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The Role of Communication Strategies in Combating Bullying Against People of Determination and Supporting Their Social Care: A Critical Approach

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Abstract:

Bullying against people of determination is a complex social problem that affects their psychological well- being, social integration, and access to equal opportunities. Despite growing international attention to human rights and inclusion, individuals with special needs continue to face verbal, physical, and increasingly digital forms of harassment. Such practices reinforce stigma and deepen social exclusion, making it urgent to develop effective strategies to counter this phenomenon.

Communication strategies represent a key tool in this context, as they not only raise awareness but also influence collective attitudes and behaviors. Through traditional media, social networks, and institutional campaigns, communication can challenge stereotypes, promote empathy, and encourage respect for diversity. By constructing positive narratives and highlighting the contributions of people of determination, these strategies can foster a culture of inclusion and solidarity.

This paper adopts a critical approach to analyze the role of communication strategies in combating bullying and strengthening social care for individuals with special needs. It aims to identify both the strengths and shortcomings of current practices, while proposing

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more ethical, participatory…

Keywords: Communication Strategie; Bullying; People of Determination; Social Awareness

1. INTRODUCTION

The media serves as an effective tool in combating bullying and enhancing social care for individuals with special needs. By adopting effective media strategies, society can contribute to building a more inclusive and just environment where all individuals receive their rights without discrimination. Therefore, the responsibility falls on all media entities to ensure the delivery of content that supports social inclusion and combats bullying in all its forms. Bullying against people with special needs is a serious social issue that negatively impacts individuals and communities. People with special needs often face additional challenges, including discrimination, exclusion, and social stigma. In this context, media serves as a powerful tool in raising awareness, educating the public, and promoting positive social attitudes toward inclusivity. By implementing strategic media approaches, society can work towards reducing bullying, fostering empathy, and enhancing social care for individuals with special needs.

2. General Introduction to Bullying

2.1. Definition of Bullying

Bullying is a repeated aggressive behavior aimed at harming a specific person physically, psychologically, or socially. It often results from an imbalance of power between the two parties, where the bully is in a position of strength compared to the victim.

Salmivalli noted that the term "bullying" first emerged in the late 1970s in Norway and Sweden, with Olweus being the key figure in its study. The first anti-bullying program was launched in Norway in 1983 as a response to multiple suicide cases among students who were victims of bullying. Since then, researchers in various countries have studied the prevalence of bullying among school children. Initially, the term used to describe bullying was "Mobbing," which referred to

group attacks on an individual. However, this term was later replaced with "Bullying," which became the dominant term in most research studies.(1)

The study of bullying behavior gained attention in the 1970s, and foreign studies on this issue increased significantly. Several preventive programs were introduced worldwide to address bullying. In the European Union, a cooperative project was launched to eliminate bullying. In Japan, a crisis management guide was distributed to schools, while in the United States, national awareness campaigns against bullying, such as the Child Safety Institute and the National Center for School Safety, were initiated.(2)

2.2. Factors Contributing to Bullying

a. Family Factors

The family environment plays a crucial role in shaping children's behavior, and negative social factors such as violence and aggression can contribute to school bullying. Early exposure to aggression and abuse can lead to the normalization of harmful behaviors. Other contributing factors include parental use of physical punishment, threats, harsh discipline, and neglect, which foster negative attitudes. Additionally, parental conflicts, favoritism towards male children, and encouraging dominance can lead to the development of bullying behaviors.(3)

b. School and Peer Group Factors

The school environment significantly impacts students' behaviors,

(1) Salmivalli , C.; Kaukinen, Self_evaluated self esteem , peer_evaluated self esteem, and defensive egotism as predictors of adolescents participation in bullying situation . Personality and social Psychology Bulletin" . Vol (25) . No (10), 1999, Pp. 126-127.

(2) Noura Al-Qahtani, School Bullying and Intervention Programs, Journal of the College of Education, October Issue, King Saud University, Saudi Arabia, 2020, p222.

