



The Role Of Islamic Media In Spreading And Applying SDG's

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Abstract. We always hear this sentence “power of media” and mostly we translated it to the role of media in shaping people’s opinion and way of thinking towards some issues or general opinion, and its true media has such powers but mostly this power are miss used for political agendas. Fortunately a good example of media that influences societies in a positive way was found, it could be categorized as a preaching TV program or youth talk show or socioeconomic program that showed and applied SDGs through Islamic mirror but it’s not that kind of preaching programs where someone will start to give lectures from his studio or masjid, or talk show program were a group of people will just keep talking about an issue, it’s a unique interactive TV program that depends on social experiments, youth initiatives, informative and ideas exchanging. Through a well-organized methods of framing and idea developing. Through this article you will find the answer why this program is special and a positive example of “power of media”.

Keywords: SDGS, Islamic media, framing, Ahmed Al-shuguri

1 Introduction

Before we start discussing about sustainable development and Islamic media, I would like to highlight an important concept that we will go deeper through this article which is “balance”, in Islam there is haram and halal which is the guidelines for Muslims life if you will see it from outside without deep understanding you will feel it’s unfair and complicated. But if you start digging deep you will find the final answer that Allah created a full system for humans to have a well-balanced life from different perspective and different dimensions. This system includes everything in human’s life starting from human basic choices and daily life reaching to how they deal with the natural resources and surroundings, in Islam you can find the basic concepts of sustainable development for example “al-asraf” extravagance in Islam you shouldn’t extravagance as you should respect others need and future generation needs of the resources and this the main concept in sustainable development "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." [1]

Islamic media has a big role in representing this link between sustainable development and Islamic concepts, through this article I will represent this link through an exist media platform in middle east that applied this concept through a TV program that became one of the most viewed TV program in the middle east which is “Khwatir TV program”, We

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N. Hidayat et al. (eds.), *Proceedings of the 1st International Conference Da'wah and Communication Disruptios Era 5.0 (ICDCDE 2024)*, Advances in Social Science,

Education and Humanities Research 862,

https://doi.org/10.2991/978-2-38476-285-9_2

always hear this sentence “power of media” and mostly we translated it to the role of media in shaping people’s opinion and way of thinking towards some issues or general opinion, and its true media has such powers but mostly this power are miss used for political agendas. Fortunately a good example of media that influences societies in a positive way was found, it could be categorized as a preaching TV program or youth talk show or socioeconomic program but it’s not that kind of preaching programs where someone will start to give lectures from his studio or masjid, or talk show program were a group of people will just keep talking about an issue, it’s a unique interactive TV program that depends on social experiments, youth initiatives, informative and ideas exchanging

2 Research Methods

It’s so clear from the named that Islamic media is the media with Islamic content and the most reachable platform for Islamic teaching and understanding Islam, before the existence of media people gather in the masjid or in “halakat el Alm” educational gathering to understand and learn about Islam this method still exist but the existence of visual media created new and various platforms around the world, that made everyone learn about Islam from his home, there is many and different type and categories of Islamic media in this article we will focus on the visual one such as Islamic TV shows. To explain it more we will take some examples from the Middle East Islamic media platforms. Starting from hardcore Islamic content TV show that discussing Aqida, Tafseer, Shariaa and fatwa by big Aama and Shyikh. To TV show that discuss daily Muslims topics and youth TV shows, in Middle East we have famous and influential shows such as Amr Khaled who was targeting youth his style and the topics he mentioned in his show was recognized as an attractive content with simple way that simplified Islamic concepts and Islamic teaching a whole generation where influenced by him in Egypt mostly and in middle east, followed by Mustafa Husny who started with show that make discussions between youth about Islamic topics, we also have to mention Moaz Masuad who started to discussed more critical and sensitive topics that comes in young Muslim’s mind.

