

The Role of Digital Media in Maintaining a Clean Urban Environment A field Study on a Sample of Followers of Annaba Digital Radio

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Abstract: The modern era is witnessing an environmental crisis that has raised concern in governmental circles and societies, due to the many problems it is witnessing and which now threaten living organisms in general and humans in particular, from water, air and food pollution, global warming, desertification, attacks on vegetation and waste that have distorted the general view of nature. The aesthetic character of cities...etc., as a result of scientific, technical, and economic development and demographic growth, Therefore, this study investigated the role that digital media plays in maintaining the cleanliness of the urban environment, by taking a sample of Annaba digital radio listeners

Keywords: role; digital media; hygiene urban environment; digital radio.

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1 - Introduction

Today, the world is living an amazing and unprecedented development, due to the revolution of modern technology in the field of communication and its technologies, the latest changes in all spheres of social, educational, political and economic life ...New media and the internet with their various applications have emerged, information has increased and the process of transferring it between individuals has become easier, spatial and temporal barriers have disappeared, and it has become possible to communicate across different parts of the world and very quickly, and social networking sites have spread and are characterized by participation, real-time and interactive, etc ... In turn, machines and technologies have developed, factories have multiplied, as well as means of transportation and transportation have increased The population grew and there were many buildings ...It has become a harm to the environment and the atmosphere due to air pollution, water, food and the spread of waste from household, medical waste ...On the other hand, it affected the general view of nature and distorted the aesthetic character of cities, the lack of green spaces and exacerbated environmental dilemmas, especially the spread of waste on the roads and streets of the city ... Recently, the environment and its deterioration have become a focus of attention ...This drew attention and led to the need to think about finding solutions and alternatives to solve this problem at both the International and local levels . Among the mechanisms that can address the problem and face ecological risks, the media through various means, especially digital, plays an important role in educating the public, expanding its knowledge, providing individuals with various information and updates on various environmental issues, convincing them, modifying their behaviors, sensitizing them to the seriousness of the situation on the public health of citizens and environmental awareness, this is what we tried to highlight in our study, an attempt to find out the role of digital media in preserving the urban environment .

What role does digital media play in maintaining the cleanliness of the urban environment Under which the following sub-questions fall : What are the habits of the followers of the digital radio about the programs that keep the urban environment clean- To what extent does the digital media via radio Annaba care about the environmental content that preserves the urban environment _ What kind of environmental content is presented on Annaba digital radio and to what extent does it contribute to the preservation of the urban environment

1.1- Objectives of the study :

The study seeks to achieve the following objectives :

- Highlighting digital media as a modern and important concept
- Find out the role played by the digital workers represented in Annaba radio in maintaining the cleanliness of the urban center of Annaba city .
- To find out the extent of the contribution of the media through the Annaba digital radio in raising public awareness of various environmental issues and the need to maintain the cleanliness of the city of Annaba, especially as it is an excellent tourist destination. - Protecting the urban environment today is not an option, but an imperative in light of the environmental diseases that threaten the lives of humans, animals and plants alike .

1.2- The importance of studying :

The digital transformation that the world is experiencing at all levels, including media organizations, which has imposed the imperative of digitization, openness to the outside world and keeping pace with the changes taking place .

- Knowing that the Environmental media content in digital radio seeks to achieve an important goal, which is to sensitize citizens to the extent of the environmental problem that the city of Annaba knows, even though it is a tourist city with an ancient history and excellent tourist ingredients .. And the need to create environmental awareness to preserve the urban environment in which we live . - An attempt to create environmental education among the Arab public and those who follow the environmental programs presented on the radio, in which personalities, associations and civil society bodies that care about the environment, such as the Environment Directorate, the youth Directorate, participate...Etc - Highlighting the degree of interaction of the audience with environmental content that preserves the urban environment by Annaba digital radio

1.3- Identify the Basic Concepts of the Study :

-Defining the Concept of Digital Media :

