

## Digital Communication and Its Role in Cultural Diversity

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### **Abstract:**

The means of digital communication have overcome the constraints of time and distance, and this compels us to collectively interact and participate, as remote networks have spread to all parts of the world in order to make information available to all peoples, and this digital technological development has opened new horizons for mass communication and digital technology has become accessible a large number of the public, the development of digital systems technology in the fields of communication and information has greatly increased the opportunities for diversifying sources of knowledge and information and is easy to acquire additional knowledge. The study reaches results: among them, modern digital communication methods contributed Individuals and groups each other in different parts of the world, and remote communication networks around the world allowed information to flow to all peoples, and digital communication contributed greatly to enabling people to learn about the cultures of people at the external level, while the study recommended recommendations, including: Urging relevant bodies such as schools, universities and associations to find platforms Digital through which dialogue with other parties related to the process of cultural and values exchange and seeking to amend laws related to digital communication, and to accelerate cultural exchanges between universities and schools between countries in order to maximize cultural approximation between students.

**Keywords:** digital communication, digital systems technology, communication, networks

### **Introduction**

By nature, a person is considered inclined to reveal himself and the world around him through multiple knowledge, innovations that are accomplished, and revolutionary views of what is exceeded and inconsistent with his aspirations and ambition.

The differences that exist between human societies in the prevailing cultural patterns and values are cultural witnesses to the ability of man to creativity and innovation and exchange between the classes of human thought and his concerns, and it is considered one of the tools of diversity that enriches the presence of man through the weaving of this common heritage of humanity present and future.

The role of the media and civil society is evident from the perspective of the digital community in correcting the path or view of the positives of cultural diversity and the convergence of multiple cultures. It is to respect the religious, cultural, social and al-tionciviliza values of minorities and to employ the most important modern means to spread the ideas of tolerance and coexistence within a space that accepts the formation of the world with its infinite formations with the aim of creating a creative open dialogue that respects the human being, its humanity and its existence and that is the instinct through which man searches for the best through means and tools that advance Human societies to the level of civilization that befits them and create a culture of diversity and difference that was not entrusted to mankind before the age of digitization and informatics.

The modern digital means of communication have contributed to connecting the whole world together; especially the human society will not be able to live in isolation after this shift in digital and information revolution.

The means of digital communication have overcome the restrictions of time and distance as he made society turn towards collective interaction and participation, and with the spread of communication networks and the penetration of digital communication with new media, this digital technological development has opened new horizons for communication between peoples, and digital technology has become accessible to the majority of individuals wherever they are, where the development of digital systems technology has led to The fields of communication and information, to increase the opportunities for diversification of sources of knowledge and information, and the ease of bringing together different cultures, which reduced the gap between peoples seeking to increase knowledge about other cultures.

## **Review of Literature**

Digital communication is the broad area that deals with the transmission and reception of binary information across analogue channels. Digital communication empowers the Internet since it is

the primary mechanism for conveying information across the diverse media employed including optical fibres, copper wire, and air. (Health. Digital Communications, 2004).

Cultural diversity is a debatable term, it refers to a reality of coexistence of diverse knowledge, beliefs, arts, morals, laws, customs, religions, languages, abilities and disabilities, genders, ethnicities, races, nationalities, sexual orientations, etc., of human beings. It could extend to the way people react to this reality and the way people choose to live together with this reality. (Kong Lin, Understanding Cultural Diversity and Diverse Identities, 2020). Actually, I find no much papers or researches that are concerned with the role of digital communication in diversity culture. Hopefully, this study satisfies the question: what is the role of digital communications in diversity culture?

## **Methodology**

Data are collected from different references and electronic websites. A number of articles are collected, read and analyzed. Many data are critically paraphrased

## **Findings**

### **The study Problem**

Digital communication is an important factor in the mixing of human beings, i.e. wherever they are, whether through conversations or communication in several languages. Through this communication, there becomes a kind of diversity in culture between human beings wherever they are, so digital communication has become an important factor in cultural diversity and rapprochement in cultures. Among nations, and from this standpoint, the question that will be asked is: What role does digital communication play in the diversity of cultures.

