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-دراسة لعينة من الاساتذة الجامعيين الجزائريين -

**Algerian university professors' use of Arab news channels and their gratification- A study of a  
sample of Algerian university professors –**

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**Abstract:**

Arab news channels constitute a large part of the satellite channels received by the Arab viewer, including the Algerian viewer, and among them are the university professors. this study will shed light the use of the Algerian university professors of the Arab news channels and the benefits they achieved from its use, this topic is mainly one of the current topics that deserve study and research, moreover; it is discussed according to the introduction of uses and gratifications, and the questionnaire form with a sample of (325) single Algerian university professors ,for this purpose, three Algerian universities were intentionally chosen ,including the universities of **Laghouat** , **Ghardaia** and **Ouargla** with a 10 percentage from each university, this study also relied on the descriptive approach, focused on studying the habits and patterns of Algerian university professors' use of the news channels, their satisfactions, and the type The news channels that university professors

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## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

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prefer to follow either News channels of Arab countries or foreign channels speaking in the Arabic language. The results of the study show that a large percentage of university professors spend less than an hour a day watching Arab news channels, whereas , another large percentage spend between an hour to three hours a day, and the majority follow Arab news channels at night. The later also prefer to follow the Arab news channels of Arab countries mainly more than foreign news channels that speak Arabic for a deeper view of daily events with a greater percentage than other reports.

**Keywords:** - Arab news channels; - Algerian university professors; - Uses and gratifications.

### **- Abstract in French :**

Les chaînes d'information arabes représentent une grande partie des chaînes satellites reçues par le téléspectateur arabe, notamment le téléspectateur algérien, et parmi les catégories qui suivent ces chaînes, on cite la catégorie des enseignants universitaires.

Voilà pourquoi cette étude s'est intéressée à l'usage de ces chaînes d'information arabes par les enseignants universitaires et les gratifications qu'ils en tirent étant donné que c'est l'un des sujets d'actualité qui méritent étude et recherche.

Aussi cette étude traite des usages et gratifications, à cet effet on a réalisé un questionnaire sur un échantillon de (325) enseignants universitaires algériens et trois universités algériennes ont intentionnellement été choisies, à savoir : les universités de Laghouat, de Ghardaia et de Ouargla, en prenant un pourcentage de (10 %) de chaque université.

Cette étude s'est également appuyée sur la méthode descriptive, et elle s'est concentrée sur l'étude des habitudes et modes d'usage des chaînes d'information par les enseignants universitaires algériens et des gratifications obtenues, ainsi que du type de chaînes d'information que les enseignants universitaires préfèrent suivre, est-ce les chaînes d'information des pays arabes ou les chaînes étrangères diffusant en langue arabe ?

Les résultats de l'étude ont révélé qu'un grand pourcentage d'enseignants universitaires passent moins d'une heure par jour à regarder les chaînes d'information arabes et qu'un autre pourcentage aussi grand passe entre une heure et trois heures par jour à regarder

## Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;

lesdites chaînes d'information arabes, tandis que la majorité des enseignants universitaires les suivent la nuit.

En outre, ils préfèrent également suivre les chaînes d'information arabes des pays arabes plutôt que les chaînes d'information étrangères qui diffusent en langue arabe. Aussi, les enseignants universitaires algériens utilisent les chaînes d'information arabes pour avoir une vision plus approfondie des événements quotidiens avec un plus grand pourcentage de gratifications.

**Mots clés :** Les chaînes d'information arabes, les enseignants universitaires algériens, les usages et gratifications.

