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Revista de Antropología, Ciencias de la Comunicación y de la Información, Filosofía, Lingüística y Sociología, Psicología del Desarrollo, la Cultura y la Neurología

Año 18, Núm 88 (2017)

88

Revista de Ciencias Sociales y Humanas
2017 VOL. 18 Nº 88 (2017)
Revista Legal de Transición



Universidad del Valle
Facultad de Ciencias Sociales y Humanas
Departamento de Ciencias Sociales
Barranquilla - Venezuela

Specialized Television Media A study in redefining the concept

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Abstract

The growth of the specialized media today and its prosperity is a strong proof of the progress of society. When the society turns to the precise specialization among its members, it results in the expansion of scientific and cultural knowledge. The specialized media is a phenomenon of a historical and social nature. Its emergence and development is a complex and extended process that has taken place in history and society, Due to the importance of specialization and the public's interest in specialized knowledge, the interest of media organizations in specialized subjects has become more and more important. It has become the majority of newspapers and radio and television programs, and most of them have led to the establishment of specialized newspapers and radio and television channels. The importance of this research from its attempt because of the scarcity of scientific studies that dealt with such topics, which will enhance the media library with new researches that accompany the phenomena of media accelerated change and emergence, as well as a distinct shift in the study of topics that represent the priority in the media, also represents a scientific view of an open window to know its aspects Different. This research aims at defining the specialized television media and describing its concept. And its structure, and this research is descriptive research. The researcher concluded that there are two absolute criteria for defining the concept of specialized media: the content, the journalistic form and the two non-absolute relative criteria, namely, the public and the interest. It also concluded that the specialized television media is specific media content in the fields of politics, culture, economy, Sports or meeting and others presented in a press (media) or one of the forms of press (media) multiple as the specialized media on the corners of content,

form and media in absolute and in addition to the corners of the audience and attention in relative, and developed a new classification of television channels Specialized:

- Specialized satellite TV channels based on content.
- Specialized TV channels based on format.
- Specialized channels based on format and content.
- Channels offering more than one content in multiple press formats.
- Channels offer more than one press content.

Medios De Televisión Especializados Un Estudio Para Redefinir El Concepto.

Resumen

El crecimiento de los medios especializados hoy y su prosperidad es una prueba contundente del progreso de la sociedad. Cuando la sociedad recurre a la especialización precisa entre sus miembros, resulta en la expansión del conocimiento científico y cultural. Los medios especializados son un fenómeno de naturaleza histórica y social. Su surgimiento y desarrollo es un proceso complejo y extendido que ha tenido lugar en la historia y la sociedad. Debido a la importancia de la especialización y al interés del público en el conocimiento especializado, el interés de las organizaciones de medios en temas especializados se ha vuelto cada vez más importante. Se ha convertido en la mayoría de los periódicos y programas de radio y televisión, y la mayoría de ellos ha llevado al establecimiento de periódicos especializados y canales de radio y televisión.

La importancia de esta investigación a partir de su intento debido a la escasez de estudios científicos que aborden dichos temas, lo que mejorará la biblioteca de medios con nuevas investigaciones que acompañan los fenómenos de cambio y emergencia acelerados por los medios, así como un cambio distintivo en el estudio. de temas que representan la prioridad en los medios de comunicación, también representa una visión científica de una ventana abierta para conocer sus aspectos diferentes.

Esta investigación tiene como objetivo definir los medios de televisión especializados y describir su concepto. Y su estructura, y esta investigación es investigación descriptiva.

El investigador concluyó que existen dos criterios absolutos para definir el concepto de medios especializados: el contenido, la forma periodística y los dos criterios relativos no absolutos, a saber, el público y el interés. También concluyó que los medios de televisión especializados son contenidos de medios específicos en los campos de política, cultura, economía, deportes o reuniones y otros presentados en una prensa (medios) o una de las formas de prensa (medios) múltiples como los medios especializados en Los rincones de contenido, forma y medios de comunicación en absoluto y además de los rincones de la audiencia y la atención en relación, y desarrolló una nueva clasificación de canales de televisión especializados:

- Canales de televisión por satélite especializados basados en el contenido.
- Canales de televisión especializados según el formato.
- Canales especializados basados en formato y contenido.
- Canales que ofrecen más de un contenido en múltiples formatos de prensa.
- Los canales ofrecen más de un contenido de prensa.

