Future Vision: How to use Information and Communication Technology to Develop Continuing Education Programs

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Abstract: The study aims to try to identify the extent of interest in the state of scientific progress and distinctive technological development to be achieved without the availability of two basic ingredients, one of which is the presence of visions and clear plans. On the development of human resources, the establishment of the information and communication infrastructure, and the introduction of information and communication technology in the various stages of education, especially with regard to continuing education, in order to achieve economic, social and cultural development of society; and knowledge of the necessity and atmosphere System of laws and mechanisms of facing the challenges and developments that employ ICT under a new international system based on technological development. And that the information and communications technology industry in some countries has become an economic weight up to the extent that it has become the dominant industry, and that it has replaced heavy and transformational industries, and this was predicted by economists since the emergence of communications and information technology will be an existing basic economy for most countries and therefore must be transformed How to develop education through this technology.

Keywords: Use, Technology, Information, Communications, Continuous Education

I. INTRODUCTION

The rapid advancement in information and communication technology has made it possible to process information, transfer and transforms it in various forms and types from one place to another in the world effectively and at a high speed. Thus, modern communication technology has shattered geographical and temporal barriers and the information industry has taken production, production and transfer to any place in the world with an additional dimension that has increased It is important to find advanced information systems that keep pace with this modern communication technology in order to benefit from it in the highest degree of efficiency, especially with the multiplicity of places for disseminating information, its methods, the language of writing, the complexity of the fields of knowledge, the diversity of the needs of the beneficiaries, and the lack of Efficiency of traditional methods of collecting,

organizing and disseminating information to meet these needs in order to meet the context of the innovations and developments of technical development for continuing education.

The scientific and technological revolution that the world witnessed, resulted in many changes and rapid and successive developments, which led to the emergence of many problems that individuals encounter in their daily lives, which forced developing and developed societies together to make efforts to develop institutions with different fields and educational institutions, something that called To prepare individuals to conform to the changes taking place in the current era on the one hand and to confront the problems that result from these variables on the other hand.

II. LITERATURE REVIEW

Many studies and researches have paid attention to the possibility of developing education in general and continuing education programs in particular the importance of the organized society's reliance on technology of all kinds, so that it has become an urgent necessity of the necessities of the times, especially in comparison with its active role in various social, economic, cultural and political fields, ... and the more it increases The human and institutional need for this technology increases the more its continuity and development and thus its development, and with the development of electronic means in modern societies and their use in digital processing of data and information, the importance of communication and information technologies has increased to become It is now, and thus increased the competition of various institutions in order to cope with and acquire the most recent progress in this field, given that the acquisition of communication and information technology currently represents the possession of a competitive ability at the international level, especially since the distinction according to the new form of international competition is not only represented How to achieve this competitive advantage, or merely researching ways to enhance it, but how it relates to the quality of the institution's internal and external environment in advancing the development of its continuing education programs as a whole and the infrastructure for it and its personnel. Through the appropriateness of the sources of innovations and the degree of pressure imposed by the competition from organizational and technical competencies and capabilities with regard to acquiring modern communication and information technology and the ability to control it, the speed of adapting to its developments and the immediate response to requirements and urgent changes.

This is to give them the skills that qualify them to face and break into the problems they encounter in daily life. In view of the role that information and communication technology plays in the service of continuing education, and because it has many capabilities for what it accomplishes in disseminating how to benefit and communicate from investing and employing the best capabilities that provide the learner with life, mental and personal experiences not provided by other traditional means, it was incumbent on those institutions to aim to train Its members to effectively employ communication, information and information technology in achieving goals and coordination with various institutions locally, regionally and globally in order to exchange information and gain experiences in a way that achieves advancement and excellence.

Using the best means of communication and information in order to achieve the goals of the various institutions set in the educational and media policy of the state, to serve the community's issues through the development of continuous educational training programs, especially that it is one of the biggest changes brought about by the communications and information technology in the societal conditions related to the concept of geographical borders Geographical boundaries were an obstacle in communication between people, from people of one culture or multiple cultures. But now there are no obstacles to communicate in its broad sense, i.e., getting to know all cultures, or identifying the products of a company or country wherever it is on the ground, and getting acquainted with educational curricula and programs in a country, and dialogue within what the knowledge of languages allows.