### - Abstract in Arabic:

تشكل القنوات الاخبارية العربية جزءا كبيرا من القنوات الفضائية التي يستقبلها المشاهد العربي ومنها المشاهد الجزائري ، و من بين الفئات التي تتابعها فئة الاساتذة الجامعيين ، ولذا جاءت هذه الدراسة لمعرفة استخدام الاساتذة الجامعيين الجزائريين للقنوات الاخبارية العربية و الاشباعات المحققة لهم من هذا الاستخدام ، باعتبار أن الموضوع من المواضيع الراهنة التي تستحق الدراسة والبحث فيها ، و جاءت هذه الدراسة وفق مدخل الاستخدامات و الاشباعات ، و قد تم استخدام استمارة الاستبيان على عينة قوامها ( 325 ) مفردة من الأساتذة الجامعيين الجزائريين ، بحيث تم اختيار ثلاث جامعات جزائرية قصديا و هي جامعة الاغواط و جامعة غرداية و جامعة ورقلة من ( من كل جامعة ، و اعتمدت كذلك هذه الدراسة على المنهج الوصفي ، و قد % خلال أخذ نسبة (10 ركزت الدراسة على دراسة عادات و أنماط استخدام الاساتذة الجامعيين الجزائريين للقنوات الاخبارية و الاشباعات المحققة لديهم ، و نوع القنوات الاخبارية التي يفضل متابعتها الاساتذة الجامعيين القنوات الاخبارية التابعة للدول العربية أم القنوات الأجنبية الناطقة باللغة العربية ، و أظهرت نتائج الدراسة أن نسبة كبيرة من الأساتذة الجامعيين يقضون أقل من ساعة في اليوم في متابعة القنوات الاخبارية العربية و نسبة كبيرة أخرى تقضي ما بين ساعة إلى ثلاث ساعات في اليوم في متابعة القنوات الاخبارية العربية و الغالبية من الاساتذة الجامعيين يتابعون القنوات الاخبارية العربية في فترة الليل ، كما أنهم يفضلون متابعة القنوات الاخبارية العربية التابعة للدول العربية أكثر من القنوات الاخبارية الأجنبية الناطقة بالعربية ، و أن الأساتذة الجامعيين الجزائريين يستخدمون القنوات الاخبارية العربية للحصول على تعميق النظرة للأحداث اليومية بنسبة أكبر من الاشباعات الأخرى .

كلمات مفتاحية: القنوات الاخبارية العربية ، الاساتذة الجامعيين الجزائريين ، الاستخدامات و الاشباعات .

# Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;

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## **- Introduction:**

Space today witnesses the presence of many satellites that broadcast thousands of satellite channels. Three decades ago, there were limited and numbered channels, as their programs were general. Now, thanks to technological development, especially the emergence of satellites, and the presence of multi-specialty satellite channels and Programs, everyone has the freedom to choose the programs that he wants to follow and that meet his needs. However, for other groups or audiences, the channels that interest them have an audience. For example, the sports audience follows the various sports channels, the religious channels are watched by a specific audience, and the children's channels have their own audience as well ... etc. Among the satellite channels we receive are news channels, which in turn have their own audience, and for these channels that have increased there are remarkably diverse news programs that attract their viewers, a special group, known as the elite of society. It means they are often university professors, doctors, lawyers, journalists ... etc.. As a matter of fact we often find this category close to following satellite news channels because they depend on them in obtaining news and information by virtue of their positions and interests. Therefore, the subject of our study, and its problematic are as follows:

***What are the Algerian university professors' use of Arab news channels and the gratifications they achieve from following them ?***

## **Study questions:**

- What are the habits and patterns of Algerian professors watching Arab news channels?
- What are the Arab news channels that Algerian university professors watch the most, the Arab news channels of Arab countries or foreign channels that speak Arabic?
- What are the gratifications achieved by Algerian university professors from following the Arab news channels?

## **Study hypotheses:**

- Algerian university professors follow news channels for more than an hour a day, and the evening period is the preferred period.

## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

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-University professors follow the Arab news channels of Arab countries more than foreign news channels that speak Arabic.

- Arab news channels achieve the satisfaction of getting the news and following up on the daily events of a large volume by university professors more than other reports.

**Study objectives: the study** aims to know

- Habits and patterns of university professors following the Arab news channels
- The news channels that university professors watch most are the news channels of Arab countries or foreign news channels that speak Arabic.

