

## **MEDIA ARABIC LANGUAGE**

Amrudin Hajrić, PhD

### ***Abstract***

Over time with the development of human society, besides communication, language started being used in other domains, the media being one of them. Language, as the main means of the media, and the media through which language is spread and popularized among people are closely related and complementary. Media Arabic, which appeared with the foundation of the first print media in the Arabic world, was additionally popularized with the foundation of the first radio and TV stations in that area. All the conditions and circumstances following the foundation and development of Arabic media affected the formation of media Arabic, so its three sources are: literary Arabic, colloquial Arabic and foreign languages. Literary Arabic gives it authenticity and currency, from colloquial language it has inherited simplicity, clarity, and preciseness, while the foreign element secures its actuality and modernity. Media Arabic constantly develops and, in that way, contributes to the development and update of language in general.

**Keywords:** the Arabic language, print media, electronic media, literary language, colloquial language, foreign languages