But the model that we would like to discuss in this article is the model created by Ahmad Al Shugairi a Saudi activist and media figure. [3] He is best known for his program Khawatir that spanned from 2005 to 2015, which was a critical and a commercial success within Saudi Arabia. He has notable social media exposure with 18.2 million followers (as of October 2019), ranked in the world top 100 as well as #1 in Saudi Arabia in 2015 on Twitter.[4] Alshugairi was born in the city of Jeddah, Kingdom of Saudi Arabia. After graduating from Manarat high school in Jeddah he moved to the United States where he received his B.A. in Management Systems, and an MBA at California State University-Long Beach. [5] In 1996, he returned to Saudi Arabia and started working in his father's business. Starting his media career in 2002, in the TV program, Yallab ya Shabab, If he were Among us and a second program, A Travel with Sheikh Hamza Yusuf on MBC. He is the host of Khawatir, an annual TV show that aired during Ramadan from 2005 to 2015. [6] He currently hosts a new program called Qomrah which airs on MBC during Ramadan. He won the US\$1 million Sheikh Mohammad Bin Rashid Al Maktoum Knowledge Award in 2015.

3 Results and Discussion

The Relationship Between SDGs and Islamic Concepts and Beliefs
 As we mentioned in the beginning in Islam you can find the basic concepts of sustainable development for example "al-asraf" extravagance in Islam you shouldn't extravagance as you should respect others need and future generation needs of the resources and this the main concept in sustainable development "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs." [1]

if we focused in each goal of SDGs we will find this connection with Islam teachings and Islam concepts. The establishment of Bait El Mal fosters a sense of unity among Muslims during Ramadan, serving as a reminder to empathize with the struggles of those less fortunate who cannot afford food. It encourages us to stand together in pursuit of Goal 1: No Poverty, fostering solidarity among us all. While the third goal health and well-being. In Islam, the third goal emphasizes our belief that our bodies are gifts from God, deserving care and protection. The value of education is evident from the first word in the Quran, 'Iqraa,' meaning 'read.' Gender equality was emphasized with Islam's introduction to the Arab world, reshaping perceptions of women and emphasizing their rights and roles in society. Moreover, the 11th goal, sustainable cities and communities, resonates with the Islamic concept of 'Amar Al-Ard,' signifying responsible stewardship in building and preserving the earth. This relationship underscores the deep connection between sustainable development and Islamic teachings.

How Islamic Media Could Contribute to This Relationship and Play a Big Role in Implementing SDGs? Islamic media has a big role in improving societies and communities, it could take big role in increasing awareness and changing human behavior, to explain it more we would like to discuss it from a model that already changed the media map and improve it, through this example we can see how Islamic media could reflect SDGs not only reflected but could also build new initiatives that could improve the Islamic world. "Khawatir" an Arabic term for 'thoughts,' was the title of a TV show launched in 2005 with a mission to guide young individuals in fostering maturity in their faith, work ethic, global awareness, and their role in contributing to the improvement of their countries. This program adeptly critiqued the Arab world in a constructive manner. Ahmad Al Shughairi, a young media professional, traversed numerous Arab countries, meticulously observing their strengths and weaknesses. He endeavored to implement innovative ideas and creative methodologies to revitalize various sectors, notably emphasizing advancements in education. Drawing inspiration from commendable models both within and outside the Arab world, he collaborated with diverse companies across the region to initiate developmental initiatives across multiple sectors. This TV show mixed between preaching and Islamic thoughts with its instructions with socioeconomic applications and how Islam is a way of living in welfare and development. It's one of the unique TV shows in the Middle East. This show has taken a great space in the Middle East's families each Ramadan people will wait to watch his new ideas. The show has been broadcasted for 11 years with 11 different seasons.

Khawatir Main Idea

The idea of the program came as a supplement to a project initiated by Al-Shugairi in the Saudi newspaper, Al-Madina, by writing daily articles dealing with the preaching concern and the feelings and orientations of the young generation, which appeared clear and was able through this program to present a new model of religious knowledge [7]. The program dealt with issues that affect the daily life of young people, and this show received great acclaim, so that as it was mentioned by a young woman, it turned into addiction for her in the month of Ramadan every year. The program covered social, religious and intellectual topics in an appropriate and attractive way to help young people to develop their knowledge and understanding of the world and their faith and how to deal with them. In an innovative way with the challenges facing them and also address those challenges facing their countries and the world at large [8]. The program is advice given by Al-Shugairi to those in his generation and young men and women. The program avoided the speech and advising model of preaching he just depended on a simple and accessible method is adopted all of this in a period of time that does not exceed five minutes. This is the basic idea behind the program. Al-Shukairy presented the idea of the program. After the success of two previous media experiences, he participated in both of them, the Yalla Shabab program and the Journey program with Sheikh Hamza Yusuf [9].

