



Local culture and the stakes of cultural transformations in Algeria An analytical field study on the role of local cultural media.

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Abstract:

Algeria is characterized by tremendous cultural diversity stemming from its rich history and diverse heritage. The local culture in Algeria reflects its historical, social, and geographical interactions and forms an integral part of the Algerian people's identity. However, the local culture in Algeria faces numerous challenges and transformations in the face of rapid cultural changes. Media has gained significant importance in the 21st century as a primary channel for news, information, and entertainment. Nevertheless, the local culture in Algeria encounters multiple challenges amidst these rapid cultural transformations. Supporting the local culture requires multi-level efforts, including strengthening the infrastructure of local media and enabling it with necessary resources. Additionally, enhancing collaboration between local media and other relevant entities such as cultural institutions and local authorities is crucial for promoting sustainable cultural development in Algeria.

Methods: This analytical field study focuses on local culture and its transformations in Algeria, with a particular emphasis on the role of local cultural media in these changes. The research aims to understand the impact of local media in shaping local culture and identity, as well as its role in promoting cultural development and enhancing communication and interaction within the local community. The study was conducted using a field methodology, analyzing data collected from various sources, including interviews with local actors and media professionals, reviewing relevant documents and articles, and monitoring and analyzing local media content.

Results: The results have shown that local cultural media plays a crucial role in promoting local culture and fostering a sense of belonging within the local community. It contributes to the promotion of local cultural events, raising awareness about cultural heritage and local traditions.

Conclusions: Moreover, local media helps facilitate communication and interaction among community members, encouraging active participation in cultural life.

Keywords: Media, local media, local culture, challenges, cultural transformations, Algeria.

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1. INTRODUCTION

Algerian local radio is an experiment that needs to be studied, especially in light of the reforms and developments carried out by the Ministry of information and communication to improve its services and make it a pioneering and unique experience, especially with regard to the field of culture and heritage, and this is stipulated by the current media law and various laws in this field, and given that radio is a means of entering all Algerian homes with their diversity of customs, traditions and dialects and unifying their religious values, it is working to translate and preserve these legacies from one generation to another through its programs.

This is what we will discuss in our modest study by specializing in local radio as a branch of the parent institution and its role in preserving the local culture of the local community.

1. The Study Problem :

Today, the world is witnessing a revolution in the media and communication, a revolution that almost abolished borders between countries, and the media have crossed the barrier of competition in various aspects of our lives, no one hides the need of society for information through its various means .these developments have contributed to the creation of a new communication environment characterized by the multiplicity of mass communication means, the most prominent of which are television, radio, the internet..

Each of these means has become important in the lives of individuals because of the information it provides, considering that the latter is currently experiencing a revolution and a leap at the national and global levels and has become of great importance and value in various fields and human activities, and since modern man we find him in dire need of information all the time and anywhere, this is what made the mass media bear the responsibility of shortening his time, effort and money, in providing such a vital necessity as identifying the quality of things and their costs, such as consumer goods, medical services, social welfare and educational services, as well as administrative information about working conditions, laws and regulations, This sector has become the engine of development in all countries .

One of the most important means of mass communication used in the delivery of information is "radio", as it is considered the most widespread and popular means.it represents the starting point of an important stage in the history of media, which is the stage of mass media, and this is distinguished by its rapid access to all individuals anywhere, overcoming the barriers of poverty and illiteracy, and its costs are less expensive compared to other means of mass communication. (Mekkawi & Abdel-Ghaffar, 2008, pp. 31,34)

Radio has a great importance in the life of society in general and the individual in particular, and this is from its birth in the early 20th century to its peak in the current era, especially in light of the modern technological integration with the media, which has contributed significantly to the emergence of a number of diverse and exciting services through which it meets the needs and desires of the public.throughout its history, radio has achieved significant effects on the trends and behaviors of society, manifested through the creation of stereotypical habits for regular listening



to some radio materials or for some time periods such as: following news bulletins or listening to musical materials before bedtime.

The technological development has contributed to the emergence of a new communication environment represented by local radios, as a result of the mixing of electronic computers and telecommunications, (Abdelwahab, 2005, p. 124) linking the latter with a society to which the concept of "local community" applies, which is the limited community that is coordinated in geographical, socio-economic and cultural aspects, where these radios express their interests, values, heritage, tastes, ideas and even their local dialect, and thus local radio becomes an essential tool in reaching a limited local community with its own traditions, customs and intellectual heritage in addition to the listener's sense of belonging to this radio that provides him with the news that interests him through programs that progress.

The importance of these programs lies in the fact that they can influence feelings and trends with the classes and programs they offer, while at the same time raising the level of artistic and aesthetic taste, by presenting various arts and cultural contents as well as local heritage. (El-Hadidi & Imam-Ali, 2004, pp. 160,163) .

Speaking of Algeria, we find that the National Radio appeared on July 1, 1986 and is a public institution with an economic character and a socio-cultural character, enjoys moral character and financial independence and performs its functions regularly based on administrative orders issued to deal with events, where the Algerian radio is widely popular and its programs are heard by all groups, and also seeks to respond to many kinds of wishes and aspirations of the audience, taking into account its new needs and motives, in addition to taking care of cultural heritage and work to preserve its customs, traditions, customs and religion.

