The Specialized Institutional Media and its Functional Role in Shaping the Mental Image of the Institutional Audience

Maha Mustafa Omer Abdalaziz

Abstract: *There is* confusion *between the use of the concept of the mental image, the stereotype, the impression image, the inverted image, and the inverted patterns of the areas and patterns of specialized media influence in how to build and shape the mental image of the institutional audience, which will be discussed in this paper. The specialized institutional media and its functions have a role in shaping the mental image of the institutional audience through its patterns. The various media and functionalities represented in their various means and dedicated to these institutions have become considered among the means used in drawing the complex mixture of beliefs, ideas, and impressions that these institutions form among their audiences. The more these institutions can employ the means of knowledge of the public by drawing a mental image of the institution to which they belong, the more they can draw a clearer picture with multiple angles that can convey information to the public through its public or private institutional media. The importance of this paper comes from the transformation brought about by the specialized media in the possibility of shaping the mental image of the different sectors of society through what the specialized institutional media offers to the audience of institutions through the means of communication and communication through them; And the important role in forming opinions, making decisions and shaping* behavior *through good performance that is consistent with the needs of the public affecting and affected by the policy of the individual or institution. Therefore, the paper focused on the attention given to the subject of the mental image in many media, psychological, social, and administrative studies, and given the pivotal role that the mental image plays in influencing the areas of institutional media influence, from an influential role in our behaviors, decisions and daily lives, to that extent of benefiting from this transformation The similar integrated digital networks, which in turn caused a huge shift in the concept of specialized institutional media and the extent of its influence in shaping the mental image of the various sectors of society, especially the institutional audience, and what the media outlets aim in their specialized institutional media in the presence of an environment that allows them to achieve their goals, perform their mission and provide their services from During the process of modifying, building and shaping the mental image that requires multiple media efforts and how to benefit from it.*

Keywords: Specialized Institutional Media, Mental image, Institutional Audience

Dr. Maha Mustafa Omer Abdalaziz*, College of Mass Communication and Public Relations, University of Fujairah, Emirate of Fujairah, United Arab Emirates, E-mail: maha@uof.ac.ae, ORCID ID: https://orcid.org/0000-0002-1474-9755

I. INTRODUCTION

Corporate Image Management is an essential element of the strategic management of enterprises, as the complex competitive nature of the business world requires attention to this issue in the various sectors of society. Accordingly, media studies, especially institutional ones, focus on studying the images of the sectors of society through what is presented in the mass media or through what the masses express their impression of these sectors. The interest in the subject of the mental image has increased with the interest of researchers in media, administrative, social, psychological, and political studies, due to the pivotal role that the mental image plays in influencing the areas of interest of these studies, and the influential role it plays in various behaviors and decisions. This was reflected in the importance of corporate media in organizations, and thus digital radio networks were introduced as one of the specialized and supportive corporate media to study the requirements of the internal and external publics of those institutions and bodies. Therefore, most institutions in developed and developing countries have been placed within their communication and media structure to carry out their function, which often aims to build a good and medical mental image of these organizations and bodies. The more positive the public's mental image of the services of these organizations or institutions, the more opportunities for their functional role in achieving their goals, performing their mission, and providing their services through the public's understanding of their role and willingness to cooperate with them. Accordingly, the paper included three main axes: The first axis is the mental image, its concept, importance, characteristics, dimensions, and sources. The second axis dealt with the specialized institutional media concept, objectives, fields and means, and the nature of specialized digital broadcasting networks. The third axis dealt with the specialized institutional media and its functions in how to form and build the mental image of the institutional audience and the possibility of employing specialized digital networks as a tool to shape the mental image of the institutional audience.

II. LITERATURE REVIEW

FIRST: THE CONCEPT OF MENTAL IMAGE:

Despite the passage of several decades since the term began to circulate scientifically in media research and studies and the emergence of modern concepts,

there is still confusion surrounding the circulation of the term, as there is confusion between it and similar terms in media studies and research that deal with this term, and there is confusion between the use of the concept of the mental image, the stereotype, the impression image, the inverted image, and the inverted patterns of the areas and patterns of media influence specialized in how to build and shape the mental image of the institutional audience. Where the use of the concept of mental image includes several fields and different scientific branches. It has been widely used in contemporary social research, clearly in communication and media studies in general, in addition to its abundant use in the fields of philosophy, social psychology, and other fields of knowledge [1][19][20].