It has given attention to information and communication technology at the national and international levels, has contributed greatly to raising the awareness of institutions and the rest of the various stakeholders of the importance of communications and information technology in developing its communication and technical programs. Accordingly, many public and private institutions have taken specific steps to expand the use of modern technology at the vertical and horizontal levels, by formulating and implementing educational and training strategies and administrative action plans. This is in order to formulate "continuous educational programs" strategies to ensure the most effective in creating a suitable environment for communications and information technology. This is to enable institutions to work at the national and regional levels to enhance the interaction between the various parties concerned to use communications and information technology in the process of developing continuing education programs.

A. First: Information and Communication Technology:

concept of modern technology for information and communication emerges by combining the written and spoken word, the static and mobile image with telecommunications, whether ground or space working to store data for the materials, information and programs they provide, and then analyzing and interpreting their contents and making them available in the desired form at the appropriate time and at the necessary speed. New information and communication technologies refer to all types of technology used in the operation, transmission and storage of information in electronic form, and include computers, various means of communication, networks of communication, fax machines and other means that are heavily used in communications. And it represents those technologies that benefit from innovations in the field of science and technology, so the characteristic of "modernity" remains a temporary character. After a few years, these technologies, which relate to the Internet, information engineering, collaborative work remotely (Group Warehouse), electronic management? And others It's normal [1]. the concept of communication and information technology is somewhat intertwined as these technologies are not new in themselves, because most of them have been in existence for the past years or more, and what can be considered recently is the expansion of their uses in the field of corporate management in its various social, service, educational and other fields and their adoption to a large degree. On network work as this technology includes all uses of computers, communication networks and information-handling devices, both wired and wireless, as they are usually represented by communication devices from phone, fax, and internet and they are used for the purpose of performing various tasks aimed at achieving the goals of the institution [2]. Consequently, the communication and information technology for the institution are: those tools that are used to build information systems that help the administration to use the information supported for its decision-making needs and to carry out various operational processes in the organization. This is done by converting, storing and processing all kinds of information (text, images, sound, ...etc) in the form of unified digital data and broadcast it at the speed of light all over the world using the Internet, and it can translate future information, and convert it to the desired shape It contains (texts, pictures, sound .etc) as well as changing communication methods within departments [3]. We point out here that the term (information and communication technology) is a more comprehensive and accurate dimension than the current translation (information and communication technology), which lacks the comprehensiveness of the meaning of the phrase (ICTS), which is adopted in two fields: information and communication, and communication. The Latin word, on the other hand, the difference is clear between the term media and information, as information is the raw material for the media. The media is a process that involves a range of activities, including the transfer and circulation of information. It includes information, but the information does not contain all media topics. The new information and communication technology includes two main branches [4]: First: Operation of information: This branch includes the functions that deal with the processing and automatic distribution of information, which is the basis for carrying out operations in institutions and strengthening the management's ability to make decisions. The central axis of this branch is in applications of electronic or electronic media in its various forms.

Second: Transfer and delivery of information: This branch represents the process of transferring and communicating the information that was operated between the spaced locations of computers or between computers and its remote peripheral units using telecommunications facilities. we can say that the main characteristic of modern information and communication technology is the linkage and combination of electronic or digital media technology. The importance of information and communication technology Scientific and technological development has contributed to achieving the well-being of individuals, and among the developments that occur constantly are those related to information and communication technology, and the importance it attains in terms of providing communication services of various kinds, education and education services and providing the necessary information for people and organizations, as it has made the world a small village that can Its members can communicate with each other easily and exchange information at any time and in any place. This importance of information and communication technology is due to the characteristics of the latter, including the wide spread and carrying capacity, both in relation to the number of persons involved Yen or callers, or the volume of information transmitted, and it is characterized by rapid performance, ease of use and diversity of services, including [5]:

 Information and communications technology provides a powerful tool to bridge the development divide between rich and poor countries and accelerate efforts to defeat poverty, hunger, disease, illiteracy and environmental degradation. Information and communication technology can deliver the benefits of literacy, education and training to the most isolated areas. Through information and communication technology, schools, universities and hospitals can communicate with the best information and knowledge available, and information and communication technology can spread messages about solving many problems related to people, organizations and others [6]. Information and communication technology contributes to economic development: the digital revolution leads to the emergence of completely new forms of social and economic interaction and the emergence of new societies. And unlike the industrial revolution of the past century, the information and communication technology revolution will spread rapidly and affect the vitality of all. That revolution is centered on the power of information and communications technology that allows people to access information and knowledge that exists anywhere in the world at almost the same moment. Also. The Information and communication technologies, in addition to traditional and modern media, enable marginalized and isolated persons to express their voice in the global community, regardless of their type or place of residence. It helps to reconcile power and decision-making relationships at the local and international levels. It can enable individuals, societies, and countries to improve their standard of living in a way that was previously not possible. It can also help improve the efficiency of the basic tools of the economy through access to information and transparency [7]. From this it is clear that information and communication technology has an important role in promoting human, economic, social and cultural development, distinct and more efficient characteristics than traditional means of

communication. widespread and thus exceeds the geographical and political borders of countries to reach any point of the world that has failed to Access to the old means of communication, as it is characterized by the diversity of information and educational and educational programs for all different segments of people, It is an important source of information, whether for people or organizations of various kinds or for governments, And its role in developing the human element through the programs through which it is presented, such as training programs, education programs, and others.

The main problems that education can face when using communication and information technology in some Arab countries

Educational technology plays an important role in the field of education and facing problems that hinder the achievement of its goals in its various fields, hence its multiple contributions in the face of rapid social and scientific changes and helping the educational process to keep pace with and interact with them. These problems include [8]:

a) Population density: where the population growth is successive, which resulted in a rapid increase in the number of students in different classes in the face of this by preparing modern educational systems and new forms of education that can adapt to the problem.

b) The cognitive increase: which necessitated the necessity of assimilating the successive increase in the various knowledge vertically and horizontally from new theories every day and numerous researches as a result of what it brought about in increasing the subjects of the study in one subject, and this necessitated the emergence of a new role for educational technology in order to reach the had it from Knowledge and research, organization and determination of the most appropriate way to address it and provide it to the student and train him on how to deal with it.

c) The problem of illiteracy: Arab countries still suffer from a high rate of illiteracy, and this problem stands in the way of development and progress processes, and here educational technology faced this problem with modern technologies such as educational television, cinematographic films, in addition to popularizing educational programs for adults and literacy, and that In order to overcome the problems of not reading and writing.

d) Multiple sources of knowledge: Scientific progress is no longer limited to a specific country and not to others, but that the new knowledge is present every day in multiple countries, and the need has emerged to know its location and ways of disseminating it, and from here I found new roles for education technology, and its modern technologies that do not depend textbook should only transfer scientific material,   but there are many resources for providing knowledge to students in their whereabouts, such as what is broadcast by television programs, in addition to various audiovisual recordings.

B. Second: Continuing Education

The concept of continuous education is not a new concept that modern education has brought us, but rather an ancient concept of ancient civilizations, as it is inherent in the divine religions, as it called for continuous education to ensure its spread among successive generations, and its survival in successive ages. Continuing education has several terms to be called, including: Lifelong Education, Continuing Education, L 'Education Permanente, and Continuous Learning All of these terms agree that education is a continuous process that is not limited to a specific stage of life, or is limited to In a specific academic phase, closely related to the context of life. and continuous education, means the type of education that aims to help the individual in facing the changes (civilization, social and technical), whether in the field of work or society, in order to achieve integration and interdependence between man and the environment in which he lives, Up to the advancement of them by mobilizing and developing human energies, a monster The energies of the environment and take advantage of them. According to organizational plans and procedures, it acts as a mediator between these energies as inputs, and between the targeted outputs as intended outcomes.