The National Radio, which is responsible for the establishment of regional and local radios, being the owner of experience and the first nucleus in this field, is looking forward to the need for such a level of information, because of its importance in social development and development .Algerian local radios appeared in the Seventies using all its simple and complex means, direct and indirect, in order to achieve its goals and face external competition.

From the above, we find that there is an integration between the culture of the community and local radios, which serve as the main carrier of culture and a tool for organizing the collective memory of the community by linking it with its customs, traditions and Customs and consolidating its identity by broadcasting programs that serve the local community at various age groups and cultural levels, including entertainment, cultural and educational media messages to help socialization and give the individual a collective culture and adhere to it.

There is no doubt that cultural heritage in its various forms is considered one of the facets of self-expression and local identity within the framework of a group that shares the same ideas, living habits and even beliefs.we find that there are a number of building blocks that are considered one of the most important factors that unite individuals within the framework of the components and pillars of the nation to which the individual belongs, such as language, customs



and traditions, which have become today one of the most important cultural heritage, which local radio especially contributes to establishing and consolidating the people of the region that receive its airwaves.

This is what we observe in our local radio in the state of Tebessa, which tries to cover all the events that concern its local community by involving it in all the events through the programs it provides, trying to cover all the aspects that interest it, **especially linking it to its original culture, and this is what prompted us to ask the following question:**

What is the role of Algerian local radio in achieving local development and preserving the culture of the local Algerian community?.

To answer this question, we have chosen the following sub-questions:

Sub-questions:

1-how interested are university students in listening to cultural programs on Algerian local radio.

2-do Algerian local radio programs contribute to the preservation of the local language

3-to what extent do the Algerian local radio programs contribute to the preservation of the religious values of the local community

4-to what extent do the Algerian local radio programs contribute to the preservation of the Customs and traditions of the local community.

Define the terms and concepts of the study:

1. Radio station:

* **Radio defines a language** as "rumor and public dissemination, and what is commonly said and the Arabs describe a man who does not keep a secret as a radio man". (Al-Zoabi, 2009, p. 298)

As for the terminological definition of radio, many definitions have appeared, including:

* **Defined by Abd el Madjid chokri**, " the official national radio, speaking on behalf of that country, has the power of broadcasting that covers the whole country and even crosses international borders, it provides what interests the majority of citizens and serves all citizens in general, and in its programs it is interested in colleges without details, as it addresses listeners with different interests, jobs, cultures and traditions. (chokri, 1987, p. 150)

* In another definition of **Mohamed djamel Al-far**, we find that radio: "the term means the organized broadcasting and dissemination of news, programs, songs, performances, music and any other media materials addressed to the general public, and receiving it publicly and generally through the use of radio, and thus this term has come to express the characteristics of a stand-alone art with its material elements and its audience, and as a result of continuous efforts and research, radio was reached in its current concept. (Al-far, 2004, p. 16)

Through these two definitions, we find that there is an agreement on:



- That the radio provides services to all citizens in general by broadcasting and disseminating news, programs, songs, performances or any variety of media materials, serving a wide audience with different interests, functions, cultures and traditions.

* **Khedir chaaban** defines it as "a popular mass communication medium that does not know the barriers between borders and is a means of achieving instantaneous media flow with a high degree of efficiency, so the individual is affected by the vocal performance emotionally and mentally, without putting aside thought and reason aside, the radio addresses the educated and illiterate alike". (chaaba, s.d, p. 35)

- This definition focused on the characteristics of radio through the quality of immediacy, flow, the degree of influence on the individual and the levels of addressing the intellectual and illiterate.

- **Local radio:** the definitions of local radio have differed by the different contents of these definitions:

* **Abd el Madjid chokri** defines it as: "local radio is a media device that serves a local community, in the sense that local radio broadcasts its programs to address a special community with a limited number living on a limited land area, it addresses a harmonious community from the economic, cultural and even social points of view, it interacts with this community, and the target audience of each local radio are members of this local community."

Culture: the meanings of knowledge of culture differed where it is defined:

A language is defined as : culture and culture: working with the sword and culture: it is what Spears are used for, educating them, settling them. (Mandhoor, 2004)

* **Defined by Frans Boisse :** "all manifestations of social customs in the local community, the responses of individuals as a result of the customs of the group in which they live and the products of human activity". (Ghaith, 2002, p. 110)

- **Frans Boisse** linked culture with the Customs and traditions of the local community or the customs of the group, and he focused on one aspect of culture is customs.

* **Taylor Frederick** defines it as "that composite whole that contains knowledge, belief, art, morality, law, customs, traditions, and any other abilities acquired by a person as a member of society". (djalabi, 2005, p. 120)

- As for Taylor, he collected all the elements of culture from Customs and traditions, knowledge, law Thus, this definition came to encompass all aspects of culture, even those acquired by man.

