role of media in shaping the mental image in general and the mental image of Ma'an region in particular, especially with the scarcity of previous studies in this aspect, as far as the researcher is aware. This constitutes a new scientific value and addition to such kind of studies.
- Practical aspect: The practical importance of the study is represented in evaluating the nature of the mental image that the Jordanian media forms of the Ma'an region among its people, whether this image is negative or positive, and presenting a number of recommendations to improve this image.

The Study Objectives:

This study aims to achieve the following:

1. Determining the level of follow-up of the study sample to special issues and events in Ma'an Governorate in media outlets.
2. Focusing on the attitudes of the study sample towards the role of media outlets in shaping the mental image of the Ma'an region.
3. Determining whether there is a role for media outlets in shaping the mental image of Ma'an.
4. Determining if there are statistically significant differences between the answers of the study sample about the role of media outlets in shaping the mental image of the Ma'an region due to the personal variables of (gender, age, and educational level).

The First Topic

Theoretical Framework and Previous Studies

Through this topic, the theoretical literature that dealt with the concepts of the study will be addressed, as well as a number of relevant previous studies will be reviewed, as follows:

Definition of Media Outlets:

Media is an aspect of communication, which is considered one of the aspects of human activity, and occupies an important position in human life. It is a process through which information, news, and oral and written messages are transferred and exchanged, and in turn affects: individuals, society, and current events, with its mission of providing information and news, as well as providing dialogues and discussions on many issues of

concern to society, and in political, social, and economic areas in general. (Ahmed, 2017).

As for (media outlets), it is a term that denotes every means, technology, or official or unofficial institution whose mission is to publish news and convey information. (Fawzy, 2015).

Media outlets are also the methods and techniques through which facts, news and opinions are disseminated among the public, such as: the press, radio, television, and electronic means. (Shkarkar, 2019).

Types of Media Outlets:

Media outlets are divided into two basic types:

First: Traditional Media Outlets:

They are the printed press, radio and television, and all of them may be expressed in the name of the press, which is divided into two types: print and broadcast, in addition to the news agencies, which are a primary means from which the rest of the means draw their news and informational materials. (Alfar, 2006).

Second: Modern/Electronic Media Outlets:

Modern electronic media outlets, which is also called: "modern means of communication, digital media, or alternative media, which are all techniques and means used to provide information services and transmit news and events electronically. (Al-Fatafita, 2011).

These are the electronic media and technologies that allow people to interact with them by participating in expressing their views on the issues raised, in addition to the possibility of everyone participating in audio-visual programmes, attending and interacting within seminars, as well as participating in expressing opinions and comments on the topics published on various websites. (Abdul-Razzaq and Al-Samuk, 2011).

There are many interactive electronic media called "social media sites" that allow users to exchange: information, news, opinions, and discussions, the most prominent of which are: Facebook, Twitter, YouTube, and Instagram (Tariq et al., 2012).

The Influence of Media Outlets on Society:

The various media outlets, whether they are: visual, audio, or print, occupy a very important position and role within society, and are involved in almost all aspects of life. They can also take over a part of people's lives,

since people spend a lot of time watching TV channels, and some of them spend a lot of time using other media, such as: radio, written press, news sites, and social media sites on the Internet.

Consequently, media outlets have an impact on the members of society through several things, including (Al-Mashaqabeh, 2009):

- a. Changing attitudes and trends: where media outlets affect changing people's opinions and attitudes to existing issues and problems.
- b. Cognitive change: Knowledge is the sum of information and experience available to the individual, and includes: beliefs, opinions, values, behavior, and practical experiences. Media outlets have a role in modifying and changing this knowledge positively or negatively.
- c. Social and political knowledge: media outlets have a prominent role in the social and political knowledge of individuals, as well as the formation and preservation of national identity.
- d. Social control: As an element for maintaining public order and stability in society, media outlets are considered an invisible authority that the individual takes into account in all his behavior and actions within the society in which he lives.
- e. Shaping reality: Where media outlets formulate the social, economic, and political reality of people, in what is shown, written, photographed, or drawn for them, and this is incorporated into the process of building and shaping public opinion.