In subsequent seasons, the program that carried with him the slogan of “Ihsan” philanthropy proved that Islam is not just a ritual, but a realistic behavior that emphasizes all the values of success and sincerity in work, which is one of the most important rules of success [10]. The presenter worked in his program to link the values of work and civil with the values of religion, the texts of the Qur’an and the morals of the Prophet Muhammad and its morals. Al Shugairi presented in the sixth and seventh season, the most prominent and recent experiences, and it is not strange that he is under constant attack because he is presenting a speech that pulls the rug from under the feet of others, who do not provide any knowledge bond with which these stories turn into a forward and not a backward and while they lack in their preaching speech to any Linking or directly comparing with reality, Al-Shugairi's speech tends to find a direct and rhetorical link with reality, meaning that it is a motivational speech to start and open while the traditional preaching speech is devoted to retreat, fear and conservatism [11].

Khawatir Shab (season 1)

Khawatir shab season one was the launching of the great TV show series In Ramadan 1426 AH, corresponding to 2005, the name “Thoughts of a Young Man” was born with great topics in meaning but short in duration [12]. The program consist of 30 episode each episode discuss a certain topic for 5 to 7 min. Each episode has its own title that is picked from the main topic, the titles of season one is as following “where to find happiness, the rights of non-smokers, great people how they started, generation of maids, the most important before the important, are women humans?, forgive people so that god may forgive you, bathrooms of the masjids, being carless with god and his blessings, sexual education of prophet, servants or slaves?, towards an effective juma’a prayers, etiquette of wars, religion is a treatment, go easy on wrong doers, the beloved, strange fatwas, how to increase your love for the

prophet?, blood donation, haram is easy halal is difficult, curing yourself with crying, salah el din's generation, the beggars, spirit after death, Mohamed SAW and Ghandi, the fiqh of disagreement, how to reach focusing in prayers, khawatir shab book project, thank you and the best khawatir.

Khawatir season 2

In season two he started by highlighting some of season's one achievements then he moved to new and developed topics starting with "tourism, Mercy, O nation of Muhammad SAW, the perfect mind in healthy body, thank you fiqh of Priorities, On the road to commitment, Test your Arabism, executioner, A little decency, The death of the beloved Mustafa, products for boycotting, Important not urgent, My Father, Creativity in the neglect of children, Laws in livelihood, Suddenly, Danish rule, the enemy, What have we provided to humanity?, The deterrents on Earth, Pumice, one body, Boots crowd, Have mercy on the earth, One thousand men, preaching in the 21st century, Why i read?."

Khawatir season 3

It was broadcast in Ramadan 1428 AH - 2007 bearing the name (Khawatir 3) and it started with a cartoon introduction containing several situations usually commented by a Quranic verse or hadith as he is stressing on social and morals issue that exist in Arab world in this season he choose the following titles for his topics "Hollywood, There is a difference, Your love inspires us, filth, Violations, Fools, Wronged grace, Made in, In the year 2030, The swindle, Our nation is one and our crescent is one, Traditions or religion, Grow your mind, The sweetest language, infanticide in the 21st century, Super breeding, Where is the humanity of a Muslim?, Human or animal, Male or men, Time, Why you have been created, Suspicions about Islam, Today's reader is tomorrow's leader, What if it was between us, Youth initiatives, Do not be deceived, Make it up, Loving (the last)"

Khawatir season 4

It was presented in Ramadan 1429 in 2008 under the title (Thoughts 4 ... Define Your Goal) and at the end of it, a campaign (Fina Khair) was launched. Its introduction included a future view of the expected development of Muslims in a 3D way, including the Muslims getting to the World Cup in 2030, and another vision where a student of a luxurious and equipped university enters that welcomes her new arrivals and foreigners. On her screen, a Muslim scholar wins the Nobel Prize for discovering cancer treatment, including Al-shuguri enters to buy a book (Why west imitates Muslims? Then he buys this book by Islamic country currency and finally a mosque equipped with a Data Show screen and an imam carrying a laptop with him.