1. Study methodology and tools:

In order for the researcher to be able to take note of all aspects of the topic he wants to study, he must choose the approach that is in line with the nature of his research in order to reach objective results, the approach in its general sense "is the method used to answer the questions raised by the research problem", and determining the study approach is one of the basic stages in Media Research, and based on the general research that was previously identified, which is to find



out "the role of Algerian local radio in preserving the culture of the local community", this is what made us resort to using the descriptive approach, which is "an approach followed by the researcher in his study a phenomenon or a set of phenomena associated with each other, The descriptive approach is based on the study of reality or phenomenon as it exists, and is concerned with an accurate description and expresses it qualitatively, qualitatively or quantitatively". (Al-djarrah, 2008, p. 75)

Therefore, the descriptive approach "is one of the research that deals with research areas and phenomena for which a number of indicators are available that have been extracted by previous research without going into their causes or controlling them". (belkhiri, 2016)

And the fact that our study does not stop at describing and collecting information about it, but goes beyond it to the interpretation and analysis of the data obtained through the form that we will touch on later, and then draw conclusions, we relied on the application of the analytical approach to data analysis and interpretation, and this was applied according to the following steps:

- Adjust the problematic search and audit questions.

- Select a data collection tool.

- Identify the research community and sample.

- Preparation of the questionnaire form.

- Collect data from the sample vocabulary, and analyze it on the identified problematic and questions to reach the results of the study.

- Data collection tools:

The form (questionnaire):

The form is one of the commonly used research tools in the humanities, especially in the media and Communication Sciences, due to the advantages that this tool achieves, whether in terms of shortening the effort, cost, or ease of processing data statistically.the research form is a form that includes a set of questions addressed to researchers in order to obtain information about a topic, problem, or situation, filled out directly or may be sent by mail. (belkhiri, 2016)

We have chosen the questionnaire form because we can control the questions we ask the respondents according to what the study requires, and the questions of the form varied between closed and open with the predominance of the nature of the classification questions and open the field for the respondents to express their opinions freely through open questions, in order to avoid the negatives of closed questions that lead to very general answers sometimes, the research form, which included 34 questions, was divided into 05 axes as follows:

- **The first axis:**preliminary data.

- **The second axis:** the extent of university students ' interest in listening to cultural programs broadcast by Radio TIBSAFM.

- **The third axis:** the extent of the contribution of local radio programs in preserving the language of the university students audience.



- **The fourth axis:** the extent of the contribution of local radio programs in preserving the religious values of the university student audience.

- **The fifth axis:** the extent to which local radio programs contribute to preserving the Customs and traditions of the university student audience.

2. The origin of radio:

After the printing revolution in 1435 and the control of its means for a long time, the electronics revolution began, which came as a result of intensive and continuous research in the field of electricity and magnets, radio was one of the fruits of the accumulation of scientific, theoretical and applied efforts, so the invention cannot be attributed to anyone in particular.

Many encyclopedias differed in identifying the owner of this invention, as the German encyclopedia attributed it to "Hertz", the Russian to "Popov", the Italian to "Marconi", and the British to "lodge".

In general, it can be said that the journey of the appearance of the audible radio was associated with the idea of the wireless, like any other invention, because it appeared as a result of the inventions of Morse, Faraday and Cook, who studied electromagnetism and the method of propagation of its waves, and then came after them "James Maxwell" Scottish mathematical scientist who predicted the possibility of its spread in space at the speed of light "186 thousand miles/s" and that was in 1860 and these research and laboratory experiments by the German physicist "Heinrich" in 1887 after him is "bravely", who invented a machine that detects the existence of these waves.

These beginnings and experiments were an opportunity for many to increase research and develop this field even more, as many tried, headed by the Italian technician "Marconi Gallimo", who was able to send and receive radio signals in Italy in 1895, and registered the invention in the same year, and when the Italian government refused to buy it, he went to England and the government bought it from him, "Marconi" continued his experiments until in 1899 he was able to send the first wireless signal across the channel, and listen to a transatlantic wireless signal in 1900 from England to Newfoundland in the United States of America (hijab, 2008, pp. 152, 153), this invention served as the starting point for the use of such communication signals between ships and stations located on Beaches.

Inventions followed after that, and the year 1906 celebrated two achievements, the first: the invention of the "de Forest" Diode lamp, giving way to the rapid development of the Telegraph radio and its transition to the Radiophonic stage, and the second: He is the American "Fessenden", where he was able to transmit the human voice and music to long distances that reached hundreds of miles during the New Year's celebrations, then research continued in the field of radio and radio broadcasting to improve the quality, especially after radio took on its mass role, so interests increased in developing its technologies to serve communities and the year 1914 was the date of the establishment of the first public radio, it was called Radio "Lakenen blhique" founded by



"Briard" , It continued broadcasting for only eight months, having stopped after the outbreak of World War I, and resumed its activities during the war by providing propaganda programs and intelligence information. (Kadhem, 2007, p. 21)

After the first World War, major changes occurred in social life by increasing the awareness of the ordinary citizen of the importance of politics, and the need to participate in the development of government policies so that war disasters can be avoided before they occur, and thus the audience became in urgent need of someone to provide him with information that helps him form the right opinion, clubs interested in radio services appeared and began to be developed in many countries .