Terminology : "Digital media is a media that uses the electronic means of communication available on the internet to reach the public whatever and however it wants" (Mustafa, Nushi, 2019 ,p. 55) Digital media also means the use of internet technology in the dissemination and exchange of news, information and communication through electronic devices connected to the internet for the purpose of social, cultural, political and media communication (Fakih, gihan , 2017, p.129)

Procedurally : It is the media that allows the use of all electronic devices that make continuous interaction with the user, such as a smartphone with its multiple applications, social networking sites ...Etc Defining the concept of conservation :

Terminology : Conservation or preservation of the environment is an attempt to find the necessary solutions to various natural crises, as well as an attempt to balance between individuals in the exploitation of environmental resources, and this through holding conferences and awareness campaigns to spread awareness and education to acquire a sound environmental culture for the individual .(Adel mashaan, 2007,p. 20)

Procedurally : Work on not encroaching on Natural Resources and protecting them so that they last for future generations, to save man and the organism (plant, animal ..), Because the environment is the vessel in which we all live .

Defining the concept of urban environment : Terminology : The urban environment is densely populated and is located in a relatively geographical area, and the activity of the population is oriented to non-agricultural work characterized by specialization and functional correlation and is carried out within an official political pattern "(Mohammed Atef Ghaith, 2006, p.53)

It also means : " all the environmental elements or data added by man are the result of his interaction and exploitation of the resources of his natural environment, represented by the data of urbanization, transportation routes and other data of human activities "(Rashwan, Abdul Hamid, 2006, p.4)

Procedurally : Urban environment: it is the area characterized by the presence of a large population concentration, enterprises, industrial facilities, schools and hospitals ...The urban environment is densely populated and its members practice various activities . Environmental problems that threaten the urban environment : The rapid changes taking place today in the environment as a result of the enormous technological and technical development that has affected all sectors, has affected the environment and has become a threat to human life, especially since man is in a continuous interaction relationship with the environment, affects and is affected by it, and it includes the terrestrial, air and aquatic ocean, that is, all areas surrounding man, from water, air, soil, seas, oceans, plants and animals ...Etc But today the environment, including the urban environment, knows many problems, the most important of which

are : _ Air pollution: it is considered one of the most problems facing the urban environment due to factory smoke and transport traffic ...Otherwise, the problem was further aggravated by economic activities, the industrialization movement in the city and the development of pearls and technologies ..With the increase in the size of the population, the rate of pollution in the urban environment increased and caused many to suffer from chest diseases and respiratory diseases ...Public health is at risk _ The spread of waste: the spread of waste in an indiscriminate way has led to pollution of the urban environment .in addition to the waste produced by factories contributed to the pollution of sea water, we find that the city also suffers from a lot of garbage in the streets and on the edge of the roads, which distorted the general view of the city and increased the spread of mosquitoes, dirt and various infectious diseases.

_ Land pollution : the problem of solid waste in the streets and roads without respect for the simplest rules of protection of both the environment and the citizen, has become a threat to public health

_ Water pollution: due to the practice of many activities such as the accumulation of plastic waste, bioaccumulation of some persistent chemicals, industrial processes, as well as the problem of deterioration of water quality as a result of water leakage, etc ...

_ The problem of backward urban chaotic areas: the backward urban area is the most important problem of the urban environment and arises due to the illegal expansion of the city, which creates overcrowding and chaotic illegal housing

2. Methodological Procedures for the Study :

_ **Curriculum of Study** : The choice of the curriculum is according to the nature of the subject to be studied, and the curriculum represents a set of organized steps followed by the researcher by applying certain rules that enable him to reach the expected results .

_ **Data Collection Tools** : The most important data collection tools in our study are :

- **Questionnaire**: we relied on the questionnaire as a basic tool in this study, as the questionnaire is one of the most suitable tools used in our research because it provides easy access to information and collection, and the questionnaire form consisted of four axes The first axis includes data related to the characteristics of the research sample by gender, age, educational level and civil status . The second axis concerns the patterns of followers of environmental programs on Annaba radio that preserve the urban environment . The third axis concerns the extent of radio Annaba's interest in environmental content that preserves the urban environment, according to the sample of the researchers . The fourth axis: it concerns the Environmental Programs Offered by Annaba digital radio and the methods adopted by them that preserve the urban environment .

