

## **Summary**

If anyone doubted in previous times the power of the media in moving the public opinion and composition, it becomes in today's thinking in this way is a handicap, and does not improve the management of mature thinking, if this is a Muslim digital communication.

As the media leaps the sequence of authorities that govern the world's systems, sometimes becoming the first authority. In times of prosperity, the rest of the authorities are allowed to take their natural place, but always suggest that they are coming to change and move what is fixed or moving.

Now, under the digital communication, the recipient is seen by media organizations as much as media presence, political weight, technical superiority, and place in the minds and minds of the masses.

In this digital communication environment, the university media face increasing challenges to the rapid changes that the world is undergoing today, which necessitates changes in its tracks, including all aspects of its media work, so that it can play its communicative role.

The current research focused on building an integrated strategy for the investment of university media sites in order to develop it so that it can be unique in the performance of its communication role.

This research is a descriptive descriptive research which presents a vision in the digital space investment in the Internet environment for the development of university media in the Arab world