



Research Article

The Effectiveness of Media in Enhancing the Quality of Education and Supporting Children's Issues

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Abstract

The role of media in society increases when there are human rights violations, especially concerning childhood issues. This study, entitled "The Effectiveness of Media in Advocating for Children's Issues and Achieving Quality Education," aimed to highlight the pivotal issues related to children's reluctance to attend compulsory education. This reluctance stems from the exacerbation of phenomena plaguing the world due to wars and insecurity, which have led to the displacement of children, many of whom are outside the education system or forced into work due to low family income. The study focused on these phenomena, specifically school dropout rates and the adequacy of educational quality to attract students. The researcher employed a descriptive-analytical approach to describe and analyze the phenomenon through interviews with experts in educational media and a questionnaire distributed to targeted groups of street children. The findings concluded that activating the role of media and highlighting these issues through targeted television programs and public announcements is crucial. Raising awareness of children's legal rights and protection from exploitation, encouraging volunteering and providing social, psychological, and material support for children. Implementing the necessary measures to integrate them into society, provide them with practical training, and enhance their abilities and skills.

Keywords

Media Child Hood, Issue, Education, Quality, Phenomena

1. Introduction

The influence of media, both traditional and modern, on societies and nations has increased, creating a major media revolution that began in the 20th century and continued into the third millennium, especially with technological advancements in printing, communication, and design. Media has become a fundamental and effective tool in shaping the culture and intellectual trends of nations, and in determining their immediate and future interests. Some have described the media as a

magical force, capable of toppling regimes if its power is unleashed against them. It paves the way for and supports any popular revolution against a ruling system. Some media outlets have a large following, such as Al Jazeera, which boasts an estimated 100 million viewers and millions of subscribers to its websites, with a budget comparable to that of a small country.

The role of media in society becomes even more crucial

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when human rights are violated. Defending human rights has become the primary and central role of media in the modern era, and some media outlets were founded and established on this very principle.

Media has become an integral part of our daily lives, thanks to the evolution and advancement of communication. It has opened wide the doors to the flow of information, bringing people across the globe and shrinking distances between them. These developments in media and communication technology have facilitated the discussion of numerous issues and matters previously unaddressed in modern societies. The internet, in particular, has become a prominent and widespread medium, representing a comprehensive communication tool that combines images, sound, and written text, permeating all fields of knowledge. It has brought the world closer and eliminated political boundaries, as the Canadian thinker Marshall McLuhan observed, especially after the emergence of social media with its capabilities that enable effective remote communication and the free exchange of opinions and ideas.

1.1. Quality in Education

Quality as a service is a process where all aspects of an organization's work are directed toward a single goal: achieving the highest standards of comprehensive performance. This represents a measure of customer satisfaction. Quality as a philosophy is a set of principles that guide systems and their implementation for the continuous development of an organization's capabilities to meet current and future needs. [1] Quality is a set of characteristics or features that express the quality of education, including its dimensions: inputs, processes, outputs, feedback, and the ongoing interactions that lead to achieving desired goals and outcomes. The degree of quality varies depending on the level of quality.

Quality in education, is a system implemented to develop all educational stages. Furthermore, this system relies on several principles that facilitate [2] its smooth operation, offering numerous benefits to students and faculty members. The quality of education is a specific set of procedures aimed at regulating and improving the environmental parameters of educational institutions and standards of all types and forms, such as faculty, administrative staff, and the conditions of employees who have many direct or indirect connections to education.

Education Quality Standards There are several aspects that the government prioritizes regarding education quality, and some of the most important and prominent decisions regarding this in the future include:

Educational quality standards vary depending on educational differences, including the standards for different types of courses and curricula. There are also standards specific to the quality of educational frameworks, as well as different teaching and administrative frameworks. Standards for improving the quality of education are also considered, along with indicators of educational attainment. There is one specific type of data that applies to all public individuals. Benefits

and Importance of an Education Quality System There are many benefits and important aspects to education quality systems. Among the most prominent and well-known are the following: One of the most important benefits of an education quality system is its constant pursuit of progress and advancement in all aspects of the educational process. In addition, it works to improve the administrative system and educational frameworks so that they are capable of fulfilling the responsibilities of each party.