Season 4 was about Muslim community issues. With the following titles "bism allah we begin, Protect yourself, Arab Carnival, technology, Innovators , 998, Violations, A library for allah and his benefactorsm, Friday khotbah in the 21st Century, Uncle Nour, Pronouns, My house is your home, A day in a person's life, Do not belittle, Normal, If he was between us, Flex your mind, They are not either, Our schools, The Annoyers, Cosmic laws, greeting, Practical breeding, You have the right not to smoke, Modern day mothers, Be careful, The best / worst, A day in the life of a car, Thank you, The best in Khawatir."

Khawatir season 5

The fifth part was filmed in Japan and presented in Ramadan 1430 AH corresponding to 2009 AD the program came from the most advanced Asian countries, highlighting the positives in this non-Muslim country that as Muslim countries are supposed to follow. Al-Shukairy discussed during the episodes of Khawatir 5 many social, religious and intellectual topics that it was presented in an attractive style to young people in an attempt to advance them and make them young, creative and innovative in its society, surroundings, and within its family and friends [9]. The introduction showed the Japanese, in their ordinary lives, accompanied by some verses and hadiths that urge us to do these things.

Al-Shugairi wanted in this decree to shock the Arab peoples in how other peoples, including the Japanese people, deal with those international values to cause influence on the convictions that sanctify the quantitative outputs of education, while neglecting the essence of education in advancement with the principles of application and practice for the student's values, skills, and ethics so extremely Teaching change from students' behavior, attitudes, and inclinations, while their minds are crammed with information that soon disappears with the end of tests and throwing books in garbage containers [10], which created a real interaction in some ministries and official institutions with what was published by the program from Japan [13].

The program discussed the following issues “Good morning Muslims, Kidzina, Japanese and proud, Everything has a solution, Not on the blind embarrassment, Clean work, Different bathroom, Non schools, I mean, it did not separate a quarter of an hour!, Japanese-style work, Ministry of Hygiene and Education, Reconstruction with respect, eating in schools, A day in the life of rubbish 1, Health Engineer, Hiroshima - the Renaissance from nothing, 65 years old, young, Respected boots!, think about others, Toyota's creativity, The Japanese nation "Read", Secretariat in Tokyo, Prevention is better than cure, public gardens, Japanese dog rights, Technology to serve the children of Adam, think about others.”

Khawatir season 6

This season was shown in Ramadan 1431 AH, corresponding to 2010. Al-Shugairi returned to offer advice to Arab youth in his simple and easy-to-use style to help them understand religion easily in a short period of time. Charity is the highest moral rank human beings reach. This is what Al-Shugairi took as a slogan for the program, as he saw that the scarcity of charity at the present time is one of the main reasons for the emergence of the great difference between the Islamic nation and the revolutions and fighting for life with honor and dignity in the face of tyranny and between the West and how to cope with it at the present time. The idea is that charity in everything, even playing, elevates the human soul to the highest ranks. Al-Shugairi has gone into an explanatory comparison based on the fact that the Arabs were previously a beacon for the whole world and that the great

progress of the other world will not be due to ethnic reasons, but its main cause is the values and principles that It is the basis of human life [14].

Al-Shugairi appeared in the fifth part to compare between the Arab world and Japan, and he returned in this part to complete the series of comparisons, but this time between Muslims themselves and to compare between the creativity of Muslims in the past and the situation of Muslims today to transfer the Muslim past in the golden ages of Islam in the days of the Abbasids and the Umayyads and Andalusians. The past is only among Muslims 'old creations and inventions, but it also transmitted some of the creations of Muslims in the present day to show the difference between people whose minds were used correctly and those who neglected their minds [15].