Radio has been used as a popular means of communication by many countries, starting with Germany and Canada in 1919, followed by the USA.M.The first radio station was opened on August 31, 1920, and this date was the date of many achievements, as the first radio station appeared in Moscow, and the first daily programs from the Detroit News station in Alu.M.A as well as the first media election campaign by the station (K.D.K.A) the American, followed in the following year 1921 by the first commercial radio station (W.B.I) in Massachusetts, the number of transmitting stations doubled until it reached 578 stations in 1925 and the number of receivers exceeded 3 million, reaching ten million receivers in 1929. (Chaiba, 2005, pp. 66,67).

After the Second World War, radio stations spread to many countries of the world and the number of receivers increased, reaching in 1960 about 95% in the homes of the United States of America

As for the Arab world, it has been known at different periods and in different circumstances, starting from the individual initiatives of some Arab engineers, passing through the occupying colonial powers that created it mainly to serve its existence, and ending with the regular appearance in the period of independence.

Algeria and Egypt are considered the first Arab countries that introduced radio in the mid-twenties as a result of individual initiatives of some French settlers and some Egyptians, respectively, and radio in Egypt did not rely on a thoughtful program until it was agreed between the Egyptian government and a telegraph company in 1932 that the company would take over the supervision of radio on behalf of the Egyptian government and launched Cairo radio in 1935, Then it gradually appeared in the rest of the Arab countries until the year 1970, (al-kawzi, 2007, p. 164) when radio reached increasing possibilities, both for human cadres and for the great technical possibilities that contributed to the development of radio broadcasting.radio is one of the most important tools to address the masses and its main window on local and international events due to the spread of illiteracy, which contributed to making our societies dominated by audio culture.

3. The importance of radio:

Radio acquires its importance as a mass media through its various functions and characteristics, and we will try to summarize its importance in the following points:



A-cultural importance: its importance lies in the fact that it:

* Plays the role of an intellectual for the illiterate, especially in developing societies facing illiteracy problems, listening to the Spoken Word does not require familiarity with the basics of reading and writing, which is required by reading Journalism topics or reading books in general. (Hammami & said, 2006, p. 204)

- It is a suitable medium for individuals who cannot invest their free time in reading and watching TV, giving them the opportunity to listen and enjoy various radio segments .

- It is considered an important means of knowledge and culture by achieving the principle of democratization of education for the listener, by providing various programs that appeal to him, such as broadcasting performances and Social Series, broadcasting music and songs with lofty meanings that affect the listeners ' minds, or providing them with sports segments or educational classes, etc. (Aisani, s.d, p. 23).

In addition to transmitting and Broadcasting various cultural events and providing a range of information in all fields, all this is presented in a distinctive template that allows the average listener to taste the radio art and various colors of human knowledge.

- It contributes to the deepening of valuable and useful ideas or information for listeners and their consolidation of values that preserve their cultural specificity by mixing scientific knowledge and media processing.

B-economic importance:

* "John Mill and Ralph Winston" affirms that radio transcends all barriers, especially economic ones, as it is considered one of the most appropriate and appropriate media for the conditions of developing countries suffering from a decline in the economic level, whether this proportionality is at the level of listeners who are unable to satisfy their desires from other media or at the level of groups(bodies, institutions, associations, organizations) That are looking for a promotion of their goods. (Hammami & said, 2006, p. 205)

* Radio is of great importance for individuals and families with limited financial income or for individuals who are familiar with reading and familiar with the origins of the language, but their lack of providing the necessary material value may hinder their purchase of reading sources, and here its importance is shown by allowing individuals to listen and benefit from its various paragraphs.

C-geographical importance:

* Radio is one of the strongest competitors in terms of geographical coverage, as a result of the steady increase in radio transmission channels that are used in this regard, it is considered the appropriate and effective means of reaching remote places, and here lies its importance (Aisani, s.d, p. 24), as its broadcast reaches a wide audience, including even the people of villages, valleys, people of the desert and remote places where there is no electricity, so it works to provide these groups with the opportunity to listen to and enjoy their stories, as well as serving its audience



close to it, accompanying individuals while doing their business, on the road, traveling and shopping •

Through all of the above, we find that radio is of great importance to listeners, as it contributes significantly to drawing the psychological framework for them, as Mendelson says in this: "morning programs prepare people for alertness, work and optimism, while evening programs entertain and enjoy and ultimately create an atmosphere of relaxation and surrender to sleep. (Hammami & said, 2006, p. 207).

Hence, we find that the radio creates a rhythmic atmosphere to welcome a new day with vigor and activity and enjoy the listener in this through various programs, then bid him farewell quietly and peacefully, and in the midst of this, it provides him with all the colors of knowledge, presenting it in a distinctive style, taking into account all barriers.

4. Radio function:

Radio is a mass communication medium that has the main functions, the most important of which are:

A-information function:

Sociologists and media scientists agree that the news function in the media is the basic and indispensable rule, as it is the function of searching, storing and processing information and working to disseminate it in various forms, whether this information is news, facts, messages, opinions, analyses or comments.... This is in order to understand the personal, environmental, national and international conditions and to act towards them knowingly and knowingly, and to reach a position that enables making sound decisions, and this is what the radio seeks by providing various information to its listeners.