Various media outlets also play a fundamental role in promoting concepts of citizenship, developing concepts related to love for the homeland, pride in it, defending it, maximizing its gains, preserving its comprehensive security and achievements over the years, its cultural and civilizational heritage, and protecting it from the dangers that lie in wait for it, and the invasion of Western cultures and values that are far from pure Arab values, culture, and customs. (Al-Quraan, 2010). In addition to the importance of media outlets and their role in presenting and adopting national, local and political issues, presenting national values, and promoting and preserving national identity.

Al-Muhaisen (2011) believes that official media outlets can contribute - through their adoption of a national media strategy and plan - in building the strong and solid wall of national unity and preserving the Jordanian identity. They can also play the role of the faithful guard over all the people of the country in its various sects, exposing hypocrites and

skeptics of national values and those with bright slogans whose appearance are completely different from their essence, as well as focusing on principles that unite and do not differentiate, and that contribute to promoting the values of justice and equality among all citizens of the country without discrimination, and the aggregation of narrow sub-identities to form a comprehensive national identity.

As a result, we see that media outlets, particularly the official ones, bear a responsibility and a major role in shaping public opinion, and promoting positive values and trends that ensure the consolidation and strengthening of national identity with all its symbols and components.

Definition of Mental Image:

The mental image is defined as: a set of features that people perceive, and from which he builds his attitudes and trends towards the country, the region, the organization, or the group. These images are formed through the personal experience of people based on direct contact, or through communication processes. (Al-Nawafila, 2020).

According to Al-Dulaimi (2011), the mental image is the final product of the self-impressions formed by individuals or groups about: a person, a system, a region, a specific people or gender, a local or international organization, or a specific profession. These impressions are formed through the experiences of these individuals or groups related to: their emotions, attitudes, and beliefs, regardless of the validity or incorrectness of the information included in the summary of these experiences.

However, Mazahra (2021) believes that the mental image is self-impressions and attitudes latent in the minds of individuals towards: an organization, a group, or a state that has multiple dimensions and manifestations, which differ from one person to another, and are variable by the influence of various factors from time to time.

As mentioned above, the mental image can be defined as: the mental impressions formed by: a person or a group regarding a certain personality, a specific organization, a specific system, or a specific area, in: its form, its reality, and its description that is formed through information and direct and indirect experiences to form judgments and inferences about this: personality, region, organization, or system.

The Importance of Mental Image:

Interest has increased recently in adopting the concept of mental image for organizations and individuals, and even at the level of geographical regions, societies and countries due to the important and influential role this concept has in shaping attitudes and behavior, as well as forming opinions for members of society regarding many issues that concern them. Mental image has a great impact on a person's perception of what is going on around him in terms of events, and thus influencing their conclusions and future expectations. (Al-Hamoud, 2019).

The mental image also receives wide attention from the leaders of the political and administrative institutions because of the information it provides about: people's opinions, attitudes, and impressions that are relied upon in decision-making and the development of plans, policies, and programs. (Mazahra, 2021).

Here, Len-Rio et al. (2004) believe that mental image is of great importance to individuals, organizations, and governments, especially when their behavior, actions, and intentions are questioned, and when they are subjected to criticism on the other hand. This leads them to modify, rebuild, and correct this mental image that was formed about them in order to preserve their good reputation.

The Role of Media Outlets in Shaping the Mental Image:

Due to the wide role of media outlets, and their ability to produce diverse and rich programmes, many have become preoccupied with following them and with the effects they may have on their ideas, culture, and even their behaviour. Thus, the influence of media outlets prompted researchers to conduct many studies on the importance of media and its role in many fields and issues, highlighting different points of view, as well as researching the extent to which these media outlets change the level of knowledge of followers, and the role they play in shaping the mental image of the follower about: specific personalities, a system, a region, or a specific community.

In this context, Al-Issawi (2015) believes that media outlets of all kinds play an active role in shaping the mental image of the members of society, especially with the spread of electronic media outlets and social media sites, which have become the most important means of transmitting images, news and ideas to all individuals. In addition, the ability of media outlets in Interpretation of events and facts and presenting them in a specific way to followers increased their influence on the behavior of

individuals and the possibility of shaping it in a manner consistent with the goals of the parties behind these outlets.

Balhout (2021) also confirms that the various media outlets, especially modern or electronic, have a role and great importance in forming the mental image of the public due to the great ability of these means to influence: the recipients, their ideas, and their attitudes.