_ **research community and study sample** : Our study seeks to find out the role played by digital media via Annaba radio in preserving the urban environment, and therefore our research community is the followers of Annaba radio programs that address environmental issues that contribute to the preservation of the urban center of Annaba city . As for our research sample : we relied on the intentional or intentional sample, where the researcher selects its members in a controlled way, there is no room for chance, that's why our research sample was contacted via Facebook and our research sample consisted of environmental content trackers by broadcasting a package of 30 singles . _ **Fields of study** : - **Temporal domain** : we conducted the study in the first half of October 2023 - **Spatial field**: since the city of Annaba suffers from many environmental problems, Annaba radio is a neighboring media outlet that provides information, news, awareness and seeks to achieve the success of various environmental initiatives and activities, adopting it to the issue of the environment and considering it

one of the important topics to be addressed, we were chosen to radio Annaba as a place of study . The emergence of Annaba radio : The field embodiment of the Annaba regional radio project began with the launch of broadcasting on January 13, 1997 .since its establishment, Annaba radio has gone through three stages in terms of conducting and organizing work and distributing material and human resources in specialized groups in order to record and process the media material, programming and storing it until delivery to the recipient. These stages are: the stage of the analogue system The stage of the automated system Finally, the digital system phase The stage of digitization is the one that radio Annaba is familiar with today, as it works to keep up with the use of technology in the field of recording, processing, storing and broadcasting information .

3- Results and Discussion

1_The First Topic : Analysis of the Personal Data of the Respondents :

Table (1) : Distribution of Personnel of the Sample by Gender Variant

Gender	Reptions	Percentages %
Males	13	43
Females	17	57
Total	30	100

Source : table prepared by the researcher

Through Table 1, which shows the distribution of the members of the research sample, it turns out that the number of females exceeds males, where their percentage was estimated at 57, and males at 43, what we can explain is that the radio followers are mostly females .

Table (2) : Distribution of Respondents by Age Variant

Age	Reptions	Percentages %
15_25	05	17
26_36	14	47
37_47	09	30
48F above	02	06
Total	30	100

Source : table prepared by the researcher

It is clear from the table that the category that follows the programs of Annaba digital radio is those aged 26 to 36, followed in the second order by the category aged 37 to 47 years, then the category of those aged 15 to 25 years and finally those over 48 years old.

Table (3) : Distribution of Respondents by Educational Level Variable

Percentages educational level duplicates

Educational level	Reptions	Percentages %
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Primary school	00	00
High school	03	10
Middle school	07	23
University	20	67
Total	30	100

Source : table prepared by the researcher

According to the table, it is clear that the level of followers of Annaba digital radio programs is the university level, with a percentage of 67 of the total members of the research sample, then we find them with the secondary level by 23, and finally the intermediate level by 10, which explains that the educational level has a big role in the choices of the respondents .

The second axis : the habits of followers of environmental programs that preserve the urban environment on Annaba digital radio.

Table(4) : Follow-up of Respondents to the Programs of Annaba Digital Radio

Probabilities	Reptions	Percentages %
Yes	16	54
No	6	20
Sometimes	8	26
Total	30	100

Source : table prepared by the researcher

It is clear from the above table that the high percentage of 54% people in the research sample follow the programs of the digital radio Annaba, the second percentage, represented by 26 % of them, follow these programs only occasionally, while the last percentage, 20%, does not follow the programs of the digital radio Annaba .

Table(5) : Favorite Times of the Members of the Research Sample to Follow the Programs of Annaba Digital Radio

Times of watching	Reptions	Percentages %
A.M	20	67
P.M	3	10
Night	1	3
Total	30	100

Source : table prepared by the researcher

According to Table 5, it is clear that the preferred times to follow the programs of Annaba digital radio is the morning period, according to 67% of the respondents, while 10% of them believe that the most appropriate time is the evening period and 3 at night .