The nature of radio requires that the news be in a special style characterized by easy words and short sentences and get rid of the rules of exchange and grammar, and this does not mean that radio news should be written in colloquial language, but it is meant not to cost and search for literary methods, and because the listener can not repeat what he heard, this required that the wording of the broadcast news should be accurate, Not exceeding a few lines, taking into account the specified standards and professional controls of the media, such as honesty, accuracy and objectivity, regardless of whether the news is long or short, so he begins his experience with an opening sentence that includes the content of the news, and then the body that includes new details about the topic then concludes with a closing sentence.

B-Entertainment function:

One of the basic functions of radio is entertainment and entertainment, and these functions are no less important than other radio functions because they share it for educational, educational and informational purposes at the same time, but in a funny and distinctive form (hijab, 2008, pp. 180,181) through broadcasting light songs with high meanings, entertainment programs, dramatic plays, transmission of serials and radio dramas, official celebrations, sports matches and religious



concerts, in addition to various useful contests and competitions that broadcast to listeners in order to entertain and educate them.

C-social function:

Sociologists and social psychologists agree that radio plays an important and fundamental role in the process of socialization by transferring patterns and changing certain social behaviors, because radio is linked to the social life of the listener through its involvement with the family, school and even with other media. the listener acquires attitudes, values, traditions and social standards, which helps him acquire the culture of the group. of course, this does not happen in a short time, but through the accumulation and repetition of opinions and practices from another program (Aouad, s.d, p. 131)

The radio also deepens social affiliation among its listeners by strengthening relationships among them by creating an atmosphere of communication, increasing acquaintance among its listeners and instilling values and Customs in them that preserve their material and moral identity and their cultural privacy.

D- Cultural and educational function:

The radio and the stream of information it carries about the outside world to the minds and ears of listeners daily and continuously without interruption, according to a well-thought-out plan that makes it involve the listener and link him with the general context of historical development, as well as linking him with prominent scientific and technical events and the technological revolution. thus, the radio performs the most important function, which is the dissemination of science among listeners. (Aouad, s.d, p. 131)

This medium is also one of the most prominent educational means that has shown its ability and effectiveness in teaching study materials and training teachers, as well as transferring knowledge to students. in this way, it supports the curriculum, addresses various problems and difficulties of study and works to find appropriate solutions to them through programs and classes that discuss such topics.

C-advertising function:

It is a news broadcast by the radio, specific to the economic aspect, whether it is related to the announcement of new goods, promotion of existing goods, or advertising for an enterprise, and it is broadcast for an agreed fee. (Aouad, s.d, p. 131)

Radio, in all its programs, must be careful to respect the rules and standards of Radio Arts, as well as the rules of artistic creation, which are basic and important controls so that it can raise the cultural and moral level of the listener.

5. Advantages and disadvantages of radio:

Radio is an effective tool in forming broad audiences of all levels and differences, thanks to what distinguishes it from other means, but it has some disadvantages that we will show both with its advantages:



5.1 advantages of Radio: Radio as a means of mass communication has the following advantages:

● Radio waves are able to penetrate all over the world, defying the barriers of geography, politics and nature. (al-kawzi, 2007, p. 165) Studies have confirmed that the airwaves rotate around the globe in about an eighth of a second, there are no political and natural barriers standing in their way.

● The radio can address all communities and groups of listeners, regardless of their degree of Education, Reaching children, the less educated and learners who are difficult to reach with other media.

● The radio as a device is easy to carry, especially after the advent of lightweight and bulky devices, so listeners can listen to it anywhere while performing their tasks and work: work, home

● Radio is characterized by addressing the imagination of the listener, who weaves in his imagination a picture of the directed messages that suit his subconscious motives and expectations, and therefore radio is the most means that activates the imagination to the maximum, that is, the ability to arouse the sense of imagination of the listener depending on words and sound effects, where one of the researches studied this aspect and one of the school principals answered," when asked about the TV drama, she said: We prefer radio, imagining the scene is much better than seeing it". (hijab, 2008, p. 115)

● Radio is a more familiar medium by transmitting real voices, bright personalities and suggestive feelings through its waves, in addition to gathering a large number of listeners around it in cafes, houses, especially at special events, and this is confirmed by studies conducted on developing communities, and thus familiarity is achieved among community members .

● Radio is also characterized by the fact that it addresses a person, which makes it a way to achieve familiarity with the announcer and the listener, so he feels that the conversation is directed to him.

● Instant radio broadcasting of news that occur suddenly, such as news of disasters, assassinations, shipwrecks, plane crashes, floods and hurricanesAnd follow the development of incidents moment by moment .

● It is considered one of the economic means of communication. (Hammami & said, 2006, p. 202) They are less expensive to transmit and receive and therefore cover almost the entire world .

● Its ability to achieve a measure of unity of thought, feeling, purpose and values in the nation.

● The possibility of recording the radio material and broadcasting it many times.

● Its flexibility is such that it can change or modify the map of its programs in a short time to be replaced by other more exciting and new programs such as: summer and winter programming network...