### **1- The theory of uses and gratifications:**

#### **1-1 - The genesis of the theory of uses and gratifications:**

Yahoo Katz was the first to lay the first building block in the construction of the usage and gratification entrance, when he wrote an article about this entrance in 1959(wemer severine ,jemes w,p250) diverting attention from the media message to the receiving audience .He canceled the notion of a controlling media power(watson,2000,p62), the approach to uses and gratifications has a different view that lies in the realization of the importance of individual differences and social variation on the perception of behavior related to the media.

The process of using the media by members of the public is a complex process, and it is due to several interwoven factors, including: cultural backgrounds of members of the public, personal taste, media policies and orientations, personal factors, including the method of collection, age, income, education level, gender, type of satisfaction What a person wants to obtain from exposure to the media they want to follow(Mcquail,2000,p368) . Thus, the concept of the active audience appeared which transformed the study of the public's relationship with the media from answering the question (what?), to answering the question (why?), to identify the reasons for the audience's exposure to the media, i.e. the motives for viewing, media exposure to the public.

## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

The portal was developed in 1974 when it was presented in an integrated manner by **Katz, Blumler and Guerevitch**, and the research developed with their research efforts and spread to all parts of the world (Bernardette and others, 2002, p247)

### **1-2 - Assumptions and objectives of the theory of uses and gratifications:**

#### **1-2-1- Assumptions of the theory of uses and gratifications:**

One of the most important assumptions that the entrance to uses and gratifications seeks to measure (عاطف عدلي العبد، نهى عاطف العبد، 2011، ص300):

- Members of the public choose the media material that they believe satisfies their needs.
- Members of the public can determine their needs and motives, and thus choose the media and messages that satisfy those needs.
- The cultural norms prevailing in a society can be inferred through the identification of the audience's uses of the means of communication, and not only through the content of the message.
- Members of the public actively participate in the mass communication process, and use the means of communication to achieve intended goals that meet their reality.
- The use of means of communication expresses the needs that the members of the public perceive, and this is controlled by the factors of "individual differences" and "social interaction", and "the diversity of needs of different individuals."
- The media competes with other means to satisfy the needs of individuals, such as direct communication channels such as clubs, cinemas, or others. The audience completes their needs that are not satisfied by the mass media through other channels and means.

#### **1-2-2- Objectives of the theory of uses and gratifications:**

The concept of uses and gratifications achieves several objectives, including (حسن عماد (2016، 241):  
مكاوي، ليلي حسين السيد، 2016، 241):

- Seeking to discover how individuals use and means of communication, by looking at the active public who can choose and use the means that satisfy their needs and expectations.
- Explain the motives for exposure to a particular means of communication, and the reaction that occurs as a result of this exposure.

# **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

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- Emphasizing the results of using the means of communication in order to understand the process of mass communication.

## **1-3- Elements of the theory of uses and gratifications:**

### **1-3-1-Active Audience Assumption:**

Ancient theories such as the theory of the bullet or injection under the skin considered that the audience is merely a passive recipient, but with the emergence of the use and gratification approach, the concept of the active audience emerged, which searches for media content appropriate for it and controls the choice of the medium that provides this content (Mcquail, 2000, p.369), This is known as "relative selection" or "expectation of reward", which is the balance between the amount of satisfaction that an individual will receive in exchange for the effort expended to obtain this satisfaction, and it is worth noting that a single media content achieves differentials of the audience, for example a program that contains Violence scenes may be entertainment for some and educational material for others (هبة شاهين، 2000، ص239).

### **1-3-2- The psychological and social principles of the uses of the means of communication:**

#### **1-3-2-1- Social assets for the uses of the means of communication:**

This is because members of the public do not deal with the means of communication as individuals isolated from their social reality, but rather as members and organized groups, and accordingly demographic and social factors such as: gender, age, profession, educational level, social and economic level, have an impact on The public's use of the means of communication, thus showing the failure of the concept of the negative audience after the emergence of the entrance to uses and gratifications (منال هلال المزاهرة، 2012، ص193).