Table (6) : Follow-up Hours of Environmental Programs on Annaba Digital Radio According to the Opinion of the Researchers

Hours of watching	Repitions	Percentages %
Less than one hour	18	60
Two hours	8	27
More than three hours	4	13
Total	30	100

Source : table prepared by the researcher

We note from the above table that the number of hours of following environmental programs on Annaba digital radio is less than an hour, by 60 %, according to the opinion of the members of our research sample, while 27% follow them for two hours and 13% for more than 3 hours, and this can be explained by the fact that most working individuals do not have enough time to follow radio programs for a long time, such as programs related to the environment .

Table (7) : the Place of Monitoring Environmental Programs on Annaba Digital Radio According to the Opinion of the Researchers

Place	Repitions	Percentages %
Car	9	30
Home	11	37
Work place	4	13

Source : table prepared by the researcher

We note from the table that 37 percent of the respondents find that the home is the preferred place to follow programs that preserve the environment, while 30 percent consider the car to be the best, and the last percentage and 13 percent find that the workplace is the best .

The fourth axis : the extent of the attention of the digital radio Annaba to the environmental contents that preserve the urban environment.

Table(8) : Environmental Content of Annaba Digital Radio According to the Opinion of the

Propabilities	Repitions	Percentages %
Yes	28	93
No	2	7
Total	30	100

Source : table prepared by the researcher

It is clear from Table 8, that the majority, with 93 percent of the respondents, believe that Anaba digital radio is interested in environmental content, while 7 percent denies this, which confirms that Anaba radio is interested in environmental issues through the programs it offers, which aims to communicate them to the citizen to raise awareness and sensitization .

Table (9) : Annaba Digital Radio's Interest in Programs that Preserve the Urban Environment According to the Researchers Point of View

Propabilities	Repitions	Percentages %
Yes	24	80
No	6	20
Total	30	100

Source : table prepared by the researcher

Table 9 concerning the extent of Anaba digital radio's interest in programs that preserve the urban environment shows that Anaba radio pays attention to issues related to the environment and seeks to communicate them to its audience, to share them, to protect the city of Anaba from various environmental problems, especially as it is a tourist city and has the qualifications to attract tourists and it is necessary to clean and maintain the urban environment .

Table (10) : Type of Environmental Content Provided by Annaba Digital Radio

Type of contents	Repitions	Percentages %
Awareness campaigns	14	47
Live field reports	0	0
Programs hosting personalities	10	33
Total	30	100

Source : table prepared by the researcher

According to the above table, it is clear that the environmental programs on Annaba digital radio are mostly awareness campaigns, as stated by 47% of the respondents, while 33% believe that the radio offers environmental programs in which it hosts personalities, which confirms that the radio is open to the ocean and is active with civil society organizations, bodies and associations active in the environmental field in order to

Table (11) : Environmental Programs Broadcast by Annaba that are Followed by the Researchers

Environmental programs on Annaba Radio	Repitions	Percentages %
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For a healthy environment	11	37
Awareness campaigns (Annaba beach cleaners campaign)	8	27
Cleaning campaigns (involving the Green Bike Association)	5	16
Total	30	100

Source : table prepared by the researcher

It is clear from the table that radio Annaba offers environmental content and the most followed program is a program for a healthy environment, according to 37 percent of the respondents, then programs related to awareness campaigns such as the campaign of beach cleaners of the city of Annaba, according to 27 percent of the respondents, and finally programs about cleaning campaigns involving the Green Bike Association as an association active in the environmental field, according to 16 percent of the respondents, which explains that the environmental content offered via radio Annaba digital is associated with seasons such as summer or events related to the environment such as Tree Day ...Etc .