Despite the prominent role played by media outlets in shaping the mental image of followers, and its role in spreading: culture, trends, and constructive values, there are factors that negatively affect the media's playing this role, the most prominent of which are: (Abu Ghazi, 2001):

- a. The lack of clarity of the main objectives of the cultural policy conducted by media outlets, and its adoption of patterns that are not appropriate to the conditions of society.
- b. The phenomenon of counter-invasion of sound culture that is directed through some media outlets, through some: cultural programs, serials, and films that may be imported without being aware of their negative effects.
- c. Poor balance in cultural services and programs that are provided through media outlets, especially satellite channels, and not being distributed fairly and properly between cities and villages.

As a result, we see that there is a significant role for media outlets in shaping the mental image of society members about the state and society, which affects the promotion of preserving national identity in general through the programs and information provided by these media outlets, as they generate specific values and form mental images about some issues by provoking discussion about them and presenting them in a way that affects the attitudes and behavior of individuals.

Previous Studies:

Mazahra's study (2021) aimed to focus on the nature of the mental image formed among Jordanian youth about the political institutions in Jordan by applying it to the House of Representatives; it concluded that the perceived mental image about the performance of the House of Representatives came with weak arithmetic means, where the negative image formed the largest part of the mental image of the House of Representatives among the youth. The most important of which was that the political dispute between members weakens parliamentary work, in addition to the members' failure to play the real legislative role entrusted to them.

As for Al-Hamoud's study (2019), which aimed to identify the nature of the mental image of the Greater Amman Municipality among the Jordanian public and the factors influencing its formation, it showed that the most prominent areas of communication performance of the Greater Amman Municipality that positively affect the formation of its mental image is the preparation of responses and clarifications to what is published in media outlets, followed by addressing: rumors, false news, and incorrect information published about the Greater Amman Municipality.

While Al-Nims's study (2017) dealt with the role of the Jordanian media outlets in shaping the mental image of the refugees among the Jordanian citizen, and its results showed that the Jordanian media outlets contributed to providing information to the respondents about the Syrian refugees, which in turn helped in forming a mental image of the Syrian refugees by 76.8% which was distributed between a negative mental image and a positive one.

Al-Taei et al (2022) also conducted a study with the aim of explaining the role of electronic media outlets in shaping the mental image of Arab women in public opinion. The results of the study showed that the contents published on women's affairs on websites reflected the negative image of Arab women by 68.85% compared to the contents that reflected the positive image, which represented only 31.14% of the total sample.

According to the above, what distinguishes this study from previous studies is that it is considered one of the limited studies that took place in this field. It is also considered one of the limited studies that dealt with the mental image of a specific geographical area or community, namely: the Ma'an region, and the role of media outlets in shaping it. According to the researcher's knowledge, the majority of previous studies dealt with the topic in terms of governmental institutions such as the House of Representatives and the Greater Amman Municipality, or regarding issues such as: Syrian asylum, or the status of Arab women. Nevertheless, the researcher did not find interest [within previous studies] in studying the mental image of a specific geographical area or a specific community, as is the case in our current study; therefore, this is what makes this study important and of scientific value, as well as distinguishing it from other previous studies conducted in the same field.

Study Methodology:

As per the problem presented by the study, and in order to answer the questions of the study emanating from its problem, the analytical descriptive approach was used. In the theoretical part, some basic concepts related to the subject of the study were identified and the scientific material was collected from its various sources, then classified and categorized. As for the practical part, it is done through conducting a field study on the members of Ma'an Municipality, using the questionnaire as a tool for data collection, and then processing the data statistically using the computer and through the Statistical Data Analysis Package in Social Sciences (SPSS) program in order to achieve the desired objectives of the study.

Study Tool:

The researcher relied on a questionnaire that included a number of items in the form of questions to identify each of: The attitudes of the study sample about the role of media outlets in shaping the mental image of the region: Ma'an as a model, for the purposes of data collection and analysis to answer the study questions. Furthermore, (5) alternatives has been developed to each question, according to the five-point Likert scale, and after preparing the tool (questionnaire) in its initial form, it was presented to a number of experts and academics in this field to determine the apparent level of validity of the questionnaire items, and the appropriate amendment was made in light of their opinions, and it was shown in its final form.

Study Population and Sample:

The researcher conducted an applied field study on the members of the Greater Ma'an Municipality, including the president, due to the limited number of members of the municipal council, which is (13) members including the president, the researcher selected all members to represent the study sample.