#### **1-3-2-2- Psychological principles of the uses of means of communication:**

Psychological factors sometimes lead to the existence of specific incentives or motives that need to be satisfied, and thus many uses of the media are determined, where the entrance to uses and gratifications is based on the assumption that different individuals choose for themselves different media contents according to the psychological differences between them, where psychological conditions are considered For members of the public as

## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

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problems they face, and watching TV is achieved - for example - the treatment for these problems(Mcquail,2000,p234).

### **1-3-3- The motives of public exposure to the means of communication:**

Most communication studies divide the drivers of communication exposure into two parts: Utilitarian and ritual motives are as follows:

#### **1-3-3-1- Instrumental motives:**

It aims at self-identification, the causes of knowledge and information, and experiences, and monitoring the environment that is related to the use of certain content such as news bulletins and information programs As the media collect information for us about things and places that we as an individual audience cannot reach by ourselves, especially with The emergence of specialized news channels that broadcast most of them over a period of 24 hours(Dominick,1990,p32).

#### **1-3-3-2- Ritualized motives:**

The individual's desires are saturated to spend time, relax, friendship and familiarity with the means and escape from problems, and this category is reflected in the series, films, variety programs, and various entertainment programs(Dominick,1990,p44).

#### **1-3-4-Expectations of means of communication:**

Expectations result from the public's motives for exposure to means of communication according to the individual's internal state and psychological inclinations by creating expectations to satisfy his needs that are met by means of communication, and expectations are an important step in the process of exposure to means of communication (Conway,rubin,1991,pp343-344).

Thus, the process of anticipation and evaluation in the use of means of communication is an important entry point to reveal the nature of the communicative content that the individual seeks to satisfy his needs, and it is a concept based on social and psychological foundations, where the individual behavior towards means of communication is the result of these two parts:

**Expectancy:** It is the individual's belief or perception that a certain issue or behavior has a specific characteristic that will lead to certain results.



# Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;

**Evaluation:** It is the negative or positive assessment of certain properties or specific results of the content. Accordingly, *Windhel* believes that the final product of using the content of the communication is the accumulation of influence and its sequencing (Windhal, 1981, pp203-204).

## 1-3-5- Exposure to the means of communication:

There is a correlation between the public's search for a certain satisfaction of its different needs and its exposure to the means of communication. The increase in public exposure in general to the means of communication reflects the activity of this audience and its ability to choose content that meets its needs, and the public's use of communication means changes and develops continuously with the development of technology. Communication and the emergence of modern means such as satellite channels and modern interactive means, which push the public to make a more aware and organized exposure of the medium (نهى) (عاطف العبد، 2005، ص24).

## 1-3-6- Communication means:

According to the theory of uses and gratifications, members of the public are described as being driven by psychological and social influences to use the media to obtain special results called *gratifications* (حسن عماد مكاوي، ليلي حسين السيد، 2016، ص248).

According to Swanson, the content of the message can be linked to the achieved gratifications. Entertainment and drama programs can achieve Diversion satisfaction by getting rid of tension and anxiety and escaping from daily problems. As for news, information and current affairs programs, they can achieve the satisfaction of monitoring the environment *Surveillance*, which consists in obtaining information, expertise and skills (حسن عماد مكاوي، ليلي حسين السيد، 2016، ص249).

## 2- Methodological procedures for the study:

### 1-2- The research community and the study sample:

#### 2-1-1- Research Society:

The stage of determining the research community is considered one of the most important methodological steps in social research, and it requires the researcher to be meticulous, as the conduct of the research, its design, and the efficiency of its results depend on it, and upon

## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

embarking on his research he faces the problem of defining a working system, i.e. choosing the research community or The sample to be studied and determined (محمد شفيق، 1999، ص 112). In order to know the research community, the original research community and its vocabulary must be defined, along with an accurate identification of its internal composition that includes the nature of its units, and the original community here is the professors of the Algerian University.

And to determine the research community on which we will conduct the applied study, we have determined in our study which field study will be limited to professors of the University of *Laghouat*, professors of the University of *Ghardaia* and professors of the University of *Ouargla*, and the number of professors in the three universities is estimated at 3250 professors, and this is in order to facilitate our access For the study vocabulary.