(3) Wafaa Al-Alili, The Family and the Phenomenon of Bullying: A Case Study, Family and Society Journal, Vol. 34, Issue 6, University of Jordan, Jordan, 2014, p. 296.

as it involves interactive relationships between students and educational staff. These interactions influence academic achievement and overall success. Studies have shown a correlation between a positive school climate and academic performance, motivation to learn, and self-esteem. Conversely, a negative school climate is associated with low self-respect, depression, and behavioral issues such as bullying and aggression.(4)

c. Personal Factors

Bullying behavior can stem from various motives, including boredom, peer pressure, or the belief that bullying is acceptable. Some children may engage in bullying due to personal insecurities, past experiences as victims, or psychological distress. Additionally, personality traits such as shyness and social isolation can make certain individuals more vulnerable to bullying.(5)

3. Disability in Society: Challenges and Empowerment Strategies

Disability is an integral part of human diversity, affecting millions worldwide in various ways—physically, sensorially, intellectually, or psychologically. Despite significant progress in recognizing the rights of people with disabilities, they continue to face numerous social, economic, educational, and professional challenges.

3.1. Definition of Disability (People of Determination)

Disability is a condition that affects an individual's ability to perform specific daily tasks due to physical, sensory, or intellectual impairments. It can be present from birth or acquired due to an accident or illnes

(4) bbas Al-Adli, Sibling Rivalry Disorder and Its Relationship with Anger and Bullying Among Middle School **Students**, Journal of Educational and Psychological Sciences, Iraq, 2020, p. 285.
(5) Salmiyalli , C. Participant role approach to school bullying : Implication for interventions . Journal of Adolescence . vol22, 1999,. P. .222 .

Some of the main challenges faced by people of determination include:(6)

- **Social discrimination:** Many individuals with disabilities experience negative societal perceptions and marginalization.
- **Educational difficulties:** Limited availability of inclusive educational institutions and insufficient learning resources tailored to their needs.
- **Employment challenges:** High unemployment rates among people with disabilities due to a lack of opportunities and workplace accommodations.
- **Inadequate infrastructure:** Public spaces and facilities are often not equipped to accommodate people with disabilities.
- **Weak legislation and enforcement:** Although laws exist to protect the rights of people with disabilities, their implementation remains insufficient in some countries.

3.2. Strategies for Empowerment and Social Inclusion

- **Raising public awareness:** Organizing awareness campaigns to foster a culture of acceptance and support for people with disabilities.
- **Improving educational opportunities:** Supporting schools and universities to accommodate students with disabilities and provide suitable curricula.
- **Increasing employment opportunities:** Encouraging companies to hire people with disabilities and create inclusive work environments.
- **Enhancing infrastructure:** Developing public spaces and government facilities to be more accessible.

(6) Gripper, N. and Froschl , M., The role of gender in young children's teasing and bullying behavior . Equity and Excellence in Education. Vol (22) . No (2), 2000, p91

- **Strengthening laws and policies:** Implementing and enforcing laws that protect the rights of people with disabilities and prevent discrimination.(7)

4. Social Bullying Against People of Determination: Diagnosis and Solutions

4.1. Forms of Bullying Against People of Determination

Bullying against people of determination can take various forms, including:(8)

1. **Verbal bullying:** Includes mockery, insults, and the use of derogatory language that undermines the self-esteem of people with disabilities.

2. **Physical bullying:** Involves direct physical aggression or harassment in schools and public places.

3. **Social bullying:** Includes exclusion and discrimination, where people with disabilities are prevented from participating in social, educational, and professional activities.

4. **Cyberbullying:** Occurs through social media, where offensive comments, images, or videos are shared to ridicule individuals with disabilities.

4.2. Causes of Bullying Against People of Determination

Several factors contribute to the prevalence of bullying against people of determination in Algeria, including:(9)

(7) Fawzia Ghmari , The Phenomenon of Peer Harassment and Its Relationship with Self-Esteem Among Middle School Students in Algiers – West, Journal of the Association of Arab Universities for Education and Psychology, 1(1), Syria, 2012, p. 45.

(8) Hanan Asaad, School Bullying and Its Relationship with Social Skills Among Primary School Students in Jeddah, Saudi Arabia, Journal of Educational and Psychological Sciences, December Issue, King Abdulaziz University, 2012,p. 213.

(9) Kamal Mohammed, The Coming Danger: Mischievous Behavior in the School Environment – Purposes, Causes, Diagnosis, A Guide for Parents, Teachers, =

- **Negative stereotypes:** Society often holds incorrect perceptions about people with disabilities, leading to underestimation of their abilities.
- **Lack of social awareness:** Many individuals lack awareness regarding disability issues and rights, reinforcing bullying behaviors.
- **Incorrect social upbringing:** Some children are raised in environments that do not promote respect and tolerance, increasing their likelihood of engaging in bullying.
- **Weak legal enforcement:** Although laws exist to protect people of determination, their enforcement is often ineffective, allowing bullying to persist.