### **Aim of the study**

This study aims to show the following:

1. Explain the role of digital communication media in the globalization of culture.
1. 2. Explaining the role of digital communication in cultural diversity.

### **The importance of studying**

The importance of this study stems from the fact that it will show the following:

1. Addition in the field of digital communication.

## 2. The role of digital communication in the diversity of cultures

### **The first axis: digital communication and cultural diversity.**

#### ***The concept of communication:***

Communication is the process of exchanging ideas and opinions that includes pictures or words, or symbols, and the word "communication" is derived from the Latin word, *Communes*. Views or attitudes from one person to several people or from one group to other groups. (Ibari, 1985).

Communication is defined as a process through which information of whatever type and form is communicated from any member of a single administrative unit to any other member intended to change. (Darwish and Takla, 1986 As for (Cooley), he defines it as used to build a human relationship that grows and develops mental and intellectual symbols by means of spreading these symbols across the place and continuing them through time. (Return, 1988)

#### ***The concept of digital communication.***

The term digital revolution is called the current era after the merger between information and communication technology, and the word digital means from the technical point of view that letters, images and sounds are converted into digital data (ones and zeros), and they can be stored, processed and sent by computers.

Digital communication is defined as the primary skill for most of the work that an individual must acquire in terms of concepts, Production, delivery and reception of means of communication in their jobs and lives, as digital communication is the ability to create effective communication from various digital means.

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and reception of means of communication in their jobs and lives as digital communication is the ability to create effective communication from various digital means. (Abdel Hamid, 2007).

### ***The concept of culture.***

The word culture is a word derived from the Latin verb (Col-ere, meaning agriculture, and the word has become used to express the cultivation of ideas and values, and some thinkers and scholars took the distinction between the terms civilization and culture in Germany in the sixteenth century, when Thomas Mann said that culture: is the true spirit, while Civilization is the mechanization of mechanization, and German scientist( Alfred Weber) has described that civilization is: the human effort to control nature.(Morsi, 1989).

As for idiom, there are many definitions of culture, including: it is a set of beliefs, values, and rules accepted by members of society, and it is also known as knowledge and meanings that a group of people understand, and it connects them through the presence of common systems, and contributes to the preservation of the rules, Culture is also a means of working to bring people together through a combination of political, social, intellectual, epistemological, and other factors. (The International Arab Encyclopaedia, 1999).

### ***Cultural diversity.***

It is the presence of many cultures in a specific institution, in a society or in the world, and it is a group of different and varied cultures, and it may refer to the existence of many diverse cultures that respect each other, and this term is often used in societal cultures and culture is different Completely in many societies such as traditions, clothing and language, there are many differences between societies in the way they organize themselves, their perception of morals in addition to the way they interact with the environment, and aspects of cultural diversity language: Where civilizations and nations were distinguished in their own languages throughout the ages and times, and they are considered the cornerstone on which culture is based, as it is one of the manifestations of the difference between civilizations and nations, where we find every nation that boasts and boasts the advantages of its language in addition to being keen on teaching it to everyone permanently as it is the gate that It is used to identify all civilizations, and mixing between peoples all over the earth. Religion is considered one of the most important

manifestations of cultural diversity. Religion throughout the earth is considered one of the best and best ways to pollinate peoples and nations. In addition to identifying many civilizations and the factors of civilization-al difference between each of them. As for customs and traditions: they are considered at the top of cultural and civilization-al difference between nations, as nations are keen to inherit all their customs and traditions for the following generations in order to preserve them in order to distinguish them from other peoples. and nations.