Continuing education for some thinkers takes the meaning of training for change, and promoting self-learning at the level of both the individual and the group, and its continuous description does not mean that it has no limit to it, it may stop, but it is not until it starts again due to a need that arises, whether it is Represented in the conditions of the environment and society or the developments of civilization, especially the techniques that the human mind reaches from time to time, which requires the continuation of training and coexistence with it, in order not to overwhelm society with the need and in order to be able to keep pace with the times. Continuing education, in its concept included in the foregoing, is considered the closest type of distance learning education, as each of them is considered part of the open education, and is complementary to the other, as they meet in the multimedia that serve them, from printed material and audio or audible visual and other One of the patterns and channels used in the acquisition of knowledge and science. Where education was considered one of the different types of continuous learning. Its primary goal was to develop a student's education model that is based on his personal experience, which makes it a teacher, and this requires that this type of education "develop new ways to evaluate the information and energies of students, and that the programs that set them are soft and subject to change, and to reach these practical goals Which translates its primary goal, it must establish new structures for continuing education." Continuing education does not stop at offering courses and training programs and updating the employee's performance level by qualifying him educationally or briefing him on the latest findings of others in the various fields of work, whether professional or technical - but it may exceed that, so learners can obtain various academic certificates. "It is also all kinds of complementary training available for individuals who entered the work world, who wish to complete their general preparation, or complete their vocational training in order to raise the level of their skills and information, or to obtain new training in another field, or to improve their conditions by obtaining Job upgrade or to obtain satisfaction arising from the improvement of their effectiveness, efficiency and control over their own capabilities." The continuing education must take a new connotation, consistent with the characteristic of continuity, and with the realities of life full of changes, which necessitates its discovery of new dimensions, and its liberation from the frameworks , So that it becomes as free as life itself, and this means that we reconsider its previous definitions, because it seems that it has become possible to overcome them and give better results on the path of comprehensive development and contribute to the march of global civilization effectively. In other words, "Life itself is a major source of learning ... and a person learns what he learns from life through the process of living mainly."

This means that the relationship between the inputs and outputs is based on complementarily, and it is not permissible to separate them, considering them two different things, as they are the, cause and effect, death and life, "and that preparing for a rapidly changing future is very limited in shape to scientific and technological developments, Nowadays it constitutes an educational goal." This means that continuous education is one of the goals, and it must be resorted to by the bodies that carry out the task of education and planning for progress and social welfare, and seek to implement it starting from the early stages of study, to achieve the scientific link between science and technology.

Therefore, continuing education is based on a number of characteristics that have made it of the utmost importance and distinguish it and enhance its position in order to deal with what societies live in. These characteristics center around five pillars [9]:

a) Totality: This means that it includes all stages of the human being from cradle to grave, and all types of formal and informal learning. It also means all human life, all levels of education, and all kinds of education.

b) Integration: It means integration between all sources of knowledge and education from home, society, school, training centers, etc., which constitute the process of learning and education.

c) Flexibility: in line with contemporary variables and requirements in what he knows, and how he knows? Did not know?, Believe in the need to change because he was originally.

d) Democratization: Emphasizes the right of all people to education regardless of economic, social, cultural and mental differences.

e) Self-fulfillment: That is, this education or education strives for the individual to be a self-investigator and developer for it to live a life consistent with what society and age impose, its adaptation to the surrounding factors and open the way for it to be creative, and all in the end, this reflects on an advanced society developed according to the progress and development of its members It is education for all.

We can add to the idea of society has evolved from a society in itself to cultural, economic and information clusters according to the perspective of globalization, which is one of the most prominent features of this era, so we see economic, cultural, political and other blocs,

which are clusters that call for instability due to the continuous and accelerating renewal that needs to keep pace with protecting these clusters and strengthening them and avoiding gaps You may stare at it as a result of the delay in the renewal process, all of which requires continuous education and education because the wheel of development is moving and may crush those who do not follow its footsteps. Continuing education is based on the philosophy that education continues with life, in order to develop the individual self through which it leads to the development of society, as if this is a follow-up to everything new in its field, as the philosophy of continuing education that is shaded by the shadows of pragmatic philosophy allows the individual his freedom in education and unleashes his own abilities and unleashes talent In reaching the maximum that he can, and constantly renewing his experiences and knowledge, does not stop except by the interruption of life. Hence, each one in charge of it develops itself through continuous education and self-education, whether it is individual or within social institutions prepared for this purpose and all this in the end is born our society consistent with his time and in line for him. So the primary goal of continuing education is to serve the community, and to take it to the ranks of developed societies that accompany the stages of development in various fields. Among the objectives of this education also:

1) Recheck the ideas and patterns of behavior that prevail in society, based on new problems and determine what the elements of change that have occurred and seek to achieve them require.

2) Narrowing the cultural gap resulting from the difference in speed between material and cultural growth in aspects of social life.

3) Reconciling old values and trends with the requirements of the new era.

4) Facing the resulting problems resulting from rapid social change.

5) Economic development and promotion of community income resources.