Introduction

The communication between people is the cornerstone on which human societies were founded, and through it evolved and developed forms of human interaction and based on the foundations of civilizational construction of man. If his primitive forms were confined to limited forms of visual and vocal symbols, his advanced forms included sophisticated formulas of symbols, Which made it human civilization on the threshold of its advancement, through which the interaction of ideas and mental images among the members of human communities, and the birth and multiplication to be the intellectual and cultural heritage of the great human beings, which was based on those human civilizations, The growth of the specialized media today and its prosperity is a strong proof of the progress of society. When the society goes to the exact specialization among its members, the scientific and cultural knowledge grows. Specialized media is a phenomenon of a historical and social nature. Its emergence and development is a complex and extended process that has taken place in history and society.

The development of the world in all areas has led to an increase in the diversity of information provided by the media. It has moved from public

areas to private fields to raise itself to the degree of specialization both in content and in the public. Which has become the majority of newspaper articles and radio and television programs. Rather, most of these institutions have led to the establishment of specialized newspapers, radio and television channels, and specialized media in fact a branch of the public media, Finance, commerce, science, and other editorial departments, each of which has become an independent media entity represented in a newspaper or television channel specialized in a field with its own audience of specialists or interested in the material it deals with.

Research problem

The researcher has to take into consideration the following aspects when formulating the problem of his research:

1. Is the problem of the search expressing an additional knowledge in the field?
2. Is the research problem expressing different views on the subject to be studied?
3. Is the problem of research raises serious questions and try to find the answer?

The researcher finds that the subject dealt with in the research did not give sufficient luck to the study and analysis of the researchers in the field of media with Science is one of the important topics because it falls within the description of scientific concepts.

In the view of the researcher and through reading and follow-up to the media library that there is a misunderstanding in the description of the concept of television specialized media, as it was found that the misunderstanding centered on the characterization of this concept and its underlying structures, thus error in the introductions, which logically leads to error in the results.

As for the other side of the research problem, the researcher posed a scientific question about the nature and characterization of the specialized television media and its pillars.

research importance

The importance of this research stems from the lack of scientific studies dealing with such topics, which will enhance the media library with new research that is accompanied by fast-changing media phenomena. It also represents a distinct shift in the study of subjects that represent the priority in the media, Scientific knowledge of an open window on knowledge of

its different aspects.

research goals

1. Define the specialized television media and describe its concept.
2. Determine the elements of specialized television news.

Specialized media. Definition and concept

Specialized media is defined as “media aimed at achieving a particular outcome that may be a political goal or a subject of great importance to a particular community or a few communities at the same time, or an information media pattern that is presented through different media and gives attention to a specific area of knowledge and is addressed to a public audience Or special use of various media arts relying on facts and specialized ideas) (1).

It is also known as “media that falls within a specific area of political, cultural, media, economic, scientific, security or sports life. Its main focus is on addressing events, phenomena and developments in this specific field. (2)

Reasons for the emergence of specialized medi

It is possible to identify the most important elements that constitute the basis and starting point for the emergence of specialized media and its development according to the following-: (3)

1. Increasing the effectiveness of the role played by the media in the life of the individual and society as the forces behind the media sought to achieve a more comprehensive social reality by reaching different segments of society through specialized media as the most successful to address small groups interrelated and consistent with the criteria of jurisdiction or age or profession.
2. The specialized media is an expression of the social division of labor and its reflection. The social division of the work is related objectively to the level of general civilizational development of society, the development

1 - Ahmed Mustafa Omar, *Specialized Media Study and Application*, Journal of Media Research, No. 19 Benghazi, 2000, p. 112.

2- Mohamed Munir Mahjoub, *The Media Encyclopedia*, Vol. I, Cairo, Dar Al Fajr for Distribution and Publishing, 2003, p. 340.

3- Adib Khadour, *Specialized Media*, 2, Syria, Damascus, Media Library Series, 2005, p. 7 and beyond.

of productive forces and relations, and the reflection of all that in the material and spiritual life of society.

3. The broad range of knowledge provided by the media to all areas of life (sports, science, environment, technology, health, culture, etc.). The public media, despite its ability to adapt and seek to diversify its themes, can not meet this new challenge.

