

# 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 specialised institutional media and their functions play a role in shaping the mental image of the institutional audience through their patterns. The various media and functionalities represented in different means and dedicated to these institutions have become considered among the means used in forming the complex mixture of beliefs, ideas, and impressions that these institutions create among their audiences. The more these institutions can utilise the public's knowledge by creating a mental image of the institution to which they belong, the more precise a picture they can draw with multiple angles, conveying information to the public through their public or private institutional media. The importance of this paper lies in the transformation brought about by specialised media, which enables them to shape the mental image of different societal sectors through the content they offer to institutional audiences via various communication channels. The critical role in forming opinions, making decisions, and shaping behaviour through good performance that is consistent with the needs of the public, affecting and being 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 massive 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*

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## I. INTRODUCTION

Corporate Image Management is an essential element of strategic management for enterprises, as the complex and competitive nature of the business world requires attention to this issue across various sectors of society. Accordingly, media studies, especially institutional ones, focus on analysing the images of different sectors of society through what is presented in the mass media or through what the masses express as their impressions 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 organisations. Thus, digital radio networks were introduced as one of the specialised and supportive forms of corporate media to study the requirements of both internal and external publics of those institutions and bodies. Therefore, most institutions in developed and developing countries have been positioned within their communication and media structures to carry out their functions, which often aim to build a positive and accurate mental image of these organisations and bodies. The more positive the public's mental image of the services provided by these organisations or institutions, the more opportunities they have for fulfilling their functional role in achieving their goals, performing their mission, and delivering their services through the public's understanding of their role and willingness to cooperate with them. Accordingly, the paper included three principal axes: The first axis is the mental image, its concept, importance, characteristics, dimensions, and sources. The second axis addressed the idea of specialised institutional media, including its objectives, fields, and means, as well as the nature of specialised digital broadcasting networks. The third axis addressed the specialised institutional media and its role in forming and building the mental image of the institutional audience, as well as the possibility of employing specialised digital networks as a tool to shape this image.

## 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 it is often conflated with similar terms in media studies and research that also deal with this concept. There is confusion between the concepts of mental image, stereotype, impression image, inverted image, and inverted patterns of media influence, which specialise in how to build and shape the mental image of the institutional audience. The concept of mental image encompasses 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].

The concept of the mental image expresses the perceptions that members of society hold about the world around them, including 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 those above, 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. Additionally, one of the definitions that can be mentioned is that it refers to the common mental image held by a group of individuals, which often consists of a simplified, incomplete, or distorted view, and an emotional attitude towards a person, issue, or event may represent it.

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

The mental image of the institution acquires special importance due to its influence on the public perception of institutions in general. It prevails in various aspects related to the institution, where the image, through its psychological and social functions, plays a significant role in forming and directing public opinion, serving as the source of people's views, attitudes, and behaviours. Funding and marketing are the most critical factors influencing the success of institutions in performing their mission and their ability to survive and grow. Its services, activities, and programmes, 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]. 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 an institution comprises the information an individual obtains about it from external sources, their experiences, perceptions, knowledge, and values. 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 precise a picture they can draw from multiple angles, in 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 comprises some or all of the following elements: the institution's name, its official symbol or logo, the services it provides, its philosophy, policies, 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.



2. **Resistance to Change:** The mental image tends to be stable and resistant to change, and various factors determine and influence the extent and degree of change 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 it is based mainly on a degree of intolerance, resulting in the issuance of fanatical and biased judgments. Through the mental image, individuals perceive aspects of the truth while overlooking other factors because they are consistent with their beliefs and not aligned with their existing 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, etc.).
- The ability of the individual to interpret the information about the institution and the degree of their 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 organisation's employees and the public.
- Institutions carry out social work to serve their audience and society.

**FIFTH: TYPES OF MENTAL IMAGE:**

**The Image Can be divided into three types: [5]**

1. The desired image: It is the image that the organisation wants to convey to its target user category, and it is formed in their minds.
2. The real image: It is the image that reflects the objective reality of the organization, the product, and the brand.
3. The perceived image: This refers to the image that the target group perceives. In theory, these images are supposed to be identical. Still, 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 when considering the competition of other institutions and companies, as well as 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 distinct impression of it. Naturally, the multiplicity does not last long; either it evolves into a positive or negative image, or it combines the two sides into a unified image that is shaped by the positive and negative elements, depending on the intensity of the impact each has 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 picture formed by individuals are primarily due to incorrect information and knowledge that these individuals have obtained.
2. **The Emotional Dimension or Component:** The emotional dimension refers to 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, where the emotional side is integrated 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 the prediction of individual behaviour, logically assuming that it reflects their attitudes in life.

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

Specialised media has many definitions that differ according to various media schools and intellectual perspectives. In general, specialized press 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 influenced by the nature of the particular audience you are targeting and its level of cultural sophistication. 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 press has many functions, most notably: [7]

\* The Spiritual Function: The specialised media seeks to spread aesthetic values among the masses, and within this framework, the arts, through radio, television, or the press, become a means of psychological purification and a means of addressing 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 building solidarity among people in organizations and societies. Especially after the media entered a new stage of its development, providing numerous capabilities and channels that can address every field of life, including economics, politics, sports, religion, education, the environment, art, and women's issues, among others.

The educational function enables people to acquire accurate scientific knowledge and culture.

\* The treatment function: it raises crucial issues that garner broad interest from the masses, focusing on these issues and specialising in them, which makes it a serious follow-up. He draws attention to the urgent and vital problems in society by inviting experts and scholars to participate in solving them. This motivates cadres in various specialisations to cooperate effectively in solving these problems and developing what already exists and is available in terms of natural, financial, or human resources.