In season 6 he brought new titles as well as new topics starting with "welcome, The Paramastan, Stylish in catapults, Do you have a Qomra?, No excuse, The traveler is helped and not insulted, Cleanliness of time, Everyone is a partner in change, How many kind doctrines?, Muslim Rolex, different mosques, One of the most basic human rights, Popcorn, Ouch notch, Hajj with kindness, Dread of the void, a wedoa' or shower?, Useful science, Calculation, Thank you Malaysia, coexistence, Junk island, Education with charity, The government is at the service of the people, Reading for the 1000th time, Who is Al-Zahrawi?, Charity from Singapore and Malaysia, Race, wedoa' without boots!"Khawatir season 7The seventh season of 'Khawatir' aired during Ramadan 1432 AH in 2011 AD, featuring a new format exploring European, Asian, and Arab countries. Al-Shugairi coined it as 'the season of solutions and practical projects' ('Shomuzlar' in Turkish). Production commenced in November 2010, spanning six months and involving a team stationed outside the Kingdom for four months. Filming took place across Finland, Denmark, Norway, Turkey, China, Saudi Arabia, the UAE, Qatar, and Egypt to extract insights and practical solutions from these diverse locations.

This season diverged from comparisons, instead focusing on providing diverse solutions for various life aspects. Initially planned to center on education, it expanded to address traffic, courts, congestion, and housing, aligning with regional events seeking better living standards. Emphasis on student rights and societal services was notable. 'Khawatir' upheld its annual charity objective while evolving beyond motivational speeches. Al-Shugairi opted for real-life examples showcasing human rights preservation, contrasting the Arab situation with successful country models. He highlighted Turkey's rise through efficient systems like Istanbul's innovative bus service, contrasting it with private car inefficiency. The show delved into China's sports-focused schooling and Dubai's property transfer efficiency, offering practical solutions for underdeveloped Muslim countries. 'Khawatir' aimed to inspire tangible progress, abandoning mere media presence in favor of real-life impact. The potential for an eighth season remains uncertain, hinging on the availability of new ideas and a genuine purpose. The season's episodes covered a range of topics, including healthcare, time management, education, safety, governmental service, technology, environmental solutions, and societal involvement.

Khawatir season 8

It was broadcast in Ramadan 1433 AH corresponding to 2012 AD on Al-Resala TV, MBC, Sharjah TV and Al-Aan TV. Al-Shugairi's goal through this program is to show the creativity and potential of young people by assigning them various volunteer tasks and following them through their implementation, in addition to encouraging them and urging them to do more through competitions held between them. The slogan of Ahmed Al-Shugairi in Khawatir 8 is this time, the youth have charity, as it proves to the Arab world that the youth have the seeds of goodness inside it, through the voluntary work carried out by the youth. During this year, Al-Shugairi conducted competitions with volunteer teams from Jordan, Saudi Arabia and Egypt through which they competed for specific tasks. These tasks were not limited to Arab countries only, but also went to African countries such as Kenya and Uganda [21].

The episodes of this season were an extension of the episodes of the past seasons in terms of novelty in dealing with issues of devoting creative awareness to people in general, Arab and Muslim in particular through topics on volunteering, where young people are assigned various volunteer tasks in order to accomplish them in an atmosphere of competition and competition. This season, the program sent a message that young people carry the seeds of goodness and that they are the key to every development [22]. Al-Shugairi indicated that, as soon as the filming of Khawatir 8 ended, a few days ago, the team began to bring seeds to ideas about the themes of next season [23].

The goal of the program was to showcase the creativity and energies of youth by assigning them various volunteer tasks and following them during their implementation, in addition to encouraging them and urging them to do more through competitions held between them. The projects were diverse, including health, educational, intellectual and developmental, and others related to people with special needs, for example, a sports club was set up to receive people with special needs, in addition to the establishment of three libraries in three malls, and water was also delivered to 50 homes in an Arab city, Building two houses in Kenya, restoring 3 houses in Saudi Arabia, and other projects. And ideas came from the situation in the Arab world, and arise from the concerns and interests of young people, in addition to the proposals of the preparation team, filming for the eighth season took almost 6 months of filming and was filmed in 11 countries. As for preparing, filming and editing the program, it took about 11 months of continuous work [23].

During the presentation of Khawatir 8 in the month of Ramadan, two campaigns were launched that fall under the umbrella of the program. The first is the Ihsan Writing Competition to help Arab youth publish their distinguished books, and the second is the Ihsan Volunteer Competition. The prize value is one hundred thousand riyals, which was distributed to the 3 best volunteer teams. And on how to choose the volunteer teams and youth in the program, they applied to participate after announcing on the social networking site Twitter about receiving the thoughts of 8 youth volunteers. He obtained 5 thousand applicants, 30 of whom were selected from different countries.

