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The value of media outlets is increasing because they are considered a source for receiving information and news. Those interested in political affairs depend on following the media, and this is similar to those interested in sports, economics, health, fashion, culture, art, technology, entrepreneurship, and many fields from which they obtain information, and another. Its news comes from the media, especially the new media, knowing that its important role does not stop at transmitting news only, but goes beyond that to also become a tool for conveying the voice of the people, and holding policy makers in decision-making circles accountable for their priorities. However, this requires high transparency from the media, and identifying issues. Society, and humanity, and this places a double responsibility on it in terms of its credibility. The media can be a platform for fair messages that benefit society, and it may indirectly incite hatred and racism, or it may be a tool for spreading lies and media misinformation. Social networking has contributed to enabling freedom of expression and allowed its users to communicate their opinions and clarify responses. Their actions regarding a particular piece of news, in addition to the fact that it may be a media organization that adopts a specific editorial policy. Media development includes enhancing capabilities Institutions and individuals regarding freedom of expression, pluralism and diversity of media, as well as transparency of media ownership. Media development plays an effective role in democracy in general and especially in effective democratic discourses, by supporting free and independent media. With this expansion of the media and the daily development it is witnessing, bodies were established and set for themselves a special mission

represented by developing the media and its means. Theories of development were put forward at all levels, and they concluded that development requires... To organize freedom of expression according to a system and determinants away from chaos The type of strategy must be determined (general or private), and the characteristics of successful strategies are that they are purposeful, specific, realistic, flexible, and measurable. We must know that the goal is the pivotal element in the strategic planning process because it defines the general framework for the audience and determines the efforts and steps that the media outlet must take. It also contributes to directing those efforts towards the optimal goal, leading to the final results that the media organization seeks to achieve. The media must also precisely determine the goal it wants to achieve, then determine the partial goals (secondary things) that can be achieved through its primary or main goal to achieve the desired results. The media outlet must also study and analyze its surrounding internal and external environment, knowing that this step is very important in the matter of developing and formulating a comprehensive vision of the circumstances surrounding the media outlet. Ownership must be clear and transparent for the owner of the media outlet The media should be a platform for informed, educated, democratic discourse Building academic skills and supporting institutions that support freedom. Infrastructure to support free media In the end, the most important thing is that every work has a calendar It is the process of adjusting the course of action if it deviates from the specified objectives, and this may happen by starting and during the implementation of the action steps.