Description of the Characteristics of the Study Sample:

This part of the study aims to show the repetitions and percentages of the personal characteristics of the study sample, which is related to the first part of the questionnaire. The following is an explanation of the answers of the study sample:

Table (1) Repetitions and Percentages of the Characteristics of the Study Sample

Categories	Repetition	Percentage
Gender	13	100%
Male	11	84.6%
Female	2	15.4%
Age	13	100%
Less than 25 years old	0	0%
Between 25 and 35 years old	6	46.2%
35 years and over	7	53.8%
Educational Level	13	100%
High school or less	2	15.4%
Intermediate Diploma	3	23.1%
Bachelor's degree	7	53.8%
Postgraduate	1	7.7%
The Most Followed Media Outlet	13	100%
Satellite Channels	1	7.7%
Paper Press	0	0%
Social Media Sites	12	92.3%

The results presented in Table No. (1) show that most of the study sample are males, with a percentage of (84.6%) of the study sample, while the percentage of females was (15.4%), which is logical given that the study sample is members of the Greater Ma'an Municipality Council. This number of females is due to the presence of the women's quota stipulated in the law, in addition to the fact that the members of the municipalities are elected according to the law, and males are usually more elected to the municipal councils than women.

The results also show that most of the study sample are holders of academic qualifications with a bachelor's degree, with a rate of (53.8%). As for the age variable, the results showed that the category (35 years and

over) ranked first with a rate of (53.8%). This is an indication that the respondents have good educational level and experience that allow them to answer the questionnaire items objectively and accurately. With regard to the most followed media outlet by the study sample, the results showed that the most followed communication method was (social media sites), with a rate of (92.3%), which shows the importance of electronic means in obtaining information and news, and following up on issues of public concern by community members in Ma'an Governorate.

The Second Topic

Presentation and Discussion of the Results of the Study

This part of the study presents a description and analysis of the study data in order to answer its questions, as follows:

The first question: What is the extent to which the study sample followed up on special issues and events in Ma'an Governorate in media outlets?

In order to answer this question, the arithmetic mean and standard deviation of the study sample's responses to the items designated for measuring this question were used, and the Likert scale was processed according to the following equation (Sekaran & Bougie, 2012):

Category Length=	The upper limit of the alternative - the lower limit of the alternative	(5-1)	1.33
	Number of Levels	3	

Based on the processing, the degree of approval was determined according to the following:

- High degree of approval: it includes items that obtained arithmetic means greater than (3.66).
- Average degree of approval: It includes a group of items whose arithmetic means ranged between (2.34-3.66).
- Low degree of approval: it includes the group of items that obtained arithmetic means less than (2.34).

Table (2) The arithmetic means and standard deviation of the answers of the study sample about the level of follow-up to special issues and events in Ma'an Governorate in media outlets

#	Item	Arithmetic Mean	Standard Deviation	Degree of Approval	Relative Significance/Rank
1	I follow the news related to the public affairs of Ma'an Governorate	4.15	.55470	High	3
2	I check out what is published on websites about daily issues and events in Ma'an Governorate	4.07	.64051	High	4
3	I am interested in programs related to the public affairs of Ma'an Governorate	4.30	.75107	High	2
4	I am keen to diversify my sources of information on all topics related to the governorate of Ma'an by following the audio-visual and written media outlets.	4.38	.50637	High	1
5	I follow interviews broadcast by media outlets on public affairs in Ma'an Governorate	4.00	.70711	High	5
6	I make sure to refer to the recorded programs and previously published news to see what is being published about Ma'an Governorate in media outlets.	3.76	1.01274	High	6
Total		4.11	0.5287	High	

It appears from the results presented in Table (2) that the study sample's follow-up of special issues and events in Ma'an Governorate in media outlets was at a high level, with a total arithmetic mean of (4.11) and a standard deviation of (0.52). It was found from the results in Table (2) that item (4) which states: "The tendency of the study sample to diversify their sources of information on all topics related to Ma'an Governorate by following the audio-visual and written media" came in the first place with an arithmetic mean of (3.38). On the other hand, item (6), which states that "the tendency of the study sample to refer to recorded programs and previously published news to see what is published about Ma'an Governorate in media outlets" came in the last rank in terms of the relative significance by obtaining the lowest arithmetic mean, which was (3.76).

The second question: What are the attitudes of the study sample towards the role of media outlets in shaping the mental image of Ma'an?