(<http://wiki.kololk.com/wiki81942-ta3leem>)

The differences that exist between human societies in the prevailing patterns and cultural values that are similar within them are cultural phenomena that recognize the ability of creativity and innovation and exchange it between the categories of human thought and its concerns, and this diversity enriches the presence of man through the weaving of this common heritage of humanity in the present and the future. (Boagrass, 2016)

Digital communication has become a role in cultural diversity and rapprochement between people, and it has become a tributary of respect for religious and cultural minorities and their existence, not a motive for inciting strife and violence, a policy of exclusion and erasure that seeks to obliterate oneself and obliterate identity, nor an approach to the emergence of radical sectarianism and the cultivation of its tensions and aggressive fluctuations seeking to Discrimination and dispersion, and this results through communication and dialogue that seeks to learn new languages that have a role in the life of the individual in addition to learning about the cultures of other peoples, and the ability to know their components.

### **The second axis**

The means of digital communication and the globalization of culture. It is recognized that cultural globalization is the root of economic, social, political and moral globalization, in the sense that culture is the one that prepares minds and souls to accept these other types and prepares people for them to be ready to join international systems, institutions and agreements, and culture is considered an essential element in the life of all Individual, every society and every nation, and it includes the system of values under which traditions, beliefs, different

lifestyles, arts, literature, human rights, and any other important elements in human life. (Al-Jabri, 1998).

The means of cultural globalization and its contents are technological and electronic machines, tools and devices. As for their contents and content, they are intellectual programs that address the human being and his mind, literary and artistic perceptions, doctrines, critical theories, ideological opinions, political views, lifestyle and social traditions, whether in clothing, food, or drink. Dramatic, lyrical and musical he performs as a piece. (Al-Assad, 2002).

Cultural identity has been defined as the identity of a specific culture and has certain characteristics that distinguish it from others or a specific community, with customs, traditions and values, or even a person with character and values that belong to him as a person on the grounds that he will be affected by the cultural identity of the community, or even the cultural group to which he belongs and believes in The term cultural identity itself is very similar to the term identity politics and its crossword, and in recent decades another definition has changed the concept of cultural identity, as it is affected by race, history, location, nationality, gender, language, religion, and food, in addition to aesthetic T, and here it can be an excellent culture in some places of the earth, and the opposite may be true. (Al-Ghuraz, 2018).

Digital means of communication have powerfully managed to make transformations in changing patterns of communication, consumption, methods of production of knowledge, and cultural exchange in an easy and rapid manner, have facilitated access to information, changed lifestyle and work, and increased dependence on computer hardware and networks. Also, unlike the traditional forms of it, these methods were characterized by an interactive nature through which individuals were able to choose ways to receive information and express an opinion on them, which gave them the ability to influence, and at the same time it made them vulnerable to the same degree, and this means profound change at the level Cultural is represented by what can be called (network culture) or (digital culture), or (Internet culture),In addition, digital networks have taken into account in their design to allow users to fulfil their personal desires and aspirations with ease and flexibility and have increased the authority of the individual at the expense of the central communication institutions. (Barney, 2015).

The rapid spread of digital technologies in an unprecedented way and during the past two decades has raised the possibility of talking about the digital age. And the effect of this (digital revolution) that brought about a kind of change in the face of the world, which is not limited to industries and production methods only, but also extends to the knowledge perspective.

Rieffel has tried, as a specialist in the study of the media, the digital field, journalism and the Internet, in his book (*The Digital Revolution, a Cultural Revolution*), it stimulates thinking about the emergence of the digital age in the context of a dual pattern related to technology and cultural studies. As for the basic idea of this choice, it lies in the fact that digital is considered an area in which cultural products coexist with different technological poles, and the impact of digital technology on the cultural world has clearly emerged, and it has been shown that the ease in accessing cultural contents of all their races and the spread of news sites in various forms And their types and goals, whether cognitive, cultural or political, This has increased thinking and dialogue between users of digital communication, expansion in following up new encyclopaedias across the web, and the multiplicity of platforms for content conferencing, which has led to great interaction between experts and ordinary individuals and between professionals and amateurs and the shift in cultural reshaping in an unprecedented way, and that the boom of digital technology Expand the field of conduct of individuals d. (Revell, 2018).