- The ability to control the radio where it can be made to talk and shut up whenever the listener wants.
- It is considered one of the means of hot communication according to the McLuhan division of means. (al-Abd & al-Abd, 2008, p. 133) It is the medium that extends one sense and gives it a lower degree of clarity than the cold medium, which requires a high level of participation and completion from the forum.

5.2. Disadvantages of radio:

compared to the advantages of radio, we find that it includes some disadvantages, we mention them in the following:

* Lack of visual effects may affect the understanding of voice messages. (al-Abd & al-Abd, 2008, p. 136) Where messages are broadcast far from the image and text, the listener cannot watch the announcer, the caller, or the broadcast process, and here a failure in the communication process or misunderstanding of messages is expected.

- The radio listener is not able to re-broadcast messages that are difficult to understand at first glance, there is no way to read what is broadcast over the airwaves, the radio provides unstable material.

* Radio as a mass communication medium lacks immediate reverberation. Radio communication is one-way from the announcer to the listeners, so there is no interaction between the announcer and the listener. (Mekkawi & Abdel-Ghaffar, 2008, p. 41)

- The radio broadcasts messages to many people at the same time, as the distance increases, the privacy of communication at a distance decreases, and therefore the likelihood of confusion and misunderstanding increases.

- Most of the radio stations, as not all of them were under the government system, i.e., under the control of the state, whether that is in whole or in part through partnership, and this results in controlling the media process from planning to broadcasting messages and their contents, so the radio messages are addressed from the authority to the listeners, and of course these messages will achieve their goals. (chaiba & al-Khalifi, 2007, p. 151)

Multilingualism is a negative phenomenon in broadcasting systems because it may lead to the establishment of class distinctions or to a kind of intolerance and extremism that leads to a refusal to cooperate and exchange opinions, or to serve one region at the expense of the other.

- We find it a feature of radio that it is possible to perform some tasks while listening to its programs, and this may be a disadvantage sometimes, when listeners do not listen well to what is being said, they turn into half-listeners. (United Nations Educational, Scientific and Cultural Organization, s.d, p. 43) By being too busy performing their tasks, listeners may miss a large part of the messages that are broadcast First are well absorbed.

The media contents used in radio are selected and prepared in advance, the presenter of the radio program chooses the material that can be accepted and appreciated by the listener and the selection process is usually done inside the studio, therefore, the information provided is in one



direction and there is no room for the listener to choose what to listen to except by ignoring what he likes and listening to what he likes .

6. Objectives of the establishment of local radio:

The purpose of establishing local radio in developing countries in general and Algeria in particular is not the same as in developed countries, the complexity of communication, the increase in cultural invasion, the deepening of the civilizational conflict and the increase in population have increased the need to establish local radio to protect local culture, and a number of goals are:

- Aims to provide all kinds of radio production of entertainment, religious, cultural, informational, educational, economic and advertising programs.....

- * Serving the listeners of the local community and presenting materials that are not available for presentation in the public program of the Central Radio.

To serve the national culture and deepen its roots through programs, research and topics to preserve and highlight the cultural and cultural heritage of each region.

- *Highlighting the local popular culture for fear of its decay, being one of the foundations of personality and national identity, and introducing the traditions of the region and the peculiarities of its inhabitants, considering that the Algerian society is a mosaic of Customs and traditions.

- Expanding the Democratic level and the right to information, achieving the advancement of all sides of the country, confronting its problems and searching for solutions. (Touati, s.d, p. 142)

- *Achieving intellectual development by broadcasting what the local audience wants, by getting closer to them and their life experiences.

- * Paying attention to the public's wishes, identifying its problems and delving more into its needs to meet them.

In the sense that local radio cares about the wishes of the audience, its success depends on the success of approaching the audience of listeners and their sense of ownership of the radio, and what happened in Al-somam is proof of this, when the listeners felt that the radio belongs to another authority, they burned it. (Touati, s.d, p. 143)

- Implementation and follow-up of local and Development Goals, coverage of local events that cannot be covered nationally, constant communication with the public and participation in production for the benefit of the national central channel .

7. Characteristics of local radios:

Algerian local radios, as a modern experience, are characterized by special features from the formal and implicit side, we mention the following:

Algeria's experience in the field of local radio broadcasting is modern, combined with the democratic experience.

- Local radios are considered an extension of the National Broadcasting Corporation as its expansion projects .



- Local stations preceded their managing structures in terms of establishment, the establishment of the Directorate of local radio development, whose task was to manage these stations, coordinate their tasks and direct their programs in September 1993, while the number of stations at this date was 6 stations. (Touati, s.d, p. 145)

The rapid and sudden launch of the stations reflected the general situation rather than the need for local radio.

- Some radios go beyond local borders to cover more than one state, which makes them more regional than local.

* Simplicity of style and language, the use of local dialects as an important factor in spreading culture, linking the local community with its heritage and also characterized by its service to the region where it originates.