Educational quality systems address all complaints, especially those from parents, and strive to satisfy them in every possible way to minimize the number of complaints. A key benefit of education quality systems is their continuous efforts to provide a suitable environment for students, characterized by security, safety, and mutual understanding. Educational quality systems work to resolve all possible problems raised by parents in a way that does not harm them. This raises the value of the educational institution compared to other institutions, enabling it to compete with all educational systems at the national, local, and international levels. Given the importance of quality standards, the media plays a crucial role in highlighting the importance of developing education by adhering to international quality benchmarks. Which represents a guarantee for social development. Definitions of Concepts:

Childhood: A child is someone who has not yet reached the age of eighteen and has not reached maturity according to the applicable law, in the first stage of development and growth. After birth, a child is dependent on others, progressing from complete self-sufficiency to independence. During this stage, they require care, upbringing, and specialized means of education, training, and media [5].

Media: As defined by the scholar, [3] media is the revolutionary expression of the mentality, spirit, inclinations, and direction of the masses. In other words, media influences the abstract ideal. It is a science and activity planned and designed to achieve desired outcomes at a specific time and in a specific manner [4].

1.2. Quality

According to the international standard ISO 9000/2000, quality is defined as meeting the total revenue generated by the product in relation to the requirements of the business. Quality in education means providing students with educational content that meets the income requirements. With them, whether at the primary level or required for the final stage of the labor market, meaning that local education works to equip the student with the knowledge and skills that broaden their horizons and enable them to be an active member of society [1].

Childhood: The feeling of being cared for during childhood is an experiential level, where the child is supported by the community and represents the future building block. Therefore, empowerment is a fundamental right in society, from which several other rights branch out, and it is supported until

the age at which the child takes control of their own affairs. The international community's view of the child usually reflects the requirements of society and its need for many standards of care and development within it to encourage belonging and empowerment. Within this context, child labor has become an accepted right that transcends local boundaries, as it relates to the rights of the child. Article 39 of the Convention on the Rights of the Child stipulates that international parties must ensure the appropriate integration of the child for proper rehabilitation, psychological well-being, and social development. First and foremost, the perpetrator who releases their victim constitutes a form of exploitation within the child's ownership environment, using them for their own benefit without any consideration for their dignity. These children are under the guardianship of the state. Therefore, the founder of a healthy family mandates that all those involved and responsible for guidance and upbringing monitor the child to prevent such treatment from leading to delinquency. A child's well-being encompasses any verbal or non-verbal abuse that exposes them to various forms of mistreatment, whether physical or psychological. Children rely on and benefit from the foundations of upbringing, including traditions, which serve as the link between the individual and society.

Types of Social Illnesses Among Children: Children are the fruit of our labor, and it is our duty to protect their rights and address their concerns. **Child Labor:** The concept of child labor is relatively new. While its existence was evident in ancient societies, it was not practiced in ancient times. Child labor has received limited attention, and understanding its causes and contributing factors has been largely absent. Child labor is a diverse and multifaceted global problem, varying in scale, risks, and levels of oversight. Therefore, some experts from the International Labor Organization (ILO)[9] focus on specific types of non-skilled labor, as such work places a heavy burden on children, impacting their mental and physical development, depriving them of a normal childhood, and gradually harming their psychosocial well-being. It also prevents them from fulfilling their childhood needs. Furthermore, child labor takes many forms and practices across various societies, hindering children's access to advanced education and practical learning. There are also shortcomings in laws and legislation addressing this phenomenon. Child labor is a multifaceted problem with social and cultural dimensions, etc. It is possible to attract the effort exerted in these various aspects in order to actively employ it and mitigate its severity. **Street children.** These are children who live by stealing and violence, joining gangs to build families that offer them a false sense of security. Within a family structure they have never known, these children are met with embarrassment and mistreatment. They live and kill. The world tries to accommodate them while ignoring them. They see adults as their enemies; no one smiles at them, and no one loves them. Anyone observing the problem will find that this phenomenon is growing significantly, and most population threats include them in censuses and population statistics. Street children represent wasted potential