Digital technologies play a prominent role in the processes of culture and frame them in the development of societies in addition to creating new opportunities for individuals and groups in advancing the cultural and economic level, as this leads to improved performance and increased cultural participation through electronic and digital convergence on communication networks wherever they are, in addition to that technology Digital and digital cultural communication makes the new generation and students a generation that has creative, exploratory and interactive capabilities towards heritage and culture. If the school does well to focus and exploit the virgin human energies present in children Weigh their efforts and ideas to exploit in spreading cultures and intermingling with other cultures. (Embaby, 2005).

The communications revolution and the tools of digital technology have played a fundamental and prominent role in creating cultural influence and rapprochement between cultures, instead of cultural, national and national boundaries, and although modern technology presents the

ideology of globalization borders, invisible, drawn by global networks such as the Internet and satellite channels, with the aim of Hegemony, tastes, thought and behaviour. However, the shift in the processes of cultural approximation and cultural diversity brought a significant role in changing human cultures and amending them better. The use of satellite channels and the Internet has reduced the role of the written word in calculating the visual image, and this matter is extremely important, because the book for example, he was addressing the elite while the audience expanded to include a different Slices of society due to what contains the Internet pages of multiple cultures and different speeches have a role in bringing the views and bringing together different cultures. (Ibrahim, 2003).

#### **4. The third axis: the means of digital communication and the diversity of cultures.**

##### ***First: digital communication and cultural diversity.***

Cultural communication between the peoples of the world is one of the civilization-al imperatives of nations. Through the path of cultural communication, cultural interaction and mixing between multiple cultures is achieved, which leads to intellectual and civilized cross-fertilization, which leads to the elevation of human thinking and behaviour and opens spaces of dialogue and acceptance of each society to the other and each individual to another individual.

The availability of the element of interaction between cultures, which led to the taking of positive things from each culture, which makes society open and positive, away from closure and negativity, which promoted the continuity of human societies' survival and development in an upward movement and worked to provide the reasons for the improvement of these societies.

It is incumbent upon all societies to invest the media and its growing capabilities, in order to reach large and multiple groups of audiences in all parts of the world with ease and ease in order to reach them at the same time, in order to advocate and promote the principles of intellectual and cultural openness to other cultures and the need to interact with them A positive interaction that leads to the development of human civilization as a whole and what works to develop what is positive in every culture and to acquire, reject and reject all that leads to negativity.

The means of digital communication guarantee freedom of expression for the various forms of artistic, cultural, social, religious and philosophical practice. Consequently, it is the guarantee of

the right to cultural diversity, just as it is in relation to the attribution of cultural practices that would highlight and expand the field of cultural identities and openness to other cultural identities, and the development of communications technology and the emergence of the press and electronic media have contributed to the activation of cultural practices to protect cultural diversity. But the irony is that while the boom in information technology and the digital revolution constitute with its greatest accomplishment the Internet that pushes for the contribution to the maintenance of the same diversity by collecting the cultural inventory and working to promote it on a wide scale. Wide globalization or cosmic look like in contrast to the same behaviour, they are not limited to considering the issue of cultural diversity is not a secondary priority issue in crafting the cosmic system, rather, culture is considered a pure commodity that does not differ in its production, reproduction, and consumption from other commodities that have a greater market than others, just as is the case with education, health, or other aspects of life.