All of these goals as a whole set their eyes on serving the community philosophy that underpins continuing education.

C. Third:

How to use information and communications technology to develop continuing education according to the future vision Learning and education is one process, but it is going in two different directions. The learning process in which the person turns towards himself and with prior management, but it is acquired without intent, such as influencing a person's environment and issuing his behaviors from his instinct. While the person turns to the educational process towards others, and for the latter to be logical, it is an honest standard, that is, to be perfect, and to achieve this quality it is necessary to follow the changes and adapt the curricula followed in light of this, in a continuous process that relies on "floating" the educational curricula By making it Flexible, it's also changeable, and consistent with its life cycle. This means, in the field of formal education, that teachers and their teachers continue to train in a manner that is in line with the developments and reflected in the curricula and methods. "The teachers are very concerned with the necessity of continuous training for four basic reasons":

1. Despite the contribution of the media, they remain the primary and real agents for transmitting practical and technical information in every sense of the word.
2. Social and cultural changes directly affect education and the conditions of communication, and this means that educators take it into account and start studying their teaching methods.
3. The teachers are important agents in continuous training, and their role is not limited to what they do in basic training, so they should pay attention to everything related to information and new technology, because the time has come to publish it if not yet.
4. Information and technologies are not far from general progress. It is a contradiction that teachers are the last to take care of them, knowing that they are transmitters in all fields, and we cannot imagine how a teacher can help in an effective and valuable way – another teacher from his educational experience, if He himself did not exercise this exercise alone or collectively [10].
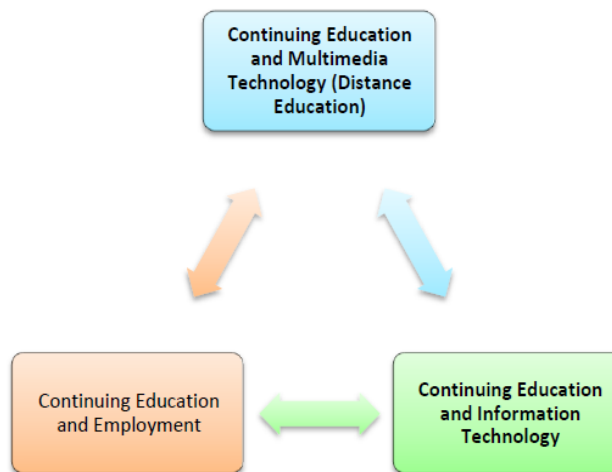
As for the level of open education, it requires that those responsible for it develop their methods, conduct studies and research that aim to carry out this development successfully, and plan education in linking it with the education that preceded it and the next, to provide a real continuity based on coordination and integration, and that they take themselves and their employees to what It is known as automatic self-training, based mainly on individual efforts. Whatever progress we expect from the increasing number of research and from the close dialectic between renewal and research, this type of training will never be invalidated, and the reason for this is that this dialectic will not end because the educational situation is very complex. Because the effects of this dialectic are constantly changing, however, in order for this type to become most effective, it requires a constant exchange between the teacher and the researcher who makes this practice its goal. This arrangement practiced here and there, which constitutes one of the basic methods, is from permanent education known as continuous education. " "Taylor" argues that "the four challenges that humanity faces: change, awareness, necessity and adventure, require a focused attack across all levels of formal education" and that must all be combined efforts and integration of visions, and insight into the educational learning process towards both. Losing something does not give him, and giving him other than his face and without perfecting what is given him. And the realization of that is only through continuous learning and keeping pace with changes [11]. Basic education in a person's maturity in modern society diverges and changes by virtue of the growth of his intelligence, personal experience, and cultural adaptation." What applies to the individual person, applies by the same standards to the human person in society. Cultural adaptation to developments and changes is necessary to achieve community recognition as educated, and to achieve Keep up with the age in which he lives. Especially that continuous education / learning "differs from the existing educational system in terms of its philosophy, goals, content, and justifications for its existence, because it is derived from the needs of learners, young and old.

And because it seeks to meet the needs of society and the requirements of development in it," it is thus necessary for life, for the individual and society to both. It was incumbent upon a person – especially a person of this age – to learn how to learn, and it is not strange to find in the courses of distance education, a course bearing this title "Learn how to learn", for knowledge is one thing, and how to learn is another, that is organized knowledge. And this is a trend and a style, and all of that is another matter.