4.3. Effects of Bullying on People of Determination

Bullying has severe psychological and social impacts on people with disabilities, including:

- **Mental health deterioration:** Continuous bullying can lead to anxiety, depression, and low self-esteem.
- **Social isolation:** Many individuals with disabilities withdraw from society to avoid humiliation and mockery.
- **Academic and professional setbacks:** Bullying can negatively impact the academic and professional performance of individuals with disabilities, limiting their chances of success.

4.4. Proposed Solutions to Combat Bullying Against People of Determination

To address bullying against people with disabilities, several measures should be taken at different levels:

1. **Raising public awareness** through media campaigns that highlight the rights of people with disabilities and promote respect.

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Specialists, and Psychological Counselors, Dar Al-Zahran for Publishing and Distribution, The Hashemite Jordanian Library, Amman, Jordan, 2012, p. 344.

2. **Integrating disability issues into school curricula** to educate future generations on equality and inclusion.

3. **Strengthening legal measures** to ensure strict penalties for bullies and effective enforcement of protective laws.

4. **Providing psychological and social support** through counseling services and inclusive educational and professional environments.

5. **Encouraging community organizations** to actively defend the rights of people of determination and provide necessary support.

5. Media Strategies in Enhancing the Response to Bullying Against People with Special Needs to Increase Social Care

5.1. The Role of Media in Awareness and Community Development

Media is a powerful tool for spreading social awareness about bullying issues, as it highlights the severity of the phenomenon and its negative impact on individuals with special needs. The media can achieve this by:(10)

- Producing documentary programs and field reports that showcase real-life experiences of affected individuals.
- Launching media campaigns that emphasize the importance of respecting diversity and accepting others.
- Encouraging community dialogue on the issue through various platforms.

5.2. Media Strategies for Addressing Bullying

To enhance the response to bullying against individuals with special needs, the media can adopt various strategies, including:(11)

- **Producing positive content:** Highlighting the successes and

(10) Fawzia Ghmari, Previous reference, p99
(11) Noura Al-Qahtani, Previous reference, p245

achievements of individuals with special needs to enhance their positive image in society.

- **Promoting inspiring stories:** Showcasing success stories of individuals who have overcome challenges and achieved their ambitions.

- **Ensuring balanced coverage:** Avoiding negative stereotypes about people with special needs and focusing on their active role in society.

- **Engaging influencers and public figures:** Utilizing celebrities and social media influencers to support the cause of people with special needs and combat bullying.

- **Collaborating with educational institutions:** Designing educational media programs for students and teachers to promote a culture of respect and tolerance in schools.

5.3. Digital Media as a Tool to Combat Bullying

With the advancement of digital media, it has become possible to exert greater influence on public opinion through:(12)

- Launching digital campaigns aimed at raising awareness about the dangers of bullying and its psychological and social effects.

- Developing interactive platforms that allow individuals with special needs to share their experiences and voice their concerns.

- Combating cyberbullying by enforcing strict policies within social media platforms.

5.4. The Role of Media in Enhancing Social Support

In addition to raising awareness, the media can contribute to enhancing social support for individuals with special needs by:(13)

(12) Mohammed Al-Qarawi, Media and Disability: An Integrated Vision, Dar Wael for Publishing and Distribution, Irbid, Jordan, 2017, p39

(13) Saber Al-Atiyat, Media Treatment of People of Determination, Dar Alam Al-Kutub, Cairo, 2019, p212.

- Encouraging governmental and private institutions to provide inclusive environments for people with special needs.
- Promoting community initiatives that support their rights and improve their quality of life.
- Supporting legislation and policies that protect this group from discrimination or violence.

6-Conclusion

Media plays a crucial role in addressing bullying against people with special needs and fostering a more inclusive society. By adopting effective strategies such as positive representation, awareness campaigns, digital engagement, and collaboration with key stakeholders, media can help combat stereotypes, promote respect, and encourage proactive social care. Additionally, leveraging digital platforms to amplify voices and enforce anti-bullying policies further strengthens these efforts. Ultimately, a responsible and inclusive media approach is essential in ensuring that individuals with special needs receive the support, protection, and opportunities they deserve within society.

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10-Salmiyalli , C. . Participant role approach to school bullying : Implication for interventions . Journal of Adolescence. 22, 2019. P222.
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