The global cultural diversity should constitute a motive towards promoting respect and appreciation for the other, with his peculiarities, traditions, values and customs, as it is no longer possible or acceptable for society to remain characterized by extremism or exclusion of the other, groups or individuals in society in the world of one global village, a world that is heading Towards the establishment of fixed rules for convergence and exchange on solid foundations of mutual respect and tolerance. Communication and information technology was able to globalization information and cultural knowledge until societies became Societies fear the term globalization and fear their culture and identity, as the most important challenge facing us today is to avoid and remove the term globalization from the narrow political angle, and present it in its correct framework, because many evil around the world, especially in the Arab and Islamic world, have come to view globalization on the basis that it is An instrument of domination, arrogance, strong control over the weak, and swift swallowing of the slow, but the phenomenon of globalization from the perspective of universal inclusiveness has come to affect national and national societies in their basic cultural components, which are thought and language, literature, and the arts. History, customs, traditions and even lifestyles and behaviour. It is not contraction and autism which is the prevention of this monster, but rather we can treat globalization as a huge development in communication technologies and means of knowledge and that this

development can be employed and adapted for the benefit of the living societies that have become seeking Keeping abreast of what is new and beneficial for the good of its people if it is used in a proper way that enables societies to preserve their cultural identity in light of positive engagement with the world and international developments in this field. (Milad, 2008).

The means of communication have contributed to the transfer of human knowledge from one generation to the next and the establishment of the concept of cultural diversity to enhance coexistence and dialogue. These means have a great role in creating a base of cultural dialogue to establish the phenomenon of cultural diversity and bringing together different cultures that contribute to identifying identities and preserving basic rights. Considering that cultural diversity is an important source in defining human identity and fundamental rights, and the difference in cultures that surrounds us today is a product of thousands of years of human interaction with nature and the relationships between peoples with different customs, beliefs and lifestyles, It is necessary to find a way Future generations are transferred to this heritage, whose value is invaluable, as the only means for that are the means of communication that are the only means capable of transmitting the civilization and thought of the generations that lived in the past to future generations, and the means of digital communication will continue to contribute to communication and dialogue and root the spirit Love and fraternity among members of one community in different races, languages and cultures, and it is considered a safety valve and a fundamental guarantor of real dialogue that constitutes a strong support for coexistence and civilized communication, and these means have played a large role, especially the Internet, in supporting, encouraging and caring for cultural exchange, through the transfer of meetings, forums and meetings organized by various organizations and international bodies Included in this framework are the areas that still suffer from the weak role of the media in them, or perhaps they are not present in them in a way that enables their peoples to communicate and learn about other cultures.

***Second: Digital communication and the diversity of cultural content.***

With the beginning of the millennium, digital communication emerged without any knowledge weapon that could be taken care of, and the value of communication does not lie in the scientific or political value of the idea, i.e. what is involved in intellectual production of

health or error, but in marketing to it according to the modern concept of knowledge to circulate its contents to leave the rule to society Alone, is there enough cultural immunity for him to screen the contents it contains before judging the awareness Valuable judgement on ideas has become a valuable judgement on technology whose spread should not be limited, or it will be a black market for extremist and terrorist ideas. Historically, the idea of a value judgement with a religious, political, or cultural background that was behind the exclusion of more than one idea within Arab societies in the name of religion or identity, anti-colonialism or imperialism cannot be ignored, and digital communication today is an important melting pot in which many ideas through which Cultures are diversified and brought together between humans. (Narrator, 2014).

***Third: digital communication and linguistic diversity.***

Language is the basis for communication between people and is also part of its cultural heritage, and language for many, as long-term cultural societies, are values that are rooted in their historical, philosophical and educational literary heritage, and for this reason the language users should not be an obstacle to accessing the heritage of available cultures in the cyberspace, Harmonious development of the information society is possible only if multiple information, languages and cultures are available with a large amount of human heritage. The knowledge content in the world lies with the information of the public domain, and this huge legacy of knowledge is partly due to Governments and public institutions, international organizations, there is a culture and language of each country, making it easy to disseminate this information On the Internet, which will make a significant contribution to achieving the goal of global reach. (UNESCO 2003).