that needs care. Caring for them and addressing their problems is an absolute necessity imposed by the interests of society. Given the seriousness of these phenomena for security, social stability, and the economy, the problem of street children is a complex issue that requires tangible, radical solutions on the ground. **The Phenomenon of School Dropout:** School dropout is a problem plaguing developing countries in the 21st century. It is not a new phenomenon, having spread among students at all educational levels, especially after technological advancements and the emergence of the internet. This has forced education to adapt to the demands of the times, necessitating a re-evaluation of its policies and strategies. What factors have led to this phenomenon in light of these new developments? These factors may stem from strained relationships between teachers and students, between administration and students, educational curricula and teaching methods, family conflicts and a lack of parental understanding of their children's problems, economic reasons, and other contributing factors. Organizations concerned with children's rights have outlined several tasks for the National Commissioner: - Developing national and local programs to protect and promote children's rights in coordination with various public administrations and institutions responsible for child welfare. [6] - Monitoring direct field work to protect children in coordination with relevant authorities. - Conducting all awareness, media, and communication activities. - Encouraging research and education in the field of children's rights to understand the economic, social, and cultural causes of child neglect, abuse, and exploitation, as well as developing appropriate policies for their protection. - Providing input on existing national legislation concerning children's rights. - Establishing a national information system on the situation of children in coordination with relevant administrations and bodies. - Committing to preparing an annual report on the state of children's rights and the extent of implementation of relevant conventions. - Committing to preparing annual reports to be submitted to international bodies on the situation of children. Organizations concerned with children's rights have outlined the following tasks for the National Commissioner: - Developing national and local programs to protect and promote children's rights in coordination with various Required Departments for Child Guidance - Field-based emergency response to protect children, in coordination with the judicial authorities. - Conducting all awareness, media, and communication activities. - Encouraging research in the field of children's rights to understand the socio-economic and social concepts of child neglect, accountability for businesses, and child exploitation, in a coordinated manner to develop policies for their protection. - Ensuring that the national law is currently in force and that the child is protected. - Establishing a national information system on the situation of children, in coordination with public departments and bodies. - Preparing an annual report on the state of children's rights and the extent of implementation of relevant conventions. - Committing to preparing annual reports for international bodies on the situation of children. **The Impact of Social Media:** Media theories

and studies have repeatedly explored the concept of social media and its sphere of influence. [3] Since social theories focus on how the ideas held by the elite and community leaders gain value and recognition within society, communication networks have provided a rich media landscape, allowing access to thousands of unknown voices and granting users numerous opportunities to influence and transcend borders with minimal electronic censorship. This is especially true if media outlets establish live streaming channels to their audiences, thus potentially altering established communication theories. This breaks the monopoly on media message production, disseminating it to a wider, more comprehensive, and more influential audience with greater interactivity. Old Media This is why social media is related to traditional media. It takes many forms that cannot be reduced to the technical dimensions used in broadcasting and dissemination. If we limit it to generalities, we must consider the cultural shifts that dominate new communication methods. Social media has witnessed the influence of young people in the fields of beauty, technology, and features that are more important than traditional media, especially regarding individual and personalized content. This stems from its fundamental characteristic: differentiation. Mass media and broad media were once the defining characteristics of the century. Personal and individual media are the defining characteristics of the century. The explanation lies in the problem for the recipients. We will consider two theories from a theoretical perspective: [8] The theory of different incentives. These are extensions of learning and knowledge. Cognitive reasoning can be found in the fundamental explanations of an individual's behavior and responses, which rely on the concept of orientation and response.