8. Local culture:

1. characteristics of local culture:

We can summarize in this requirement the most important characteristics of the local culture, but before that we will touch on the most prominent characteristics of the local community, considering that the latter is the environment in which culture is born, emerges, changes, is influenced by and affects it, and in light of which we will deduce the most important features of any local culture within a local :

* Preservation of Customs and traditions and adherence to values: this feature is one of the features that any local community adheres to and any member of this community remains adhering to its cultural patterns despite the differences in location, geography and climate. (Naaman, s.d, p. 68)

In other words, the place and time may change or differ, but the local individual remains the same at least in the short term, and this does not prevent some change in values and habits in the long term due to many factors.

* **The character of internal solidarity:** since the family plays a fundamental role in the life of the local community, the league and the spirit of integration and cooperation within the family are more prominent in it, i.e. the life of an individual in local communities depends on the life of the family or small groups to which he ends financially or morally. (Naaman, s.d, p. 69)

* **The nature of external cooperation:** as much as the local community is characterized by the nature of solidarity and integration between members of the same family, as much as it is characterized by the nature of external cooperation, that is, the individual's value within the family, the family's value with other families in the form of blocs, and this to gain stronger immunity against various external factors. (Naaman, s.d, p. 70)

Of course, its foundation is strengthened by the presence of institutions that support this cooperation and prove it, such as local radios, which are considered one of the most important institutions because they contribute greatly to the consolidation of this cooperation and

It works to strengthen social ties between members of the local community .



* **The strength of the kinship pattern and its prominence:** in addition to the previous factors that strengthen the kinship bond between members of the same family, religion plays a big role, whose rules and teachings are often applied and maintained in the local community, this is within the framework of the general nature of conservatism, for example, Muslim communities are religious and sanctify Islamic principles and religious education, so they try as much as possible to teach their children in Quranic schools, then enter them into academic schools, and teach their children to maintain the bonds of brotherhood and kinship, which makes the Muslim community maintain the strength of the family pattern, and this is evident in encouraging the marriage of females from within the family of single-ancestor descent, And this is to name but a few .

* **Rooted faith and religious spirit:** due to the tendency of members of the local community to preserve the inherited traditions and the stability of the local cultural structure, the inheritance of faith and the spirit of religiosity are the strongest social controls that gain the local individual self-control from within, making the word haram more influential and deterrent to him than the word forbidden. (Naaman, s.d, p. 71)

After we have pointed out the most prominent features and characteristics of the local community in its broad outlines, we can now present, as we said at the beginning, the characteristics of the local culture that derives its existence from this community, namely:

* **Commitment:** There is no doubt that the influence of local culture, especially oral ones, is great and reaches the point of compulsion. from the first moments of socialization, children receive a set of standards that guide them to the right and stop them from doing wrong at home first and then in school and society. at this formative stage, all psychological and mental aspects of habits or ways of acting and ways of thinking are unified with the utmost precision and coherence. young children may resist the teachings of adults, but they are unable to resist the system from which these teachings emanate because they do not know other systems and they have nothing but what is offered to them, it is transmitted to them through language and its combinations and their uses and expressions are so full of emotions that they can't Speak or think only within the limits of what is accepted by the prevailing local culture. (Imad, 2006, p. 162)

Spontaneity: it is basically an unconscious spontaneity because its basis is the random attempt to fill the necessary natural needs and satisfy them, which over time turn into customs, traditions and customs, that is, the local culture is not protected by a specific official authority, but in general there is a general tendency to accept it by members of the local community where they mix with their souls in a way that they do not feel the need to change it or go out or even discuss the reasons for its control over them, and if any change or weakness occurs, it happens in a gradual and automatic way. (Imad, 2006, p. 163)

* **Unwritten:** this is a natural issue, because society does not address the construction of its local culture, customs and traditions with conscious emotional work, so it does not write them down among the news of its history and does not notice them, and if we want to stand on them,



they are preserved in the collective memory and transmitted with extreme accuracy. (Imad, 2006, p. 164)

Continuity and constancy: this characteristic is evident in the transmission of this culture from generation to generation without change or distortion in the general style with relative adaptability to new circumstances based on intentional actions.

Thus, Customs and traditions have reached US since ancient times with some changes as a result of the manifestations of general development, but as soon as they settle down and become familiar to individuals, they resist change because they prepare for social stability.

* **Attractiveness:** the local culture remains acceptable and desirable, despite its obligation, it involves the humble actions and words of individuals, this characteristic explains the difference of cultures in different groups, and even within the same society varies with different eras, Although this difference is relative, especially when cultural heritages overlap with the sacred, which makes the group more intolerant and adhering to its cultures, (Imad, 2006, p. 165) and therefore the local culture is considered an effective means of integrating the individual into his society, although it exerts pressure on the individual to conform to the methods of the group to which he belongs, but on the other hand , As well as many functions, the most important of which is the function of social control, which preserves the general structure and integrated format of the local community.

09. The cultural role of radio programs:

The cultural role was and still is the most serious task for radio planners, because according to the comprehensive concept of culture, its function is to enlighten and educate at the same time, which is the function of radio specifically, through the multiplicity of its programs and their different types, it is able to communicate all cultural levels ranging from high classical culture to folk folklore culture.