The concept of the mental image expresses the perceptions that the members of society hold about the world around them with its various components. There is no doubt that the ease or difficulty of change depends on whether or not the public's mental image is firmly established.

From the aforementioned, the mental image can be defined, as stated in Webster's Dictionary of Communication and its Means, as "a set of impressions, feelings, or beliefs related to the company's corporate image or other existence as seen by its audience"; Another definition of the mental image is "the common mental perception among the members of a particular group to indicate the direction of this group towards a specific person or thing." As for the stereotype, it is "the thing that agrees with a fixed or general pattern, or the fixed mental image that members of a group share in carrying and represents an opinion." A simplified, emotional attitude, or an unexamined judgment. Also, one of the definitions that can be mentioned is that it is about the common mental image held by a group of individuals, which often consists of a simplified, incomplete, or distorted opinion, and it may be represented by an emotional attitude towards a person, issue, or event

SECOND: THE IMPORTANCE OF THE MENTAL IMAGE AND ITS STAGES:

The mental image of the institution acquires special importance through its influence on the public of the institutions in general and prevails towards the various aspects related to the institution, where the image, through its psychological and social functions, plays a major role in forming and directing public opinion as the source of people's opinions, attitudes and behaviors. Funding and marketing are the most important factors influencing the success of institutions in performing their mission, and their ability to survive and grow. Its services, activities, and programmers, and in light of the organizations' competition attract the target audiences, win the trust and support of the different audiences, and build a positive mental image in their minds of the institution that pushes them to support it financially and morally [2][21]. The more positive that image, the more benefits the institution will achieve, including:

1. Assisting the organization in attracting the best people to work in it.
2. Strengthening the organization's relationship with its internal and external audiences.
3. Convincing the institutions and the masses of the importance of the social state of the institution in serving society.

4. Developing the public's willingness to wait before passing judgment on the institution in times of crisis, so that those in charge of it can explain the different dimensions of the situation and the institution's opinion on it.
5. Assisting in supporting the organization's marketing efforts.

THIRD: FORMATION OF THE MENTAL IMAGE:

Nair Chandu believes that the mental image of the institution consists of the information that the individual obtains about the institution from external sources, his experiences, perceptions, knowledge, values, etc. Accordingly, the mental image is of two types: [3]

1. The first type: is the image based on individual experience.
2. The second type: is the image based on what others say.

The more institutions can employ the means of knowledge of people in drawing a mental image of the institution to which they belong, the more they can draw a clearer picture from multiple angles. out of service.

As for the Stages of Forming a Mental Image, they are:

- **The first stage: is knowledge:** Knowing the thing is the first step in the image within the mind, and detailed knowledge confirms the information more than the general one.
- **The Second Stage: is the Realization:** linking knowledge with previous personal concepts and culture to turn it into a complete mental awareness, represented by a complete conviction about the side of the issue.
- **The Third Stage is Behavior:** It is represented in the form of interaction with the perceiver and the method of expressing it positively or negatively, practically, verbally, or even mentally.

Based on the above, the mental image of the institution consists of some or all of the following elements: the name of the institution, its official symbol or logo, the services it provides, its philosophy, policy, decisions, and its role in community service.

In this context, Claire and Austin emphasize first impressions and see them as very important, because the public has an immediate picture of the institution through their first contact with it, which may be by phone or personal visit

FOURTH: CHARACTERISTICS OF THE MENTAL IMAGE:

Many different features and characteristics characterize the mental image, including the following**: [4]**

1. **Inaccuracy:** Many researchers have argued that the mental image is not characterized by accuracy, and perhaps the main reason for this is that the mental image is just impressions that are not necessarily formulated on a practical or objective basis but are considered a simplification of reality, just as the mental image does not necessarily reflect the total reality., but it expresses most of the time a part of the total reality.

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2. **Resistance to Change:** the mental image tends to be stable and resistant to change, and many factors determine and influence how much and how much change is possible in the mental image. Some of these variables are related to the image itself, while others are related to the messages received through it.