This course aims to develop its critical capabilities in dialogue with each of them in these operations, and to train in scientific methods in research and technical methods to obtain information, as well as to tame him in organizing his times to be prepared from the intellectual and psychological aspects of receiving information. "And we see that this course It should 11 extend to a wider area than previously mentioned, and reach further horizons, by training the learner to deal with variables, and contribute to planning and assuming perceptions, and proposing solutions, in other words: to include in the course subject the subject of the variables and the flexibility to be demonstrated when dealing with them, which means Include a Computer programming subject with the same subject, so that it becomes a programmer able to adapt to the developments without losing its properties, and continuously .. The higher the rate of change, the greater the need for continuous education and training, because what the person receives in his childhood stage becomes obsolete in stages His next life.

The development and the changes that occur every day are sequential engineering complications, which require that we look at it very seriously, and perhaps the most successful way to remedy what is missing and missing is to make the whole society an open university; it practices the process of continuous learning and education, and achieving social openness without neglecting, Interacting with novelties with a distinct subjectivity, and considering formal education as an integral part of continuous education, and employing all media outlets to achieve the goals of this project, and to achieve the transition to the era of scientific technology by interacting with it, producing and developing it. In short, continuing education means regular progression towards higher levels of experience. "In this case, education requires interveners of a new type, whose jobs and roles require special training, resulting from practicing the profession, and teachers of the traditional type should be called, provided that they are assigned to them in this system. What is new is new roles, and then self-training is added to their previous training.

Therefore, the use of communication and information technology has become a necessity imposed by the technical development through its progress and increased with the increasing needs of society, and has opened painstaking competition fields that need continuous renewed fitness and strategies compatible with the stage requirements, from self-development and acquisition of new knowledge, and employing them in skills that serve the community a service that starts from the individual and returns to The individual has developed educational programs that continue to advance through the use of this technology and employ it in the following areas:

But despite what was mentioned above, there are many obstacles hindering how to use communication and information technology in developing continuing education programs for institutions. It is worthwhile to understand them, especially when we look to implementing programs to raise the skills and qualifications of workers in different institutions as required, and therefore the factors that contribute to The ICT project failed a set of elements including the following [12]:

1. The weakness of the information and communication technology strategy: This is due to the lack of support for the continuing education and information technology program for the corporation's units, and ignoring the preparation of its infrastructure.

2. Lack of focus and organization of the ideas of continuing education programs: The main reason is the lack of comprehensive planning at the unit level, but rather those who undertake planning a group of individuals at a lower level than the director of the department and thus the program seems to them that it meets the requirements for the unit, but in reality it is unnecessary desires.

3. Failure to define and understand the objectives of the program for continuing education and communication and information technology, or lack of agreement: the reason for the conflict between the program objectives, institutional organization, and information and communication technology strategy.

4. The lack of clarity of the job or unit of the educational program: Failure to define the jobs assigned to these or those programs or believed to be known; and the result will be difficult for the members of this unit to determine or know what works to be performed, and on the other hand when responsibilities are determined from the ease of making a successful program.

5. Not determining the scope of media technology: There is no clear definition of the limits of the educational program and the units it covers, which reflects on performance negatively in terms of implementation time, cost, and requirements.

6. Difficulty in following a set of educational programs: The difficulty lies in the event that the programs differ in their activities, planning, description, and the various sources for their implementation,

so it is difficult to develop a set of tables of plans to be implemented.

7. The lack of adequate support from department managers until the requirements for each department is identified.
8. The lack of clarity in the future vision of educational programs: This is due to the inability of the Director of Public Relations and Media to define them in institutions with different fields.
9. Size of the programs: The smaller the size of the program, the easier it will be to plan and specify the resources necessary to implement it.