The cultural role of radio is becoming increasingly important and necessary in societies where illiteracy is widespread or where reading is less, (Ragheb, 1999, pp. 424,427) and it can be said that the culture flowing from the radio is a fresh and hot culture."If the radio cannot dispense with reading newspapers, books and magazines, it can make people yearn for such reading and arouse their curiosity, and it can also show what is missing to the illiterate or those who are unable to acquire newspapers and magazines." (charaf, 1999, p. 33)

Cultural programs usually address cultural levels that are difficult to enumerate as a result of the diversification of radio in its programs and addressing various topics, which gives the listener the opportunity to choose what suits him, considering that he is looking for the easiest and simplest ways to achieve his goals and objectives, especially since radio enjoys great credibility with a wide and simple audience of listeners, who see what he says as a reference to measure what they are going through in their lives, and cultural programs cover news, analytical and dramatic activities because of its ability to absorb all intellectual and artistic achievements. (Ragheb, 1999, p. 428)



The radio drama benefited from the art of the play, the radio dialogue was invested from the journalistic dialogue, and the news and analytical coverage is very similar to the journalistic reportage, and the cultural and artistic service that the radio was unique in was in the field of music and singing with all its classical and folk genres, international and local, so the spread of radio is a real spread of musical taste that shows the different sectors of the masses.

Cultural programs in most of the world's radio stations are divided into public and private programs, public programs are the most widespread, as every program that provides the listener with scientific, intellectual, artistic, literary and civilizational achievements is considered a cultural program, and it is this type of programs that gives the station its prestigious status and delivers it to the listener in a way that combines simplicity, smoothness and ease with originality, objectivity and methodology, as well as the attractiveness that must be available in it, cultural material may be dry, but the method of its coordination and output radio can avoid this drought.

One of the conditions that must cover general cultural programs is to always seek to cover all or most of the branches of culture, hence the need to develop a radio map of the distribution of interests and competencies so as not to cause any kind of conflict or overlap. (Ragheb, 1999, pp. 129,131)

These programs also include programs for women, youth, children, workers, rural people, and everything that would raise the cultural level, but whatever the content of cultural programs, they aim to communicate new information based on old information .if we look at the content of these programs, we find them directly exposed to cultural activities such as literature and cultural values that work to preserve and revive heritage and transfer it from generation to generation. these programs may be written by a specialized writer who is aware of the world of culture from poetry, literature, music, theater... (Marzouk, 2008, pp. 251,252)

Cultural programs aim to influence the attitudes and behavior of individuals and direct them towards benefit and advancement.they also aim to help audiences trace their customs and traditions, religion and language and not be neutral about them. therefore, cultural programs address reason and emotion. it is a purposeful functional program that must overcome all the obstacles of boredom, and the cultural program is subject to permanent development.

The Association of cultural programs with the radio was a confirmation of the right of the masses to complete the components of culture and explained its functional aspects, and from this it becomes clear that cultural radio programs are not just an expression of the present, but the development of its potential, because the task of cultural programs does not stop at recording, but is considered a means of preserving human values. (djad, 1996, p. 48)

The auditory culture still carries a lot of ability for deep thinking, rational reflection and careful analysis, while the visual culture fascinates the eyes with attractive colors and shapes that do not stop moving, which negatively affects the thinking, reflection and analysis abilities provided by the special and intimate relationship between listeners and the radio.

10. Study results:



- Local radio programs contribute to preserving the language of the university students ' audience by 57.09%, and this is due to several reasons, the most important of which are:

The media language used by the radio is indistinguishable, which makes it a source of boredom for listeners, considering that it relies more on the colloquial dialect on the one hand and a motivating factor for listening to different radios on the other.

- Local radio programs contribute to the preservation of religious values for an audience of university students, which was 58.25% of the population, this percentage is considered good for a radio that is still at its beginning and aspires to the best, but there is something wrong with it:

This is due to the lack of diversity of religious programs and their appearance in the month of Ramadan with the same view.

Even in the case of hosting specialists, the simple techniques possessed by the broadcaster do not allow simplifying the content of the class for listeners

- 54.52% represented the contribution of local radio programs in preserving the Customs and traditions of the university student audience, although the programs of Customs and traditions express the identity of society, but they suffer from shortcomings and lack of follow-up, due to:

The practice of repeating the same programs on the same occasion, which leads to boredom of listeners.

The problem is not to mix originality and modernity in presenting programs, in addition to presenting them in ordinary, non-distinctive templates.

- Despite the registration of all these negatives in the local radio, this does not prevent from gaining points to add to its positive balance, through our study we found that more than 50 respondents listen to the local radio despite the intense competition, whether from similar means on the one hand or different on the other.

- In addition, this distinctive edifice in the region allows listeners to participate in the production of programs, even at a reasonable rate, whether they are from the city or from neighboring areas (Annaba - Souk ahras-Tunisia).....This, if anything, indicates an easy, simple language that is understandable to the public and private, although it is colloquial and may sometimes be weak, but it suits all levels.

- The frequency of radio broadcasts of programs, especially related to local culture, may be a disadvantage for some reason, but it is considered a factor of consolidation of this culture in the collective memory in order to preserve the local identity.

In sum, local radio still has difficult tasks ahead of it, despite what it has been doing for 15 years to preserve the pillars of local culture, such as customs, traditions, religious etiquette and dialect calendar.



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