The educational function: specialised media continuously work to educate people about their reality and raise awareness of the need for change, reform, and development. Specialized media have 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 the public with news about events, but rather extend to another, deeper role, which is the analysis and revelation of accurate technical dimensions and backgrounds on scientific and logical bases, such as: providing rare, correct, and detailed news and information on specific topics of interest to a particular 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 faith, 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 helps meet 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 remarkable 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. Working in this field requires the media person to be familiar with the arts of advertising and promotional activities, and to follow advertising events and competitors' advertisements.

#### Corporate Media Concept: [9]

The term "institutional media" refers to the methods of communication and interaction between institutions and within institutions, serving different audiences, which operate according to a specific media system. This includes communication within departments operating within 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 to introduce the objectives of the institution, the services it provides, the policies that drive work within 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 have 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 focuses on how to respond quickly and proactively to manage crises, predict their occurrence, and deal with them effectively to control the media narrative.
- **Consolidation of social media:** This involves creating initiatives for sustainable social responsibility by developing programs that meet the needs of the public, institutions, and society, promoting sustainable development.
- **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 easy use of workers. The most prominent of these is the use of the Internet in radio broadcasting, through various forms, including radio waves, digital broadcasting, the Internet, podcasting, and 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 broadcasts. The use of a computer in digital broadcasting enables high-definition and pure broadcasts, combining and blending 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 it impractical [10]. The Specialized Institutional Media and its Functional Role in Shaping the Mental Image of the Institutional Audience

The formation of a mental image in the field of specialised institutional media is essentially defining the image of the institution, which serves as the basic starting point for planning 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 a crucial step in developing a comprehensive media program for the institution, aimed at enhancing its image among its target audiences. This good image is determined by many factors, such as the institution's history, financial position, stability, achievements, the success of its policies, social standing, 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 a large institution, often controlled by the president, is very different from the one it presents to the public. It is necessary to manage the institution in the minds of the other participants. Therefore, it represents the critical role, not the image of the entire institution. Thus, the image of roles must be integrated with the overall image of the institution itself. Therefore, the image of the institutional public becomes the main entrance upon which the institution's success depends in shaping its public mental image, supporting and consolidating it in society and among the institutional public.

As mentioned above, managing the mental image of institutions is one of the most crucial functions of specialised institutional media. Instead, its objectives are to build and consolidate a positive mental picture 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]. Thus, the specialised institutional media perform 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 institution's issues and improve its mental image. Regarding the function of building and consolidating the mental picture in the field of specialised corporate media, a specialised function has emerged among practitioners of specialised 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 connection between specialised institutional media and the formation of mental images. Hence, 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 essential 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. These operations carried out by the institution are nothing but organised and continuous efforts on the part of the institution 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 actual 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, which specialises in shaping the mental image of the institution's audience, is used as a comprehensive and general concept that encompasses all aspects of communication activities. Its effects are a record of the interaction between the institution and its audience, facilitated through communication. 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 interactions. The specialised institutional media do not create specific mental images for the public of institutions. Still, rather than through information about the institutions, their behaviours, and activities, they help their audiences 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 influential 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 the means of knowledge about institutions and people.
2. Persuasion: This role involves a high level of controlling the audience's mind through induction and excitement to reach the stage of mental persuasion, where the matter may not often require proof and evidence.
3. Repetition: It is represented by re-sending the message through different means and in multiple formats, as well as various artistic templates, which the recipient often does not notice, thereby enhancing the level of conviction (if any) or implanting 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 recognise that specialised corporate media play a significant role in shaping the public's thought and culture, guiding and protecting it from any current that might disrupt its cohesion and interdependence, and ultimately destroy its stability. Hence, the media provides information to resist the spread of lies, accusations, and ridicule, and exposes some of the public to contempt for rumours 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 achieved by respecting the system and cooperating in matters that serve the interests of the institutional public in all aspects of security, independence, and other relevant areas.
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.

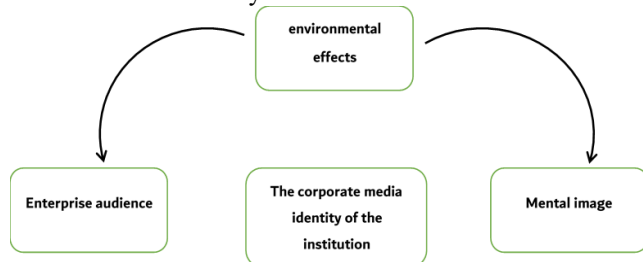




5. **The Functional Role of Presenting the Achievements of Civilization:** the presentation of the specialized institutional media of the achievements of the institution in the field of building and institutional development and working on explaining the material and technical efforts that created these 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 various events objectively:** The institutional media plays a mediating role between the institutions' audience and the external community regarding the events and experiences that take place within them.

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 picture 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 achieved through programs that affect the emotions, behaviour, 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. **Behavioural Dimension:** The effect is achieved by presenting awareness and educational programs related to cultural and intercultural acquaintance, enabling individuals to understand the nature of life in society through meaningful cultural interaction. He urged the 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 strenuous 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 to address this task, identifying the gaps and determining what fills these institutional media gaps to strengthen them, thereby understanding their strengths and weaknesses and correcting them.

### III. CONCLUSION

We conclude, based on what has been presented, that when institutions make their strategic decisions, this implies mutual effects between the functional role of specialised institutional media and the potential of using radio networks in shaping the mental image of the institutional audience. They take one of the following paths or adhere to two basic principles in building a positive mental picture of institutions. 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 instead, you must teach people what you do for good, just as the human image of any individual can only be achieved through their social participation with those around them.

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Authors Contributions	I am the sole author of this article.

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