3. **It Leads to biased Perception**: the mental image leads to the formation of biased perceptions among individuals, as the mental image is based mainly on a degree of intolerance, so it leads to the issuance of fanatical and biased judgments. Through the mental image, individuals see aspects of the truth, and they neglect other aspects because they are It is consistent with their beliefs and not consistent with their trends.

However, we find that there are factors affecting the formation of the mental image of institutions, and they can be identified as follows:

Personal Factors, which are:
➢ Self-characteristics of the person receiving the information (education, culture, values...).
➢ The ability of the individual to interpret the information about the institution and the degree of his motivation and interest in the information provided about the institution.

2. Social Factors, which are:
➢ The effect of primary groups on the individual receiving information.
➢ The influence of opinion leaders on the attitudes of the masses.
➢ The influence of the culture of the society in which individuals live and its prevailing values.

3. Organizational Factors: the Most Important of which are as follows:
➢ The real business of the organization, its policies, and its products.
➢ Media messages of the institution are transmitted through various means of communication.
➢ The quality of the communication means used to transmit messages.
➢ Direct personal contact between the organization's employees and the public.
➢ Social work is carried out by the institution to serve its audience and society.

FIFTH: TYPES OF MENTAL IMAGE:

The Image Can be Divided into three types: [5] [18]

1. The desired image: It is the image that the organization wants to communicate to the user category, and it is formed in their minds.
2. The real image: It is the image that reflects the real reality of the organization, the product, and the brand.
3. The perceived image: It is the image perceived by the target group. In theory, these images are supposed to be identical, but in practice, it is difficult to achieve this conformity due to the overlap of several parties in the process of transferring the desired image to the target group. In addition to these types are the following:

1. **The Mirror Image:** it is the image through which the institution sees itself.
2. **The Current Image:** It is the one with which others see the institution or product.
3. **The Optimal Image:** It is the best image that can be achieved if we consider the competition of other institutions and companies and their efforts to influence the public. Therefore, it can be called the actual image.
4. **The Multiple Images:** occur when individuals are exposed to different representatives of the institution, each of whom gives a different impression of it. Naturally, the multiplicity does not last long, either it turns into a positive image or a negative image, or it combines the two sides into a unified image that is shaded by the positive and negative elements depending on the intensity of the impact each on these individuals.

Diminazens and Components of the Mental Image:

There is a Consensus Among Most Researchers that the Mental Image Includes three basic Components or Dimensions, as follows:

1. **The Cognitive Dimension or Component:** This dimension means the information through which the individual perceives a subject, an issue, or a person. Others have to form the accuracy of the mental image that we form of them. According to the cognitive dimension, the errors in the mental image formed by individuals are errors that result mainly from the wrong information and knowledge obtained by these individuals.

2. **The Emotional Dimension or Component:** The emotional dimension means the tendency to be positive or negative towards a topic, issue, person, or audience within the framework of a group of mental images formed by individuals, and the emotional side is formed with the cognitive side. Which represent the attitudes of individuals towards different people, issues, and topics.

3. **Behavioral Dimension or Component:** The behavior of the individual reflects the nature of the mental image that he has in the various affairs of life. The importance of the mental image in one of its dimensions is that it enables predicting the behavior of individuals, logically assuming that it reflects their attitudes in life.

The Second Axis: the Specialized Institutional Media, its Concept, Objectives, Fields, and Means

Specialized media has many definitions that differ according to different media schools and angles of intellectual perceptions. In general, specialized media is defined as: "the process of sending a specific media material or message to the recipient, with the consequences of that, and this necessarily includes interaction, and if the task of communication is that it transmits Meanings through symbols from the sender to the addressee, the specialized media is the transmission of media content through symbols in the media, the main idea in the specialized media is to participate in the specialized framework that includes aspects of specialization and what the members of society are aware of.

It was also defined as "an informational media style that takes place through various media, and gives most of its attention to a specific field of knowledge, and addresses a public or private audience, using various media arts such as words, pictures, drawings, color's, music and other artistic effects, and is based on information, facts, and specialized ideas." that is presented objectively." Specialized media is also known as "media directed to specific groups or sectors such as farmers, workers, women, children, and youth. Fields are affected by the nature of the specific audience you are targeting and its level of culture. In another definition, it is: "a media style that adopts the same media that deals with complex issues more broadly and accurately, answers many questions, and satisfies the desires and aspirations of the public better than the mass media [6].