### **2-1-2-Study sample:**

In our study, we relied on the multi-stage sample to choose the study vocabulary, by identifying the universities of *Laghouat*, *Ghardaia* and *Ouargla* in the intentional method, then determining the group concerned with the study in the simple random sample method, and then the questionnaire was distributed on the study vocabulary after determining it accurately by taking a percentage of (10%) from each of the three universities, which is a representation of the study community, and the total sample of the study was 325 individuals distributed as follows:

- 126 professors from *Laghouat* University, after we took 10% of the total number of professors estimated at 1260 professors
- 54 professors from the University of *Ghardaia* after we took 10% of the total number of professors estimated at 540 professors
- 145 professors from the University of *Ouargla* after we took 10% of the total number of professors estimated at 1450 professors.

### **2-2- Research methodology and data collection tools:**

#### **2-2-1- Research Methodology:**

The method is considered necessary in any scientific research, and the researcher has relied on the descriptive approach because it "is based on the study of reality and is

## Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;

concerned with describing the phenomenon and an accurate description, expressing it in a qualitative or quantitative expression. The qualitative expression describes the phenomenon for us and clarifies its properties, while the quantitative expression gives us a numerical description, showing the magnitude or size of this phenomenon and the degree of its correlation with various other phenomena (محمد محمود الذنبيات، عمار بوحوش (138ص، 2009..).

And from it, this approach was used to describe the characteristics of Algerian university professors and how they use the Arab news channels and the gratifications they have.

### 2-2-2- Data Collection Tools:

The questionnaire was relied on in this study, because it suits the purpose of the study first, and because it saves effort and time. Secondly, the questionnaire as it was defined is "a printed form containing a set of questions, directed to a sample of individuals on a specific topic or topics related to the subject of study", And the questionnaire form is the most appropriate tool for the study community and its subject (محمد عبد الحميد، 2004، ص353). Through it, it is possible to collect data on the use of Algerian university professors of the Arab news channels and the satisfaction they have achieved.

### 3- Results of the study:

**Table No. 01:** shows the distribution of the sample according to gender

Gender	Frequency	Ratio
Male	245	75.4%
Female	80	24.6%
Total	325	100%

Table No. 01 shows the distribution of respondents according to gender, as males have the highest percentage, (75.5% for males and 24.5% for females), the nature of region (south region presents few opportunities to females continue studing).

**Table No. 02:** shows the time that Algerian university professors spend in watching Arab news channels

**Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

<b>Duration</b>	<b>Frequency</b>	<b>Ratio</b>
Less than an hour	180	%55.4
From one to three hours	130	%40
More than three hours	15	%4.5
Total	325	100%

Table No. 02 shows the time period that university professors spend for less than an hour in following up on Arab news channels, where the rate was 55.4%. This is because the professors 'are busy researching they have not enough time to watch news and be informed on what is going on around them on time. The second percentage is 40% and it is also large percentage of professors who spend one to three hours watching news channels , and this is because many university professors are interested in details ,for this they skip from one channel to another to follow-up news, analyzes, comments and various opinions, the lowest percentage is to 4.6% which represents those who follow news channels for more than three hours a day , because the period of three hours or more is a long period per day spent to follow the news channels, and for this we find a small percentage of university professors who spend this period watching news.

**Table No. 03:** shows the period that Algerian professors prefer to follow the Arab news channels

<b>Period</b>	<b>Repetition</b>	<b>Ratio</b>
Morning time	18	5.5%
Noon	28	8.6%
Evening period	69	21.2%
Night period	168	51.7%
all times	42	12.9%
Total	325	100%

Table No. 03 shows the period during which university professors prefer to follow the Arab news channels, where 51.7% came for the night time period, which is the largest rate. Because they are less busy than in another period along the day . The second rate 21.2% for the evening period, and it is also considered appropriate after the night in following the news

**Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

channels, due to the end of the day working hours at the university , and then came the third rate with 12.9% of those who follow news channels at any time of the day .There are those who follow TV in general and news channels at different times , because this percentage may have enough time and limited preoccupations, and 8.6% comes for the afternoon period , which is a small percentage, and this is because this time is usually time work and the last rate is 5.5% for university professors who follow the news channels in the morning which is a very small percentage , and this is because the morning period is often a work period and a movement opposite the night time.