This involves alternative approaches to controlling attitudes and avoiding behaviors, such as avoiding individual calls to action to maximize gain or minimize loss, and adopting a policy of resistance based on three choices:

- 1) The choice to choose
- 2) The choice to meet needs
- 3) The choice to participate in the power dynamics within the individual (religion, values, customs) or from the surrounding environment (peer influence, pressure groups). Uses and Gratifications Theories: This theory is based on the principle of selective exposure, which posits that individuals selectively expose themselves to media sources that satisfy their needs and align with their thinking patterns. According to this theory, humans voluntarily seek out media that provide them with specific gratifications they desire [16] divided these gratifications into two categories:
 - 1) Content Gratifications, which are further divided into: a- Para-Orientation Gratifications b- Para-Social Gratifications.
 - 2) The fulfillment of these gratifications is linked to an individual's motives for media exposure, which reinforces the assumption of media exposure as a transferable process.

- 3) Motives are considered states of arousal or internal tension that influence behavior and drive it toward achieving a specific goal. From these theories, we can benefit from the psychological aspects and the gratification of needs in employing messages according to the nature of the audience and the nature of the medium, its technical features, and production capabilities. For example, a caricature might overturn the balance of power in an issue. The diversity and variety of media provide ample scope for addressing issues.

- 4) Motives are of two types:

- 5) A- Utilitarian Motives: where the media works to impart educational and technical values to the individual. He was deprived of knowledge, information, and experience.
- 6) B- Ritualistic motives: He usually resorts to the media to fulfill his desires for relaxation, passing the time, and escaping problems. Therefore, we must place social messages within the framework of local values stemming from the region's culture, and choose the appropriate medium, content, and time to broadcast the messages. Relying on talk show tactics is one of the most successful methods for delivering messages.

It depends on the exchange of opinions, aiming to provide the public with information, contribute to general culture, elevate viewers, and foster familiarity. Field Study.

1.3. Statement of the Problem

Most importantly: The impact of the media on enhancing the quality of education and combating corruption.

What are the main obstacles facing media outlets in raising awareness and providing academic training?

Your vision for activating educational media within the context of technological development.

Measures for addressing childhood issues through media.

1.4. The Significance of the Study

The Crisis in Sudan: The war waged by the Rapid Support Forces militia has systematically destroyed educational infrastructure and human capital, resulting in:

- 1) surge in children outside the formal education system.
- 2) A significant rise in child labor due to economic collapse.
- 3) Global & Local Concern: The exacerbation of childhood issues (school dropout, child labor, child marriage, violence) has become a global concern, demanding increased attention in conferences and seminars to find actionable solutions.
- 4) Media as a Lifeline: Given the public's heavy reliance on media during emergencies, the study recognizes media as a crucial tool for raising awareness and reaching vulnerable groups including people with disabilities—who

need direct communication channels for knowledge access.

- 5) Need for Positive Content: There is a growing call for media to promote constructive content that strengthens societal stability, rather than contributing to negative influences.

1.5. The Question of the Study

- 1) What are the primary obstacles facing media outlets in effectively raising.
- 2) What is a viable strategic vision for activating the role of educational media within the context of rapid technological development—including digital platforms, artificial intelligence, and social media—to maximize its reach and pedagogical impact?
- 3) What practical measures can be adopted to address critical childhood issues (e.g., child protection, digital safety, value formation) through various media channels, ensuring that media serves as a constructive force in child development and education?

1.6. Hypotheses of the Study

The role of media is significantly effective in enhancing the quality of education and addressing childhood problems, particularly when interactive digital platforms and targeted awareness campaigns are systematically employed.

The effectiveness of media in improving educational quality and tackling childhood issues remains limited due to inconsistent content quality, lack of specialized educational programming, and weak integration with formal academic curricula.