Specialized media plays an active role in society by achieving many functions and general objectives of specialized mass media, the most important of which are: spreading awareness, facilitating knowledge to the public, promoting scientific culture, as well as meeting the basic needs of man, solving his daily and future problems, and adopting innovative ideas. The medium helps to penetrate more deeply into the social, economic, or political reality, which is becoming increasingly complex, and accordingly, the specialized medium becomes more capable of revealing its interconnected internal relationships, by constantly adding new information about the developments of modern civilization from technological sciences in the fields of specialization in specialized media as much as possible; What is called cultural literacy; Therefore, we find that the specialized media has many functions, most notably: [7]

* The Spiritual Function: The specialized media seeks to spread aesthetic values among the masses, and here the arts become within the framework of specialized media by radio, television, or the press a means of psychological purification and facing the psychological crises that contemporary man suffers from.

The social function: It creates a coherent social unit among its viewers, as it is a means of creating solidarity among people in organizations and societies. Especially after the media entered a new stage of its development and provided many capabilities and many channels that can deal with every field of life, including economy, politics, sports, religion, education, environment, art, women...etc.
The educational function: It works on people acquiring correct scientific knowledge and culture.

* The treatment function: it raises crucial issues that find wide interest from the masses, by focusing on these issues and specializing in them; Which makes it a serious follow-up. Where he draws attention to the urgent and important problems in society by inviting experts and scholars to participate in solving them. This motivates cadres in various specializations to cooperate fruitfully to solve these problems and develop what exists and is available in terms of natural, financial, or human capabilities.

The educational function: the specialized media works continuously to educate people about their reality and to raise interest in the need for change, reform, and development. Specialized media has three basic elements, namely:

▪ **The First Element - Specialized Media Material:** its importance lies in the fact that it is more than a mere transfer of information, as it provides a platform for competition, the transfer of ideas and innovations, and the exchange of expertise and experiences, and it may seek to influence decision-makers or enhance creativity.

▪ **The Second Element - the Specialized Media Editor:** The specialized media requires expertise and competence, especially in its editorial staff, especially about each type or branch of the many and varied fields of specialization. Therefore, it must go beyond its role represented by mere media performance, which is to provide a group of news to the public about events, but rather extend to another, deeper role, which is the analysis and revealing of accurate technical dimensions and backgrounds on scientific and logical bases. Such as: providing rare, accurate, and detailed news and information on specific topics of interest to a certain segment of the public, whether they are specialists or have interests in these topics in a way that will benefit them.

▪ The third element - the specialized audience: the specialized media person must know that his media material is directed to three categories of audience, an educated audience with a medium culture, an educated audience with a high culture, and a specialized audience.

Among the Most Important Fields of Specialized Media are the Following: [8]

1. **Specialized Media Related to Religion:** the media person is obliged to choose his media material, in the sense that he turns to religious media material related to religion and belief that is of value and spread in various societies and countries because it directs their concerns to consolidate the principles of religion, values, and moral principles, so it plays the role of guidance, education, guidance, education and urging to follow the right religion. And adopting the right course in a way that is compatible with the interests of society.

2. **Specialized Media Related to Sports Affairs:** This field is useful in meeting the desires of those interested in the fields of sports, and here he must understand the sub-disciplines in his work, such as specializing in a specific field of sports, and not let his thinking be distracted in more than one type of sports. Viewing all kinds of sports is required, but interest in specialization is a greater requirement because the media person cannot excel and succeed in all sports.

3. **Specialized Media Related to Science (Agriculture, Medicine, Economics, Chemistry, ... etc.):** A media professional who specializes in his media material may focus on the scientific field, given the scientific movement that the world knows today and the technological renaissance in all fields, this field is of importance for the media professional, combining media with other sciences is very important.

4. **Specialized Media Related to Literary and Artistic Creativity (Poetry, Theatre, Story, Criticism, ... etc.):** Perhaps this field is the oldest known to specialized media, and it was at the beginning a literary activity, but after the arts of literature developed and its branches branched out, and it became Poetry, theatre, music, plastic art, drawing, and acting, media institutions have become interested in it, and even ministries and media institutions in many countries have taken care of it, due to its great ability to influence public opinion.