4. The breadth of the geographical framework covered by media coverage. As the geographical framework of media coverage is linked to the level of technological development and its applications in the field of media, and the limits and capabilities of this level determine the nature of coverage. The media coverage was confined initially to the narrow local area, and then developed into the country, regional and continental domains, and ended with the global, in parallel to the level of technological development, and parallel to the goals and functions required to be achieved and achieved through the media. The broadening of the geographical framework of media coverage reflects the growing interest and needs and the emergence of interests that public media can not respond to and serve.

5. The spread of education and the breadth of its fields, which led to it being mainly in the cultural development as well as the increasing needs and diversity of the concerns of educated class, which was difficult to meet the public media.

6- Phenomena, events and developments have lost their simplicity and have been made by different, more diverse and interrelated factors. Public information can no longer provide the required treatment, which has led to the emergence of a specialized media offering serious, comprehensive, (4)

7-The development and richness of the data in the activities and areas of knowledge and community and turn it into a full life, which made the public media involved in providing appropriate media treatment.

The development and richness of the data in the activities and areas of knowledge and community and turn it into a full life, which made the public media involved in providing appropriate media treatment.

In addition to these reasons that led to the emergence and development of the phenomenon of specialized media, other reasons include:

1. The large companies seek to reach their audience and market their goods. This is done only through advertising in the various media. Since the public has different and varied interests, which are considered a relative criterion in defining the concept of specialized media, these companies sought to push the media to specialize in advertising. Through which he is seen as a major sponsor of the media.
2. The lack of time at the receiver and preoccupation with most of the day at work because of the complexities of life and difficulty so the recipient of interest in one area of life, for example, can find time to follow what he cares about.

Specialized media components

The specialized media have a set of elements that enabled it to occupy a prominent position on the media map, and these elements are (5):-

Firstly. Distinctive field

Community life is one complex, consisting of different and different areas. Social and societal life takes its characteristic characteristics from the different characteristics of its different fields. The fields of community life vary according to the areas of human effectiveness and their different economic human effectiveness provides the basis of economic existence and human political effectiveness. Political and so on all other areas. On this basis, each area takes its specificity into account, from several considerations, most notably.

1. The nature and quality of operating laws and organization of life in this field.
2. The nature and quality of the actors and the dynamics of life in this field.
3. The degree of development achieved in this field.
4. The weight of this field and its weight in the life of the individual and society.
5. The quality of actors in this field.

6. The decision-making mechanism and its decision-making in this field.
7. Community view and evaluation of this area.
8. The size and meaning of the social segments that are included in this field.
9. The quality and nature of the needs that this field seeks to satisfy.

The overall scope of these considerations and the extent of their presence in a concrete and conscious manner determines the specific nature of each area of community life, and this necessitates the necessity of careful study to identify the specificity of each field and to ensure that this privacy serves as a guide, guide and guide to how to deal with this field and to understand and address its issues. And to work to influence the tracks of the subsequent development, and since specialized media creative effectiveness is primarily concerned with creative interaction with the objective reality in various areas and even can rise to this level must be effectively completed three tasks

1. Having a holistic view of community life is the starting point for the general media strategy that the specialized media should possess. It also constitutes the basis for the policies, programs and media plans established by the specialized media and seeks to apply them in various fields.
2. Depth understanding of the characteristics of each area of community life, deep awareness of the distinctive features of these areas, and the great respect for and consideration of the special considerations governing the nature of life in these areas.
3. Creative approach to the media approach appropriate to the specificity of each area of community life.

Second. Outstanding topic

The privacy of the domain is defined and distinguished by the specificity of the subject and its distinguishing feature. The subject here is the article, story, issue, matter or matter that exists in a particular field. The subject takes its existence from the field in which it is located and the characteristics of the domain are the determinant and determinant of the characteristics of the subject. The most important elements of the subject can be identified as follows:

1. Nature of the subject.
2. Subject matter.
3. Subject Sources.

4. The criteria used to determine the appropriate subject.
5. The criteria that determine how the subject is handled and how it is published and submitted.
6. The special objective to be achieved by addressing the issue.
7. the target audience .
8. Presentation methods used and appropriate.
9. The type of connection used to process the topic.
10. Type of communication medium used.
11. Appropriate press format to address the issue.

The strength of these factors varies, and therefore their ability varies in the process of determining the specific characteristics of the subject in a particular field. However, the strength of the presence of these factors and the degree of their influence are therefore different according to many variables from one field to another and from one society to another. However, it is scientifically proven that these factors in the movement of continuous change and exchange of sites in terms of force of influence and the interaction of each other with each other. It is the outcome of this interaction that constitutes the characteristics of a particular subject in a particular area.