2. Methods

A questionnaire was distributed to a select group of street children. The percentage of females was 30%, while the percentage of males was 70%. Their ages ranged from 5-7 (10%) to 7-12 (40%), and 12 and older (50%). The group lived in groups at public bus stops and in public spaces. The health condition of 70% of the children was poor due to alcohol abuse and malnutrition. Regarding the types of violence, the children experience, physical violence included beatings, burns, and serious harm. The 5-7 age group is exposed to sexual harassment and rape. Those aged 7-12 are subjected to exploitation, child labor, drug trafficking, theft, and robbery. Girls are subjected to rape and sexual harassment, leading to illegitimate pregnancies. Minors suffer health complications and deterioration, which can lead to death due to lack of care. Regarding whether this group receives care from the government or organizations, the study revealed that they receive no care whatsoever. They are also exposed to...

- 1) Reduce humiliation, insults, and harassment by security forces Regarding the measures that should be put in

place Labor statistics are already effective and focused on males. Their rehabilitation and reintegration into society. Their psychological and material rehabilitation. It is preferable to strengthen and enhance the means of production.

- 2) The study conducted an execution against him with an educational media perspective, and it includes the margins of media in reducing dropout rates, commonly used to eliminate the attractiveness of applying tools to some media outlets today. Media and school dropout the situation of street children and what they are exposed to from society What is the role of the media in raising awareness of the dangers of dropout and child labor? The attractive educational researchers the interview concluded with the following results:
- 3) The media's role in raising awareness among children in street situations is an optional and essential role in alleviating their suffering and improving their social and psychological situation. The media can be an effective tool to highlight the issues of these children and increase awareness among the public, policymakers, and civil society about the special needs of this group.

Highlighting the issues of street children:

- 1) Through television programs, public service announcements, and newspaper articles, the media can shed light on the issues faced by children living on the streets. This helps draw the attention of the government and civil society to the need for solutions and assistance.
- 2) Raising awareness of laws and children's rights:
- 3) The media can contribute to raising awareness among children living on the streets about their basic rights. This includes their right to education, protection from exploitation, and healthcare. Large-scale media campaigns on children's rights can help raise awareness in the community and put pressure on the enforcement of laws.
- 4) Encouraging volunteering and social support: Media programs can showcase the success stories of children involved in initiatives supporting street children, encouraging the community to volunteer and support these children through donations or psychosocial assistance.
- 5) Changing perspectives: Some children in the community face challenges on the streets due to social problems that lead to their exclusion or marginalization. The media can help change this negative perception by highlighting the difficult circumstances they have faced, thereby fostering acceptance within society.
- 6) Providing opportunities for children to speak out: The media can offer a platform for children to directly express their experiences and challenges. This can have a significant impact on society, allowing it to better understand what these children are going through.
- 7) Collaborating with NGOs.
- 8) The media can collaborate with NGOs working to sup-

port street messaging, raising awareness and contributing to ongoing solutions. Ultimately, if the media effectively addresses the issue, it can significantly contribute to improving the situation of street children and providing them with new opportunities for a better and more comfortable life.

3. Conclusion

The circumstances associated with conflict, displacement, poverty, and social instability, together with their harmful effects on children and society, necessitate the development of effective social and educational policies to address the damage caused at the educational level. In situations of crisis and conflict, children are particularly vulnerable to school dropout, child labor, exploitation, and other forms of social and educational deprivation [7, 14]. Therefore, the educational system, families, communities, and institutions concerned with child protection have important roles to play in preventing child labor and supporting children to remain in or return to school.

Strengthening social protection programs and providing economic and educational support to vulnerable families are essential measures for reducing child labor and school dropout rates [15]. Awareness programs should also be developed to inform parents, teachers, communities, and children about the negative educational, psychological, and social consequences of child labor. In addition, effective monitoring mechanisms and community-based campaigns can contribute to encouraging decision-makers to strengthen policies and ensure the implementation of legislation that protects children from hazardous and exploitative forms of employment [8]. Continuous monitoring of the implementation of labor laws is particularly important because legal protection alone cannot effectively eliminate child labor without appropriate enforcement mechanisms.