5. **Media Specializing in Advertisements (Commercial, Service):** A media professional who specializes in his media material may turn to advertisements, and here he must be familiar with goods, services, and market news, and be familiar with the arts of directing, whether television if he works on television or journalistic directing if he works in the written press. Work in this field requires the media person to be familiar with the arts of advertising and promotional activities, and to be a follower of advertising events and competitors' advertisements.

Corporate Media Concept: [9]

The term institutional media refers to the methods of communication and communication between institutions and within institutions with different audiences, which operate according to a specific media system, within departments operating in a single institution, or between institutions to deliver the institution's message to the public or exchange ideas and information. Where we find that one of the tasks of institutional media is introducing the objectives of the institution, the services it provides, the policies that drive work in the institution, and what the institution can offer to its internal clients and external audience. And the various efforts that institutions make to achieve their work goals.

Accordingly, institutions adopt different institutional media communication strategies that depend on the type of audience they are addressing.

From the afore mentioned, we find that the specialized institutional media has several roles in shaping the mental image of the institutional audience, namely:

➢ **Building an Institutional Identity:** by strengthening close relationships with stakeholders and the extent of their achievement and contribution to serving the public.

➢ **Institutional Media and Crisis Management:** It is working on how to respond quickly and in advance to manage crises, predict their occurrence, how deal with them, and control them in the best way to manage crises in the media.

➢ **Consolidation of social media:** This is to work on creating initiatives for sustainable social responsibility, by creating sustainable development programs that meet the needs of the public, institutions, and society.

➢ **Promoting and Building Communication with Various Media:** by highlighting the institution's achievements and policies.

As for digital radio networks, they are digital radio stations and their techniques. This was to advance radio, whose role grew in the late twenties, and therefore it provided a digital environment to facilitate the use of workers easily. The most prominent of these is the use of the Internet in radio broadcasting, through a group of forms, including radio waves, digital broadcasting, the Internet, the use of the podcasting mechanism, or the use of mobile phones. The use of computers in digital montage: by eliminating the old systems and avoiding the confusion and confusion that occurred in the old broadcasting systems. Accordingly, digital montage has achieved high quality in broadcasts. The use of a computer in digital broadcasting: the broadcast is of high definition and purity, and therefore digital audio broadcasting has combined and blended two technologies: digital audio recording and data compression, in addition to that, audio digitization requires a wide range of radio spectrum, which contributed to making impractical [10]. The Specialized Institutional Media and its Functional Role in Shaping the Mental Image of the Institutional Audience

The formation of the mental image in general in the field of specialized institutional media is nothing but defining the image of the institution, which is the basic starting point for any planning of an institutional media program. This is done by focusing on appreciating and realizing the position of the institution and answering an important question (what is the mental image of the institution among its fans) and answering this question represents the starting point in planning the specialized institutional media. Preparing the audience is an important step in preparing a sound media program for the institution aimed at improving the image of the institution among its audiences. This good image is determined by many factors such as the institution's history, financial position, stability, good achievement, the success of its policy, social levels, good reputation, and other factors. Also included in the same framework is the image of individuals, leading personalities, or the image of various institutions, and in return the image that the public holds of them, as institutions are interested in their institutional media, to study the leadership personalities, organizations, and various institutions to identify the public's view of these personalities or organizations, and to know the positive and negative elements in this image to confirm These elements are in this picture and the treatment of the causes that led to the formation of negative trends, if any. Therefore, the specialized institutional media is the organization's structure of departments linked together by lines of communication, and the existence of this media communication infrastructure depends on the presence of the general image among those who participate in their roles, and this does not mean, of course, that an individual participating in any institution must carry a mental image that matches the image the institution itself. The image of the large institution that controls the president of the institution is very different from the image of the institution itself that controls the public. It is necessary to manage the institution in the minds of the different participants. Therefore, it is the image of the important role and not the image of the entire institution. Therefore, the image of roles must be integrated with the overall image. for the institution itself. Thus, the image of the institutional public becomes the main entrance upon which the success of the institution depends in shaping its public mental image, supporting and consolidating it in society and the institutional public.