Third. Featured Event

The event takes its attributes from the general context produced by any of its own domain and from the general subject within its framework. The event has general characteristics regardless of the field in which the most important features are:

1. The event reflects change in a continuous public context.
2. The event material is partial, detailed and limited.
3. The nature of the event is immediate.
4. The short life of the event.

The strength of these attributes varies from one field to another. The disparities are:

1. The rhythm of change varies from one field to another, so the rhythm of change affects the nature of the event.
2. . The concept of partial and detailed relative concept and varies from one field to another.
3. Anilines Although it is a general feature of the event in all fields, the degree of these vessels vary from one field to another.

4. The event is generally characterized by its short life. However, this varies from one field to another.

5. The intensity and intensity of events are a general feature, but vary from one field to another according to the nature of this field, the degree of its development, the diversity of its data, the different aspects, the quality of its relations with other areas, and the nature and quality of its audience. Fourthly. Distinguished audience

The public is the second party of the communication process equation and the public is the segment or social segments that the media seek to reach and influence.

The attempt to divide the receiving public and specialization in addressing a specific and targeted category is what has helped the growing phenomenon of specialization in the media treatment of a particular subject and the continuous adaptation to changes that take place in the public, both in terms of attitudes, trends and needs. This is confirmed by media experts and the meeting that the analysis and knowledge of the general characteristics of the public and his impressions The variable must be understood in a scientific manner, which requires the sender to follow a strategic plan in the disclosure of the public and knowledge and make it more involved in the communication process in the sense that the sender to understand the public sectors and different social and psychological characteristics and psychological To formulate the message according to these characteristics. The importance of the public to several considerations, including: (6)

The importance of the public to several considerations (7)

1- Media importance: The more media through its messages to reach a wider audience has become a greater success and ability to promote knowledge and ideas and values and positions adopted by the most possible.

2- Material importance: - Every media outlet must be added to the fact that it is an intellectual and ideological information project to be an economic project aimed at achieving material profit.

3- The importance of communication: - The media relationship is characterized by a dynamic and dynamic nature characterized by change.

6- Jean Stutzl and Alan Gerard, *Public Opinion Polls*, Translated by Issa Asfour, I 2, Beirut, Oweidat Publications, 1982, p.

7- Adib Khadour, M., p. 29 and beyond.

There is no constant in the media relationship with its audience except the fact of this continuous change in the nature of this relationship and its contents and forms.

Fifthly. Distinguished Media Owners

The media owner is the one who produces the media messages in the light of the general strategy determined by the powers of the owner and the direction, the justification of the presence of media owners and measure the extent of success or failure is the ability to understand this strategy and applied creatively and creatively. The central task of the media staff is to serve the ideological, economic project owned by the media establishment. What distinguishes any media cadre from another is that it can not accomplish its tasks and achieve its functions mechanically, mechanically or mentally and bureaucratically, but must do so in a creative and creative way according to the requirements of media creation and its conditions and laws.(8)

Sixth : Distinctive processing method

The distinctive nature of the subject, the event, the public and the staff dictates distinct processing and presentation methods. The specificity of the subject, the event, the public and the staff determine the quality and level of media treatment of the subject and the event. There are a number of distinctive features of the treatment methods in the specialized media, the most prominent of which can be identified as follows(9)

1- Comprehensive and in-depth treatment:

Qualitative mass media is generally characterized by more comprehensive, in-depth treatment of phenomena, phenomena and developments than public information. This comprehensive and profound treatment is reflected in the presentation of events according to their general context and the use of interpretive coverage in their presentation as reflected in the approach of phenomena in its various components and components and in its overall relationship with other phenomena, but it must be understood

8- Adib Khaddour, *Specialized Media, MS, pp. 40-41.*

9- *M, pp. 48-49.*

relatively while remaining within the limits of press treatment and caution from transforming specialized media processing into specialized scientific research .

2- The predominance of the analytical nature:

Specialized qualitative information depends on the method of scientific analysis of events, phenomena and developments, not only to mention the facts and facts and emphasize them and highlight them and does not seek to see the recipient and raised and attracted, but often seeks to provide a calm vision based on analysis that uses evidence and scientific evidence to reach the mind of the recipient And his mind and establish a kind of dialogue with him.