no one can argue that the development and development of educational programs are essential for all countries of the world alike, especially the Arab countries that flounder under the shadow of technical illiteracy, which made technical and technological development occupy the forefront of their planning, as it indicates that they must pay Communication and information technology is used in the development of continuing education programs with a strong impetus in order to be able to overcome its educational technical illiteracy. It needs to accelerate history through a wide leap based on the technological educational development in the stages of development that took many years in the West. Communication and information technology has played a prominent role in the field of education and training, economic and social development, technological progress, whether through satellite channels or electronic networks or the continuous search for the production of advanced educational programs and broadcast through various media or other methods that can drive and develop social and educational growth. The greater the community's ability to create and use these technological means, the faster the educational progress and advancement in society through the implementation of continuous educational messages. Communication and information technology is one of the technological sources that are used to increase and raise the local educational level in the country by defining educational and informational materials, hidden sources, new uses of available information, and discovering new methods in the process of producing educational programs and materials that are continuous, and even more so, they contribute to the development of society and its members civilized. The relationship between this technology and continuing education inevitably exists. The new media and communication media are working to spread new types of radio and television systems and programs that have produced new types of educational methods, so the global media and communication technologies that are currently being formed as a result of modern technological progress of educational methods will set off new types From competition so that the Arab countries are forced to reform themselves by developing methods of their curricula and educational programs, to reach the global village that the communications and technology revolution talks about.

Modern communication and information technology plays an effective and important role in the development and future of continuing education as it tries to uncover the best ways that enable institutions to do the process of continuing education better and to identify more efficient ways in developing individuals, and then find solutions to problems: time, effort, communication,

speed, and others In order to improve the number of digital education that results from the continuous education of institutions in particular and the state in general, which depicts institutions educationally, training and competitive and this is what modern education requires, which is the outcome of the interaction between the trends of advancing media and teacher technology Communication and died, and between the modern digital educational program system (continuing education) in (macro, micro, and specific sectors education in industry, agriculture, commerce, banking, finance, health, education, relationships with international education institutions, etc.), and media and communication technology helps in developing continuing education in knowing the impact Education on society, diagnosing or shedding light on educational problems in all its sectors in terms of causes and results and contributing to proposing solutions for modern, ideal and practical programs. Through this, we note that the revolution of communication and information technology has proceeded in parallel with communication networks ,information networks, With the speed of development and how education using techniques Modern communication began in the nineties of the twentieth century, and how the United States and Europe accelerated the development of educational plans to take advantage of this advanced technology to meet the challenges of the twenty-first century, which leads us to develop strategic plans to identify opportunities, threats and future issues with It does not guarantee the continuity of survival, bearing in mind that the strategy cannot succeed if it stems from transferring and imitating other experiences, and if benefiting from global experiences is necessary, it should not be a reality to abandon the originality of the experiment to be fought and that the development proceed according to a relationship renewed in its resolve Continuously, with the renewed needs and the development of society and in pursuit of the goals of using the media, studying reality extensively, and studying the movement of change, its speed and available resources, and that our time is the age of information and communication.

From what has been mentioned previously, I believe that it is necessary to understand the nature of communication and information technology and know the challenges facing the development of continuing education programs, according to which knowledge of how to use technology and information and communication and to draw the most important and most important pillars on which this future vision can be drawn:

1. **Developing the philosophy of continuing education through participation in media activities and programs:**

The vision is based on developing the philosophy of continuing education with the participation of community members or students in media activities and programs as one of the best ways to achieve the goals of continuing education. Participation helps to the following:

a) Gaining information in a functional way about the activity that they do, by caring for the development of participation in public life, of our privacy of Arab society.
b) Developing the skills of languages as a means to open up to the global knowledge and culture.

c) The necessity to develop and consolidate educational opportunities through work.

d) Developing collaborative teamwork opportunities in different educational institutions

e) Developing the manual and mental skills of individuals to deal with devices and the innovations of the times.

f) Developing scientific trends by using communication methods and modern technologies to keep pace with scientific and educational development.

2. Studying educational issues:

The vision is based on developing the study of educational issues through the media and means of communication through media and advertisement messages through local and satellite radio and radio broadcasts, which are useful in helping society at all levels of their education to understand the elements of the issue and the reasons for its emergence and the methods of conservation to be taken. Educational issues not only include problems, but also address beneficial measures, such as training, skill development, follow-up of educational programs, etc. The study of educational issues needs to take into account three things:

a. Choosing the important issues related to the daily life of individuals or society and what the media regularly publishes about them.

b. Follow the method of discussion in dealing with the chosen issue, because the discussion helps the learner to understand himself and make a positive change in his behavior, and helps to express in a sound language, logical thinking and respect for others.

c. Presenting the content of the media material on the issue with a specific organization so that the recipient or the learner can understand the diversity of its position and realize the mutual relations between it.