As we mentioned above, managing the mental image of institutions is one of the most important functions of specialized institutional media. Rather, its objectives are to build and consolidate a positive mental image of it in the minds of the masses. The specialized institutional media has become a necessity in this era that is characterized by rapid changes and successive events, and therefore it is no longer possible to leave Things happen by chance in light of the complex social situations that need continuous study and careful research [11][22]. Thus, the specialized institutional media performs a set of communication and media functions aimed at communicating with the public and providing information that enables it to form a correct public opinion regarding the issues of the institution and improve its mental image it. Regarding the function of building and consolidating the mental image in the field of specialized corporate media, a specialized function has emerged among the functions of practitioners of specialized corporate media, which is the "image maker". To achieve them, and to study the adverse conditions to avoid their negative effects on the image of the institution or weaken it to the lowest possible extent. Thus, to ensure the formation of a relatively strong, honest, and stable image, the institution resorts to specialized institutional media techniques as an effective means of communication [12]. From the foregoing, it can be said that there is a close link between the specialized institutional media and the formation of the mental image, so the mutual communication that the mental image needs is the basis of the institution's work, and the state of understanding and harmony that the institutions aspire to is one of the most important tasks of the specialized institutional media, as well as the analytical function of the media Institutional that analyzes the behavior of individuals and the masses, and then builds plans based on satisfying all parties, and these operations carried out by the institution are nothing but organized and continuous efforts on the part of institutions to gain the trust of the masses through actions that are respected. Institutional media is not a means Defensive to make the institution appear in a form contrary to its true image, but it is the efforts of deliberate institutional media programs carried out by institutions by monitoring and evaluating public opinion trends of their audiences and developing strategies and plans to meet the needs of those masses through mutual communication, to achieve adaptation, harmony, and understanding that leads to winning Supporting those masses and building a good mental image of these institutions [13]. In general, the concept of institutional media specialized in shaping the mental image of the audience of institutions is used as a comprehensive and general concept that covers all aspects of communication activities, and its effects are a record between the institution and its audience, which is through communication interaction. The mental image is the final product of the self-impression that individuals and the group have about a subject, and those impressions are formed through the experiences of individuals and their direct and indirect directions. The specialized institutional media does not create specific mental images for the public of institutions, but through information about the institutions, their behaviors, and activities, they help their audiences to form a suitable mental image of the institution. Thus, we find that there is a range of activities for institutions that

specialized institutional media can contribute to achieving their goals - including:

1. Identify the trends of internal and external public opinion.
2. Conveying public opinion trends to senior management.
3. Convincing the public of the need to change behavior to a positive one.

Based on the foregoing, the specialized institutional media is considered one of the most important and powerful works on shaping the mental image, and this is usually done through: [14]

1. Definition: It includes providing the recipient of the media message with all its means of knowledge about institutions and people.
2. Persuasion: This role represents a high level of controlling the mind of the audience through induction and excitement to reach the stage of mental persuasion, and the matter may not often require proof and evidence.
3. Repetition: It is represented by re-sending the message by different means and in multiple formats and different artistic templates that the recipient often does not feel, which enhances the level of conviction (if any) or implants it if it does not exist.

As for the functional roles that specialized institutional media can provide and the possibility of employing digital radio networks in shaping the mental image of the institutional audience, including: [15]

1. **The Functional Role of Guidance and Influence:** Institutions must realize that the specialized corporate media plays an influential role in shaping the thought and culture of the public, guiding it and protecting it from any current that might disrupt its cohesion and interdependence and destroy its stability. Hence, the media provides information to resist spreading some lies, accusations, and ridicule, and exposing some of the public to contempt for rumors or anti-establishment propaganda.

2. **The Functional Role of Supporting Social Values and Principles:** It is necessary to know that each media organization sets its goals to serve the public order in society, spread its values and teachings, and urge the public of institutions to adhere to its teachings and tolerant values, so that contentment, security, and stability prevail.

3. **The Functional Role of Institutional Affiliation and Loyalty:** The specialized institutional media is responsible for instilling a sense of loyalty among the institutional audience. This is done by respecting the system and cooperating in what serves the interest of the institutional public in all aspects of security, independence, and others.

4. **Functional Role by Supporting Economic Welfare:** When any public institutions enter into conflicts or problems over the competition in occupying positions within the power, this leads to preoccupation with the results and effects of that, whether at the level of the public institutions in general or individuals in terms of income or livelihood, so Institutional media must inform them of what may happen in terms of collapse or crises in the economic field and others.