**Table No. 04:** shows the Arab news channels that Algerian university professors prefer to follow, channels of Arab countries or foreign channels that speak Arabic.

<b>The type of Arab news channels</b>	<b>Repetition</b>	<b>Ratio</b>
Arab news channels of the Arab countries	216	66.5%
Arabic foreign news channels	109	33.5%
Total	325	100%

**Table No. 04** shows the university professors 'preferences for the news channels they follow, whether they are of Arab origin or foreign speaking Arabic, as the study showed that 66.5% of the respondents follow the Arab channels of Arab countries, and 33.5% of the respondents follow foreign channels that speak Arabic.

**Table No. 05:** shows the gratification of Algerian university professors from following up on Arab news channels

<b>Achieved gratifications</b>	<b>Repetition</b>	<b>Ratio</b>
Get daily news	81	24.9%
Providing information	99	30.5%
Deepening the outlook for events	141	43.4 %
Other	4	1.2%
Total	325	100%

Table No. 05 shows the gratifications that university professors seek to achieve from following up on Arab news channels, where 43.4% came, which is the highest for satisfying a

## **Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;**

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deepening view of events, because the university professor seeks to know more details about the subject so that he can form a deep view of the events surrounding him And the second rate was 30.5% for providing information, and this is normal, as this percentage of professors seek to provide information about what is going on around them, and a lesser percentage of 24.9% to saturate getting the daily news, so that a percentage of university professors seek to keep pace with the events through Follow-up of what happened on the day and what is happening in it, and the last percentage came, which is the lowest by 1.2%, for other saturations, and this means that university professors seek to achieve the aforementioned gratifications through their follow-up to the news channels.

### **General results of the study:**

- University professors watch Arab news channels for less than an hour a day, and some spend an hour to three hours watching Arab news channels.
- The majority of Algerian university professors watch Arab news channels at night time.
- Algerian university professors follow the Arab news channels of Arab countries more than foreign news channels that speak Arabic.
- The majority of Algerian university professors follow the Arab news channels to have a better understanding of daily events.

### **Discussion of hypotheses:**

- We negate the first hypothesis, as the study shows that Algerian university professors spend less than an hour in the first class and from one to three hours in the second class, and the night period is their preferred period.
- Proof of the second hypothesis, as the study proved that Algerian university professors follow Arab news channels of Arab countries more than foreign channels that speak Arabic.
- We negate the third hypothesis, as the study proved that Algerian university professors follow Arab news channels to deepen the perception of daily events more than other gratifications.

### **4- Conclusion:**

Viewer's interest (especially university professors who represent the elite of society) in the Arab satellite channels in general and the satellite news channels in particular , is

## Algerian university professors' use of Arab news channels and their gratification- A study of a sample of Algerian university professors;

necessary , because these channels have a great role in making and shaping the opinions of university professors who in turn contribute to guide public opinion especially in universities where future elites are , so that doctors, lawyers , judges, professors , and other disciplines graduate and become social influencer. This study has proven that Algerian university professors follow the Arab news channels, especially during the night ,University professors are in a sabbatical period. The study has proven too that Algerian university professors are keen on following Arab news channels in order to have a better understanding of daily events to be able to influence those around them .The study also proved that Algerian university professors prefer Arab news channels of Arab countries more than Arab version for foreign news channels, because Arab issues may be better treat by Arab satellite news channels of Arab countries than Arab version of foreign news channels , because they have well-known agendas for this category that may conflict with objectivity in their approach to Arab and international events, And Overall, the university professors category is the most used category and a follow-up to the Arab news channels , and the relationship between university professors and Arab news channels deserves to be studied.

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