More than 30 projects were established, so the volunteer selection program came on the basis of their presence in the cities in which he will assess his projects, in addition to the extent of their enthusiasm and ability to commit as well as their backgrounds in implementing voluntary and humanitarian projects. Thus, 500 volunteers participated in the thoughts, and the program demonstrated that the youth were able to demonstrate their

capabilities in planning, implementing and working under pressure and finish projects on time, and they also entered into alliances with many charities, private sector companies, volunteer clubs, and other In order to accomplish their missions [23]. This season episodes titles “Cheerful, A Pleasure, Voice, Hakuna Mata, Facilities, One Hundred Zero, 72 hours, Life is water, Breaking Barriers, Ibn Sabeel, Whoever Knows Custom, Read on .., On instinct, Al-Fateh, Achievement, 24 hours languages, Korea Mix, FC Barcelona, Miscellaneous Duties, Peace from Uganda, Aspire, Silence, Qatar Foundation, 24 hours, Recycle, Safari, Your Life Is Your Decision.”

Khawatir season 9

Presented on 1 Ramadan 1434 AH, corresponding to July 10, 2013, in the slogan of the program, this season is thought, as the program shows this season that thought helps progress and renaissance. The theme of the ninth season of "Khawatir" is "Reflection on Society". In each episode, the presenter Ahmed Al Shugairi contemplates important social issues such as success, security, and corruption. Besides, the program discusses social services, health issues and human rights, highlighting a number of its aspects. The program monitors, in its ninth season, models of civilized life and the best innovations that would facilitate human life and organize them and provide effective solutions in addressing many problems, and Al-Shukairi takes the slogan of “benevolence” to highlight various accomplishments achieved by the human being on various parts of the earth, transferring these experiences to the Arab viewer, calling It aims to reflect on it and make it inspiring to him and a catalyst to evaluate his behavior, uplift his morals, and return to the origins of the true Islamic religion, which urges hard work, development, and support of others, and that man be active within his society [24].

Al-Shugairi moves in khawatir 9 between separate places of the world, bringing with him useful and valuable ones, where he returns to Japan with a display of many successful steps that this technically and technologically advanced country has achieved, as he travels in Europe and provides great examples of what European countries have achieved in their appreciation The human being and his support in all available ways and means, as well as offers success stories from other countries such as Singapore, the United States of America, Brazil and others [24]. This season brought new episode with new titles as following “Don't they think, On instinct, And do not disperse, Drilling, Migrants and supporters. The horror, Green gold, Non-taxi, No excuses, God does not believe, Careers of gold, Source of herb meat, Their hearts compose, A world under the world, White gold, Centenarians, Secrets, Community service, Singapore secrets, In the eye we think, Charity makes a fortune, The capital of bicycles, There is hope, Gym without gym, Transportation for everyone, Trash = fortune, Mix, Your safety We would like your safety for you, behind the scene, Five star service, Send feedback, History, Saved, Community.”

Khawatir season 10

Its presentation began on 1 Ramadan 1435 AH, corresponding to 2014 AD, presented by the journalist Ahmed Al Shugairi. The program motto this season is thought. The program this season shows that thought helps progress and renaissance. The theme of the tenth season of "Khawatir" is "Thinking in Society". In each episode, the presenter Ahmed Al Shugairi contemplates important social issues such as success, security, and

corruption. Besides, the program discusses social services, health issues and human rights, highlighting a number of its aspects.

Ideas of the tenth part of Khawatir Program “Gambling and gambling..why is an abomination Satan doing?, Performing sports ... Ihssan on the body under the principle of "your body has a right to you.", Why did Allah forbid us gaining usury money? What is the wisdom of that?, Debt .. Why and how?, The straight path in death, and how death turns into a trade called "the trade of death!", What is the reason why some things are forbidden?, Why did God forbid wine? What are the effects of alcohol on people? Why did God command people to pray while he was away from it and the worlds? What is the effect of prayer on a person?”