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5. **The Functional Role of Presenting the Achievements of Civilization:** the presentation of the specialized institutional media of the achievements of the institution in the field of building and institutional development and working on explaining the material and technical efforts that created these achievements and preparing them to serve the public and urging them to advance and civilize to keep pace with the development experienced by the institutional audience in preserving faith, values, customs, and heritage Traditions are essential matters that must be understood and managed because they are important in shaping the mental image of the public's civilized progress.

6. **The Functional role of Observing and Displaying the Various Events Objectively:** the institutional media plays the mediating role between the audience of the institutions and the external community regarding the events and experiences that take place in it.

Accordingly, it can be said that if the mental image is a multiple concept, then the possibility of employing its areas of influence in shaping and building the mental image of the public through functional roles requires work on several dimensions: [16]

1. **Intellectual Dimension:** It is influenced by persuading and influencing the public of the institutions to accept the issues adopted by the digital broadcasting networks by monitoring and analyzing these issues, highlighting the positive aspects in them, and justifying the negative aspects for the public of the institutions to accept them and accept any decision issued in their favor.

2. **The Emotional Dimension:** the impact is through programs that affect the emotions, behavior, and feelings of the institutional audience. Addressing the community through its interests and benefits that it obtains from its strong relations with the institution.

3. **Behavioral Dimension:** The effect is by presenting awareness and educational programs that are related to cultural and cultural acquaintance with other people to know the nature of life in society through acultural acquaintance in the right way. He urged an audience to adopt the correct approach that reflects his society and culture.
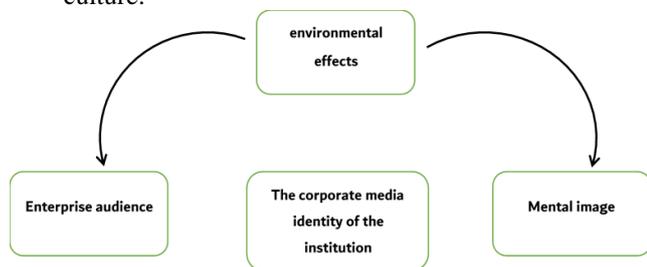
It is the thing that confirms the possibility of bringing about the development of the institution and improving its performance by benefiting from the results of the mental image research through the development of the institution's performance from the media point of view - which is illustrated in the following figure: **[17]**

Thus, the measurement of the formation of the mental image will be through the use of specialized institutional media and the employment of digital broadcasting networks; It is a somewhat complex process and often requires difficult efforts that require more accurate information by the various institutions, so it is necessary to seek the help of specialized

professional companies that are useful in correcting or developing the image according to the information that the institution wants or to change the mental image for some reason that it deems necessary. Here, we must form a team for this task, trying to identify the gaps and what fills these institutional media gaps to strengthen them to know the strengths and weaknesses and correct them.

III. CONCLUSION

We conclude, through what has been presented, that when institutions make their strategic decisions, this means that there will be mutual effects between the functional role of the specialized institutional media and the possibility of using radio networks in shaping the mental image of the institutional audience. They take one of the following paths or two basic principles in building the mental image of institutions positively. Or as the institutions would like to inculcate in their audiences, they are:

1. **The First Principle:** If the reality is bad or distorted, work should first be done to purify and clarify the correct image among the institutional audience, and to correct its errors instead of trying to hide or falsify it with words of beautiful content, and thus its effect will quickly disappear and its falsity will be revealed.

2. **The Second Principle:** It is not enough to do good, but rather you must teach people what you do for good, just as the human image of any individual can only be achieved through his social participation with those around him.

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AUTHOR PROFILE

Dr. Maha Mustafa Omar Abdel Aziz is an Assistant Professor of Public Relations at the University of Fujairah, which is located in the United Arab Emirates. She holds a PhD in Public Relations and Advertising and has published multiple papers in the fields of Public Relations, Advertising, and Communication. She has earned several certificates and completed various courses within the UAE focused on teaching and learning methods, and techniques, and ensuring the quality of education for study programs at media colleges. She is an expert in quality assurance programs and institutional research management, which involves reviewing academic programs, conducting internal audits, and preparing procedures to ensure the institutional effectiveness of the college through the higher education quality system.