In order to answer this question, the arithmetic mean and standard deviation of the study sample's responses to the items designated for measuring this question were relied upon.

Table (3): The arithmetic mean and standard deviation of the answers of the study sample about the role of media outlets in shaping the mental image of Ma'an

#	Item	Arithmetic Mean	Standard Deviation	Degree of Approval	Relative Significance
1	Media outlets allow the people of the province to appear and talk about their issues and problems	3.23	1.235	Average	4
2	Media outlets cover enough media space to discuss the issues and problems of the people of the province	3.53	.877	Average	1
3	Media outlets present the best image of the province's tourism and investment areas	3.30	1.109	Average	3
4	Media outlets highlight the ideal picture of social life and clan bonding among the people of the province	3.15	1.344	Average	5
5	Media outlets adopt and defend the issues of the people of the province	3.30	.854	Average	3
6	Media outlets deal with the issues and problems of the people of the region without bias	3.38	.767	Average	2
7	Media outlets focus in their programs and media messages on the positive aspects of Ma'an Governorate	2.30	.751	Low	10
8	Media outlets contribute to narrowing the gap between the people of the province and government agencies	2.76	1.300	Average	7
9	Media outlets depict Ma'an as a safe, crime-free area	2.61	1.260	Average	9
10	Media outlets portray Ma'an as a stable area devoid of public protests	2.15	.688	Low	11
11	Media outlets portray the people of the province as law-abiding	2.69	1.250	Average	8
12	Media outlets avoid publishing programs and meetings that offend the image of the people of Ma'an abroad.	2.61	1.192	Average	9
13	Media outlets formed a positive image for me of Ma'an Governorate	3.15	.800	Average	5
14	The image formed by media outlets about Ma'an governorate made me want to settle and work there	3.07	.954	Average	6
	Total	2.95	.733	Average	

It appears from the results presented in Table (3) that the attitudes of the mayor and members of the Greater Ma'an Municipality Council towards the role of media outlets in shaping the mental image of the Ma'an region came at an average level, with an arithmetic mean of (2.95) and a standard deviation of (0.733). In table (3), item (2), which states that "media outlets cover enough media space to discuss the issues and problems of the people of the governorate" came in the first place with an arithmetic mean of (3.53), followed by item (6), which states that "media outlets deal with the issues and problems of the people of the region without bias", which ranked second, with an arithmetic mean of (3.38). Item (7), which states that "media outlets focus in their media programs and messages on the positive aspects of Ma'an Governorate" ranked before last place in terms of significance, with an arithmetic mean of (2.30), while item (10) states that "media outlets depict Ma'an governorate as a stable area devoid of public protests" ranked last in terms of relative significance, with the lowest arithmetic mean, which was (2.15).

The third question: Is there a role for media outlets in shaping the mental image of Ma'an?

To measure the role of media outlets in shaping the mental image of the Ma'an area among the members of the study sample, the (One-Sample t.Test) test was applied to the general average, and the results were as shown in the following table:

Table (4) The results of applying the (One-Sample t.Test) on the general average to measure the role of media outlets in shaping the mental image of Ma'an area among the members of the study sample.

Field	Arithmetic Mean	Standard Deviation	Degrees of Freedom	T-Value	Statistical Significance
The role of media outlets in shaping the mental image	2.9505	0.7339	12	54.285	0.000

It appears from the results presented in Table (4) that the T-value was (54.285), with a statistical significance of (0.000), and the presence of an average score and a statistical significance at the level of significance ($\alpha \leq 0.05$). This indicates that there is an average role for media outlets in shaping the mental image of the Ma'an region among the members of the study sample.

The fourth question: Are there statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the responses of the study sample about the role of media outlets in shaping the mental image of the Ma'an area due to the personal variables of (gender, age, and educational level)?