It has been revealed from the statistics of the International Telecommunication Union that the first ten languages in the order of the number of their users on the Internet are in the following order: the English language came first and 27.7%, the Chinese language ranked second with 22.6%, the Spanish language ranked third and 8.7% and the language Japanese ranked fourth with a rate of 5.3, Portuguese language ranked fifth with 4.3%, German language ranked sixth with 4%, and Arabic ranked seventh with 3.3%, French ranked eighth with 3.2%, Russian language ranked ninth and Ben 2.5%, the Korean language is ranked tenth, 2.1%, and the total

proportion of the ten languages is The first used on the Internet 82.8% compared to 17.2% for other languages. (Arab Thought Foundation, 2010).

The use of local languages through social networks has a symbolic value, and it reaffirms a sense of personal and collective identity, and there are several opinions of optimism and pessimism about the role of the use of the Internet in reviving endangered languages, and with regard to the real impact of being on the Internet in the future of languages used by minorities, The majority support the use of digital communication, and the Internet is considered a convenient tool to contribute to the revitalization and development of the base of local languages ,and dialects.

On the other hand, there are those who say that the social base of languages is smaller than the home and family, and the visages in real life, and the number of speakers is decreasing; on the other hand, through the Internet and digital communication, access to a broader audience can be obtained by using their languages, and the dialogue between them, through which cultures can be diversified through dialogue Between one language and another. (Chastnyk, 2018)

## Conclusion

After the researcher reviewed the role of digital communication in the diversity of cultures, he reached the following conclusions:

1. Modern digital communication methods contributed in connecting individuals and groups together in various parts of the world, and managed to break the buffer that was suffering from human society that no longer exists.
2. Telecommunication networks around the world have made it possible for information to flow to all peoples, and digital communication technology has been able to add new media to many peoples, nations and governments.
3. Digital communication has contributed greatly to enabling people to learn about the cultures of people at the external level, in addition to that it enabled the means of digital communication to support cultural diversity efforts at the internal level and allow individuals and groups to communicate quickly and effectively.
4. The means of digital communication had a great role in promoting the diversity in the volume of information available after the digital revolution, which witnessed a huge

increase due to the rapid technological developments in addition to facilitating the process of sending and receiving information very significantly.

5. Media and digital communication formed A large, important and fast basic window through which a person overlooks this age on the world and sees multiple cultures and civilizations, and was and still forms the means of communication the most important and most important factor in forming trends and attitudes of the individual as the path to knowledge and the effective tool in developing and developing awareness.
6. The means of digital communication have become a role in ensuring freedom of expression for the various forms of artistic, cultural, social, religious and philosophical practice, and therefore they are ensuring the right to cultural diversity as is the case with regard to the assignment of cultural practices that would highlight and expand other cultures between groups and individuals.

### **Suggestions and Recommendations**

After the researcher reviewed a number of conclusions, he recommends the following:

1. Calling for dialogue with cultures and religions continuously, and promoting coexistence, away from any tension or contempt, and through a number of mutual contributions based on the universal values and principles shared between them, represented in the values of love, brotherhood, tolerance, mutual respect, solidarity and justice.
2. Seek to entrench the cultural exchange process between individuals and groups through seminars and lectures through which digital means of communication are used in order to facilitate the process of communication and meeting between the parties wherever they are.
3. Urging the relevant bodies, such as schools, universities, and societies, to create digital platforms through which dialogue with other parties related to the cultural and value exchange process in order to bring the views between the parties to the equation closer.
4. Seek to amend laws related to operations Digital communication, as in the laws of cybercrime, in order to introduce everyone who tries to offend any culture, religion, or language for justice in terms of commitment and respect for any beliefs, languages, or cultures.

5. Accelerating cultural exchanges between universities and schools between countries in order to maximize cultural approximation among students, so that it will positively reflect on the processes of understanding and thinking among students of various origins, fields, ethnicities, cultures and languages.

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