3. The exchange of roles:

These strategies are summed up in testing a specific problem, and then testing groups of personalities or individuals that represent intersecting interests about this problem, distributing the roles among them, representing these roles through a means of the media and communication, and then evaluating the performance and determining the effects of the results. The role-exchange philosophy stems from the problems of employing media technology and educational programs of a complex and intertwined nature, in which the interests of individuals conflict with each other, on the one hand, and the interests of individuals with the interests of society, on the other hand. The problem of the large number of media and communication media and educational institutions, for example, conflicts with the interests of owners of institutions with the interests of society represented in state policy, and with the interests of the beneficiaries. The idea of personal freedom and the extent of its borders also conflict with the idea of the common good that is required by the group's interest. As this gives them financial burdens in exchange for educational development that is naturally available.

4. Decision Philosophy:

Providing community members with the ability to make informed and responsible decisions about educational issues is one of the goals of educational education, the achievement of which requires the participation of individuals or society in discussing educational problems and proposing

alternatives and solutions to them. These educational problems proposed for discussion must be realistic and appropriate to the capabilities of members of the community or students and their interests. Among the methods that can be used in the field of problem solving are open and directed group discussions, role plays, games and simulations, and realistic programs and projects (hosting personalities who have worked to benefit from this No logia and means of communication, to overcome technical illiteracy, reducing material costs of educational programs, etc.), and the discussion will contribute to the enrichment of information participants about the problems of education and poor employment of information and communication technologies and the role of information technology in the development and self-development capacity of community members.

5. Programs, pictures and cartoons:

It carries messages, and leaves the reader or viewer free to interpret. Such fees may sometimes be more informative in delivering the message than entire articles. Cartoons are extremely important in developing the skill of thinking, accustoming community members and students to accepting the opinions of others, building trends, enhancing educational program values and preserving the value of education, etc.

III. CONCLUSION

Human society is progressing in this era with great speed, but one finds himself in a continuous race with the machine, and technical progress is often challenging, so it is necessary to establish centers to measure the quality of programs and outputs of continuing education institutions, and to develop an information plan commensurate with The existing conditions in the country, and with the capabilities available to the media, so that they start from the basic principles of human development. Because continuing education constitutes the most successful way available to deal with the current conditions of Arab society. This is because traditional education has not succeeded in bridging the civilization gap between us and the developed peoples, in addition to the need to pay attention to communication and information technology by liberating all journalistic and media arts through the Internet, so that media An advanced vector conveying the news of continuous and renewed education, to that of information, explanation, interpretation, and commentary on it, and to act as a guide for good and positive educational behaviors and values to contribute to educational development and work to evaluate them through conducting studies. By measuring the level of public Ash satisfaction from receiving educational programs offered level. And find out the level of the programmatic gradient of the outputs of continuing education programs. Because our use of the outputs of modern technology did not contribute to real progress towards its settlement, and this means – in short – that our nation stands in front of contemporary challenges face to face, without back or back, except for what can be resorted to by the methods of the age in resisting its pests, and at the forefront of those methods Continuing education, which can be likened to constantly replenishing air in a home.

The main characteristic of modern information and communication technology is the connection of new media technology in other words, it brings together the combination of text, sound and image, and as it is clear, society today has become more dependent on communication of all kinds, it has become an urgent necessity of the necessities of the times, and given what the technological revolution changed In many of the lives of individuals and societies, however, the educational field remained the most affected, until the term continuous digital education became popular, expressing the extent of this modern technology penetration into educational and institutional activity between its macro and micro levels, the new environment that This education did not only change the behavior and nature of the relationship of institutions, but also contributed to changing the pattern of their qualifications and tendencies, such as the use of multiple media devices and modern means of communication more accurate and fast, so the importance of communication appeared, especially the phenomenon of remote communication, which calls for the development of the means of communication and information more, even It has become what it is today, and it is still in a permanent development where we no longer talk about the means of communication and information, but about its modern technologies, which have been able to achieve efficiently and effectively the goals of the communication and information process for the various institutions, fields and educational levels. Continuing education is represented in this concept, as some philosophers said (I doubt I am present) or (I think I am present), we say with "Edgar Four" (I am learning I am there), and this meaning is included in his report to the World Organization for Education, Culture and Science 1972, Where he expressed it by saying (Learning to be).

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