

## **Study on the impact of media on urban planning (Study case: Damascus Metro project)**

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### **Abstract**

Recently, debate on the participatory urban planning has been focused on, mainly, the areas that reflect cultural values. Through determining the impacts on the public participation process, the role of media and press in presenting public discussions on the controversial planning and design becomes clearer; and it appears practically in announcements and all types of official publication and in the support provided by intellectuals to public in some important issues. Press, usually is the direct influential tool, through which planners can pass their message to local communities; and of the same time, it s the channel, through which people can deliver their voice in case the vision relating to planning in their area is unclear.

The role of media through a group of instruments and methods, which the research is analyzed by presenting a number of international urban projects, is clarified. The research, also, analyzes a local experience and presents recommendations that can be applied in future in the field of media campaigns before carrying out the urban project in order to reduce negative impacts and enhance the positive ones.

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For the paper in Arabic see pages (329-345)

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