3- Balanced treatment: Qualitative media seeks to provide a balanced view of the event or subject. This vision is based on the presentation of facts that cover all aspects of the event or topic and on the presentation of different and different views and positions of this event or subject.

4- The use of mental astringents: - In specialized qualitative media, the use of mental stimuli that address the mind and mind of the recipient and seek to reach and influence it through the argument, proof and actual persuasion.

5- The use of artificial insulations and mechanisms of appropriate impact for the field of specialization and the quality of the public and to make use of the maximum scientific data derived from the results of field research in this field.

Specialized media

Specialized media is based on two main pillars .(10)

1- Specialized Television Article (Content)

2- The audience is specialized from the recipients.

The researcher does not agree with media researchers who believe that the specialized media is based on the two pillars of content and the public as it

believes that the public is a relative standard that is absolutely unbelievable as it is an absolute standard in one of the pillars of defining the concept of specialized media.

We see, for example, that many of the satellite channels specialized in broadcasting sports content are not specialized in sports as well as follow up the other contents, whether scientific, political, social, economic, medical or other, we see that there is interest. The researcher found that the absolute criteria, if available, then certify who has the concept of specialized media are two basic criteria.

1. Content: This is an agreed standard and is an absolute standard in defining the concept of specialized media.

2. The researcher believes that this criterion is absolute in defining the concept of specialized media, as evidenced by what we see clearly in the satellite TV channels, for example, as we see satellite television channels broadcast different content in the form of documentaries, which are these forms of form. Such as Al Jazeera Documentary Channel, for example. The researcher believes that there are two absolute criteria for defining the concept of specialized media: the content, the journalistic form, and the two non-absolute relative criteria, the public and the attention. To illustrate this, we see that many doctors, for example, do not follow channels that broadcast medical content because there is no interest. Doctors follow these channels to provide his interest in these medical issues and this coincides with the rest of the audience specialized or categorical.

Based on this opinion, the researcher has developed a procedural definition of the specialized media (specialized media: specific media content in the fields of politics, culture, economy, science, sports, meeting, etc.), presented in one press or media format, On the two corners content, form and media in absolute terms in addition to the corners of the audience and attention relative).

Specialized Television Media

The last quarter of the twentieth century witnessed a marked increase in the interest of countries in specialized television media, especially in areas

of broad public interest such as sports, women, art, economy, science and others. .(11)

The developments in our lives have encouraged the emergence of this type of media and have become a necessity of the times we live in . (12)

Specialized television information is the most effective means of addressing small groups that are interrelated and harmonious according to age, profession, specialty, hobby, place of residence, etc. The specialization of the medium makes it more capable of penetrating deeper into the increasingly complex social, economic and political reality. More capable of revealing his internal relationships.(13)

The emergence of the specialized television media and its increasing importance in various fields to its ability to satisfy the needs and achieve the goals and to be more profound and treatment.(14)

It is the result of the rapid progress and development of satellite technology that has been able to overcome the obstacles of time and place..(15)

The great technological development, especially in the field of satellites, has had a great impact on the establishment and emergence of state and private satellite television channels. The multiplicity of communication messages and their stated and hidden policies and policies and the development of digital transmission in its various technologies have led to the emergence of modern trends in the creation of specialized satellite television channels , Specialized satellite TV channels are one of the characteristics of modern societies that tend to specialize in all aspects of life. These channels also reflect an advanced stage of development Society and the media industry and to seek to meet the diverse media needs of different segments of the public and to achieve more effective impact. (16)

11- Adib Khaddour, *Specialized Media*, MS, p. 7.

12- Farouk Abu Zeid, *Specialized Journalism*, Cairo, World of Books, 1986, p. 5.

12- Farouk Abu Zaid, *The Specialized Journalism*, Cairo, The World of Books, 1986, p.

14- Adib Khaddour, *Arab Sports Media*, Arab Radio Magazine, No. 4, Tunisia, Arab Broadcasting Union, 2000, pp. 24-25.

15 Rasm Mohamed El Gammal, *Communication and Information in the Arab World*, Beirut, Center for Arab Unity Studies, 2001, p. 277.

Media experts agreed that the communication message addressed to a segment of the community may not be of interest to another segment. These channels came as a result of the modern communication technology, which provided a different system from the previous regime, which is to provide communication. Two-way channels featured dozens of specialized channels provided by cable television and live broadcast via satellite, digital television and fiber optics.()

Specialized satellite TV channels ()

Firstly. Specialization by audience

1. Specialized channels provide a communication message for children. Such as spacetioon and MBC channels, for example.
2. Specialized channels provide a communication message to women such as Heya, for example.