Educational institutions can further contribute to addressing school dropout by providing counseling services, recreational activities, vocational and technical education, and programs that encourage children and young people to develop practical, planning, and qualification skills. Increasing access to relevant technical and vocational education and training can improve young people's opportunities for acquiring skills and making successful transitions to decent employment [13]. At the same time, programs aimed at reintegrating children who have dropped out of school should provide flexible educational opportunities and appropriate psychosocial and academic support.

Children's media can also play an important complementary role in education. School radio, for example, can support classroom learning by providing educational programs that address children's interests and social concerns in language that is simple, clear, age-appropriate, and culturally relevant. Educational media can provide children with information, encourage participation, and contribute to the development of

positive attitudes and social values [12]. When carefully designed, media programs can also raise awareness of issues such as child labor, school dropout, health, safety, and children's rights [10].

The role of media has therefore expanded beyond simply transmitting information. Media can contribute to public awareness, influence attitudes, and support social and educational development. However, children's media programs need to be carefully designed to ensure that their content is accurate, persuasive, age-appropriate, and responsive to children's emotional and social needs. [11] emphasizes the importance of media and information literacy in helping learners critically engage with media content and participate effectively in society. Consequently, educational media should work in partnership with schools, families, and child-protection institutions to address social problems affecting childhood and to promote children's rights, educational participation, and social well-being.

Overall, combating child labor and school dropout requires an integrated approach involving educational institutions, families, communities, government agencies, civil society organizations, and the media. Such cooperation can help create a supportive environment in which children are protected from harmful work, encouraged to remain in school, and provided with opportunities for education, recreation, skills development, and social participation.

In education, Educational media, in particular, is absent. Media for children, especially those focused on quitting smoking, lacks the power, persuasiveness, and ability to address students' emotions. Those committed to providing content that guides social issues, especially those related to children, and reinforces the negative effects of these issues on the preservation of societal values.

The increasing educational inclinations are a major factor in practicing and enhancing students' skills, increasing participation and perseverance. This work does not include raising media awareness through campaigns to educate parents about the importance of education and their participation in quickly establishing a coordinated relationship between the three components of society: educational institutions and civil society organizations. Recognizing the role of education in solving social problems is a crucial role that should not be underestimated. Promoting sound attitudes and values, providing a conducive school environment, structuring the school environment, establishing a neural network, and equipping staff with the necessary skills for implementation. Improving educational outcomes by enhancing educational processes, starting with fostering cooperation while preserving the nation's constants and values, building our individual character, encompassing legal, professional, and behavioral aspects... for the success of the established implementation plans, working towards distinguished professional education, continuously intensifying the role of e-learning to complement traditional learning and independence. Distance learning, due to its ability to reach any time and place, is an effective tool for teaching

skills, especially in light of the significant transformation and diverse digital dominance. It provides diverse and engaging educational materials that reach students at various levels. This committee should consider the segment of society that is the nucleus, foundation, and future of development. The diversity of new news media outlets was chosen according to the diversity preferred by the audience to whom the media message is directed.

Media Output:

- 1) Media: More freedom and transparency in discussing comprehensive and relevant issues to facilitate coverage.
- 2) Commitment to objectivity and credibility, and highlighting the ancient heritage of children.
- 3) Focus on media specialization in the performance of media personnel, with an emphasis on training, development, and acceleration.
- 4) Flexibility and innovation in content and existing formats.

Abbreviations

ILO	International Labour Organization
ISO	International Organization for Standardization
NGOs	Non-Governmental Organizations

Author Contributions

Widad Mohy Aldeen Mohamed: Conceptualization, Project administration, Resources, Software, Supervision, Validation, Visualization, Writing – original draft

Nahid Alamin Ibrahim: Data curation, Methodology

Conflicts of Interest

The authors declare no conflicts of interest.

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