To answer this question, (One Way Anova) was used, and the results are shown in the following table (5):

Table (5) Examining the differences in the role of media outlets in shaping the mental image of the Ma'an region due to the personal variables of the study sample: (gender, age, and educational level)

Variable	Source of Variance	Sum of Squares SOS	Degrees of Freedom DF	Mean Sum of Squares MS	Calculated Value of F	Sig
Gender	Between Groups	1.192	11	0.108	0.217	0.945
	Within Groups	0.500	1	0.500		
	Total	1.692	12			
Age	Between Groups	2.731	11	0.248	0.497	0.816
	Within Groups	0.500	1	0.500		
	Total	3.231	12			
Educational Level	Between Groups	8.731	11	0.794	1.587	0.556
	Within Groups	0.500	1	0.500		
	Total	9.231	12			

It is clear from Table (5) that there are no statistically significant differences at the level of significance ($\alpha \leq 0.05$) between the answers of the study sample and the role of media outlets in shaping the mental image of Ma'an which are attributed to the personal variables of the study sample: (gender, age, and educational level) based on the calculated (F) values of (0.217, 0.497, 1.587), respectively, which are not statistically significant at

the significance level ($\alpha \leq 0.05$) and at the significance level (Sig = 0.945, 0.816, 0.556), respectively, which is greater than (0.05).

Discussion of the Results:

The results of the study data analysis with regard to determining the role of media in shaping the mental image of the Ma'an region as a model from the point of view of the members of the Greater Ma'an Municipality showed a number of results that will be discussed as follows:

1. The study showed that the level of follow-up of the study sample to the issues and events of Ma'an Governorate in the media was high, with a total arithmetic mean of (4.11). This result was because of the tendency of the study sample to diversify their sources of information on all topics related to Ma'an Governorate by following the: visual, audio, and written media, as well as their interest in programs related to the public affairs of Ma'an Governorate and their follow-up on various media outlets.
2. The study concluded that there is a statistically significant role for media outlets in shaping the mental image of the Ma'an region from the point of view of the members of the Greater Ma'an Municipal Council, and this result is consistent with the findings of Al-Issawi's study (2015) which showed that media outlets of all kinds play an effective role in shaping the mental image of the members of society, especially with the spread of electronic media and social networking sites. It also agrees with the results of Al-Nims' study (2017) which indicated that the Jordanian media contributed to providing information to the respondents about the Syrian refugees, which in turn helped in forming a mental image of the Syrian refugees that was between a negative and a positive mental image. Also, this result was consistent with the findings of Balhout's study (2021) which indicated that the various media outlets, especially modern or electronic media, have a great importance in forming the mental image of the audience, due to the great ability of these means to influence the recipients, their ideas, and their attitudes towards a particular issue or a specific society. Moreover, from the researcher's point of view, media outlets, whether traditional or electronic media, play a major and influential role in shaping the mental image, whether positive or negative, among recipients and followers, on various local, regional, and international issues alike due to the information, news, and discussions provided by these means, they receive a great resonance with the followers. Therefore, local issues, whether political, economic or social, emerge

as a rich media material for many media outlets that may present them in a positive or negative way, which affects the nature of the mental image that is formed by the recipients of these issues, especially if they are related to a specific region or community, as is the case with the recent events that took place in Ma'an Governorate at the end of the year 2022, in which a number of martyrs of the public security personnel were killed.

3. The results also showed that the attitudes of the study sample towards this role were at an average level, with an arithmetic mean of (2.95) and a standard deviation of (0.733). They showed that some of the items expressing this role came with low arithmetic means, which indicates that media outlets have a role in forming a negative mental image of the region, in terms of the media's lack of focus in their programs and media messages on the positive aspects of Ma'an Governorate, as well as showing Ma'an as an unstable area, where crime and public protests abound.
4. Furthermore, there were no statistically significant differences between the answers of the study sample regarding the role of media outlets in shaping the mental image of the Ma'an region which was attributed to the personal variables of the study sample of (gender, age, and educational level). This explains that the information, news, and events conveyed by the media to the followers of an event or a certain society could form a mental image for those followers of these issues raised by media outlets, regardless of their categories, gender, educational level, and ages. The media message reaches everyone and affects them at the same level.

Recommendations:

1. Recommending Jordanian media officials to be accurate and objective when reporting events and issues in Jordanian society by disseminating true information and avoiding publishing false news due to its role in shaping the mental image of these areas among members of the local community, which may be negative at times.
2. Recommending Jordanian media officials to create a program or media messages that highlight the positive aspects and economic and social components that characterize Jordanian cities, and not to limit their role to conveying problems or negative issues that may occur in them, because of its prominent role in shaping a positive mental image of those regions among the members of the community, and even among the Jordanian citizen in general.

3. Recommending students and researchers to conduct more studies on this topic, and to address other aspects that were not addressed in the current study, or even to address other Jordanian regions.

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