Second. Specialization by content

1. News channels such as Al Jazeera, Al Arabiya, Nile News, BBC and others.
2. Movie channels, music channels and more.

Third. Specialization on the basis of intellectual and ideological

1. Religious channels such as channels read, glory, missionary channels and others.
2. Cultural channels such as the Nile Cultural Channel, for example.
3. Educational channels such as Egyptian educational channels and others.
4. Scientific channels broadcast scientific programs working to disseminate the popular scientific culture.

The researcher does not agree with this classification, which is a great mix of concepts, the researcher pointed out that the specialized media based on the corner of content and form are absolute criteria on which to classify specialized satellite TV channels. As the researcher pointed out, these are two relative criteria, the specialized satellite TV channels can not be classified on the basis of this. Therefore, based on the above, the researcher built his special classification for the specialized satellite television channels.

1. Specialized content-based satellite TV channels such as sports satellite television channels, movie channels, animal channels and others.
2. Specialized satellite TV channels on the basis of form such as news channels such as Al Jazeera, Al Arabiya, Al Hurra and others, Al

Jazeera Documentary Channel and others.

3. Specialized channels based on form and content, channels that provide one content in one press, such as the channels of the world of animal, for example, which provides a single content in the form of documentaries

And channels that offer more than one content in a variety of press formats such as news channels that provide political, economic, social, sports and other content on various forms of news such as news, reports, interviews and talk shows.

And channels that offer more than one press content, such as Al Jazeera Documentary Channel, which provides different content political, economic, social, sports and others in the form of a documentary.

The proof of the validity and scientificity of this classification is that as we continue to classify the third point into channels that offer more than content in more than a press format, these channels have become general and non-specialized.

Results

1- The researcher concludes that one of the most important reasons for the emergence of specialized media:

A: The big companies seek to reach their audience and market their goods. This is done only through advertising in the various media. Since the public has multiple and varied interests, which are considered a relative criterion in defining the concept of specialized media, these companies sought to push the media to specialize in advertising. Through which he is seen as a major sponsor of the media.

B. The lack of time at the receiver and preoccupation with most of the day at work because of the complexities of life and difficulty so the recipient of interest in one area of life, for example, can find time to follow up what he cares about.

2- The researcher found that the absolute criteria, if available, then certify who has the concept of specialized media are two basic criteria:

A. Content:

This is an agreed standard and is an absolute standard in defining the concept of specialized media.

B. Press Format (Media)

The researcher believes that this criterion is absolute in defining the concept of specialized media and evidence of what we see clearly in satellite TV channels, for example, as we see satellite TV channels broadcast different content in the form of documentaries, which are these films form a form of journalism such as Al Jazeera Documentary Channel on for example . The researcher believes that there are two absolute criteria for defining the concept of specialized media: the content, the journalistic form, and the two non-absolute relative criteria, the public and the attention. To illustrate this, we see that many doctors, for example, do not follow channels that broadcast medical content because there is no interest. Doctors follow these channels to provide his interest in these medical issues and this coincides with the rest of the audience specialized or categorical.

3- The researcher concluded that the specialized television media is a specific media content in the fields of politics, culture, economics, science, sports, meeting, etc., presented in one press or media format. The specialized media, on the two sides of content, form and media, In addition to the two corners of the audience and relative attention.

4- The researcher developed a new classification of specialized TV channels:

A. Specialized satellite television channels on the basis of content such as sports satellite television channels, movie channels, animal channels and others.

B) Specialized television channels on the basis of form such as news channels such as Al Jazeera, Al Arabiya, Al Hurra and others, Al Jazeera Documentary Channel and others.

C) Specialized channels on the basis of form and content, channels that provide one content in one press, such as the channels of the animal world, for example, which offers a single content in the form of documentaries.

channels that offer more than one content in a variety of press formats such as news channels that provide political, economic, social, sports and other content on various forms of news such as news, reports, interviews and talk shows.

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**UNIVERSIDAD
DEL ZULIA**

opción

Revista de Ciencias Humanas y Sociales

Año 35, N° 88, (2019)

Esta revista fue editada en formato digital por el personal de la Oficina de Publicaciones Científicas de la Facultad Experimental de Ciencias, Universidad del Zulia.
Maracaibo - Venezuela

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