Khawatir season 11 (final)

His show started on 1 Ramadan 1436 AH, corresponding to 2015 AD, and Shugairi announced that this season will be one of his thoughts, and this is the last season for him, and that he will replace it with several programs to achieve the same goals that Khawater sought to achieve. In Khawater 11 Al-Shugairi invites every member of society to leave the land a better place for future generations. Al-Shugairi explains in his program that the land is not a gift but a debt that we have to give back to our children, and he invites the people of the earth for their ages to leave behind a building and a growth not exhaustion and annihilation.

In this season he talked about “financial independency, refugees, marriage etiquettes, be diiferent but friendship stays, solutions for traffic jams, smile of freedom, you are being watched, volunteering virus, solutions from slums, wasted food, maybe by training, keep the health blessing, plastics, stick to the water, Allah’s equity in our hands, Quraan’s gifts in the 21 century, raise a child, bee’s dance, justice is the basic of safety, governmental solutions, everyone is facilitated to what he was created for, Khawatir volunteering competition, Khawatir applications, goodbye khawatir.”

The Program Repercussion

The program found on its various seasons the approval and welcome of many viewers, not only in Saudi Arabia but also in the Arab world, and the reason for this approval and acceptance is to get out from the repeated stereotypical circle in TV programs to the circle of creativity in the idea and brilliance in the presentation and renewal in the offering and touching the social and cultural reality away from ideals or Living in the imaginations of ancient human models or the imaginations of modern civilizational models as critics mentioned [25].

The essence of the idea of the program in a nutshell was based on the fact that Muslims and Arabs have an enormous store of wonderful values, but they remained trapped in books, lessons and scientific lectures and did not find their way to the correct application on the ground and because the values in their entirety are universal and the common people in general agree to accept, respect and transfer them from generation to generation like values Honesty, respect for the elderly, fulfill the covenant, maintain order and cleanliness, parents ’righteousness, work, and preserve time and many other values abound in the cultures of nations as a whole and Islam abounds in them, and because these values are universal, they have found their way to practical application on different lands and with many people [25].

The Evaluation of the Idea

Khawatir program developed season after a season. When you watch the first part, you will see simplicity and limitations in the topics and presentation, even though what was presented was important and also perhaps because of the lack of breadth of the idea. Year's passes and ideas are abounded, complicated and expanded to include life issues and topics of interest to the Arab and Islamic countries, external experiences and the most important of which are solutions. Then work began and this point in which the program is tested for its ideas truthiness and believes. Here, when work and change takes place, and this is what supports the program, its idea and foundation. Khwatir based on the psychological and moral profit of the viewer and presented the best solutions and work with those solutions, When he referred to reading, science, education, and civilization Ahmed Al-Shugairi touched the viewers 'heart also when he cried, and when he kissed the creative people's head [26].

Agenda Setting Theory in Khawatir

What is agenda setting theory? Also known as The Agenda Setting Function of the Mass Media, it was first put forth by Maxwell McCombs and Donald Shaw in 1972 in *Public Opinion Quarterly*. They originally suggested that the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. In their first article where they brought this theory to light their abstract states: "In choosing and displaying news, editors, newsroom staff, and broadcasters play an important part in shaping political reality. Readers learn not only about a given issue, but also how much importance to attach to that issue from the amount of information in a news story and its position. In reflecting what candidates are saying during a campaign, the mass media may well determine the important issues—that is, the media may set the "agenda" of the campaign" [27]. And this is basically what Ahmed Al-shugairi was applying through Khawatir he was opening new ways of thinking by bringing practical examples and way of thinking then it will be the audience choice what to apply and what approach to choose. He used proficiently as media expert and as a modern preaching who reached his target audience (youth) successfully.

4 Conclusion

In a conclusion in Islamic world we can develop new Islamic media model that could help our communities and societies to be in better state, by applying Islamic teaching and deep Islamic concepts that Muslim people need to be aware and raised on, we do believe in the power of media how it could build educated and aware mind set. From Khwatier we can learn how to build this attractive and effective model, Khwatier program was one of the most influential TV shows in the middle east people a lot of youths started to change their behavior started to think about how to improve and develop their surrounding a lot of initiatives came out from Khwaiteer umbrella, and this what we exactly need in the time being. To apply the concept of balance that allah asked us to do.

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