Table(12): the Extent of the Respondents Interaction with the Programs that Preserve the Urban Environment on Annaba Digital Radio

Propabilities	Repitions	Percentages %
Yes	5	17
No	19	63
Total	30	100

Source : table prepared by the researcher

It is clear from Table No. 12, that the members of the research sample do not interact with the programs provided by Annaba digital radio that preserve the urban environment, and the reason, according to the majority, with a percentage of 63%, is that the radio exploits social networking sites as a form of digital media and provides environmental programs that preserve the urban environment through the Facebook page, through which its programs are promoted .

The fourth axis : the extent to which programs that preserve the urban environment contribute to Annaba digital radio :

Table(13) : Adequacy of Environmental Programs Provided by Annaba Digital Radio

Propabilites	Repitions	Percentages %
Yes	0	0
No	24	80

Total	30	100
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Source : table prepared by the researcher

It is clear from the table that the programs provided by Annaba digital radio that preserve the urban environment are not enough according to the individuals of our research sample, by 80%, which explains that these programs are appropriate and it is necessary to continue and intensify efforts .

Table (14) : Environmental Problems Facing the Urban Environment According to the Researchers Point of View

Environmental problems	Repitions	Percentages %
Dirty water flow	6	20
Spread of household waste	11	37
Air pollution	7	23
Spread of piles of dirt and stones	4	13
Spreading tree remains and branches	2	7
Total	30	100

Source : table prepared by the researcher

Through the table, it is clear that the urban environment of Annaba city suffers from various problems, the first of which is the spread of household waste, by 37% percent, according to the point of view of the researchers, followed by the problem of air pollution, by 23% , then the problem of dirty water leakage, then the problem of the spread of piles of dirt and stones, by 13%, and finally the spread of the remains of trees and branches by 7%, according to the statements of the members of our research sample, what we can explain is that the urban environment of Annaba city knows environmental problems due to overpopulation, the abundance of factories and transport traffic .

Table(15) : Suggestions to Reduce the Problems of the Urban Environment According to the opinion of the members of the research sample

Suggestions	Repitions	Percentages %
Environmental awareness through media and digital communication	11	37
Imposing penalties (fines)	7	23
Inclusion of environmental programs (education, vocational training and apprenticeship centres)	4	13

Intensifying periodic cleaning campaigns with the participation of everyone	8	27
Total	30	100

Source : table prepared by the researcher

From the above table, it is clear that the members of our research sample agree that raising awareness through various media and digital communication can reduce the problems suffered by the urban environment by 37%, and then intensify periodic cleaning campaigns involving all citizens and associations ..Otherwise, by 27%, and then by 23%, they consider the adoption of measures and sanctions measures, including the imposition of financial and other fines .. And finally, by 13% of the total respondents, they find that the inclusion of environmental programs in educational levels and vocational training centers can reduce environmental problems and protect the urban environment .

General results of the study :

Through our study on the role of digital media represented by Annaba digital radio in maintaining the cleanliness of the urban environment, we can conclude the following :

- The residents of the city of Annaba are interested in the Environmental Programs Offered by digital radio aimed at preserving the urban environment of the city by following these programs .

* Anaba digital radio contributes to the presentation of various environmental contents that seek to devote a culture and environmental awareness to its audience to sensitize the value of the environment in which they live and the need to protect and preserve it because it is the issue of everyone .

- The environmental programs presented by Radio Annaba are mostly awareness campaigns, in which civil society organizations and associations active in the field participate, with the aim of raising citizens ' awareness and providing field models to follow, but they are linked to certain events .

- Radio Annaba promotes environmental media work aimed at preserving the environment through the Facebook page, where these programs are promoted to follow them, which explains The Citizen's participation in these contents .

- The most important problems known to the urban environment of the city of Annaba are : first, the spread of household waste, second, air pollution, third, dirty water leakage, fourth, the spread of piles of dirt and stones and

- Radio Annaba has created a niche for itself through the digital space that it has exploited through its Facebook page, which contributed to the participation of its audience for the

environmental content provided .

4-Conclusion :

The urban environment of the city of Annaba suffers from several environmental problems, such as pollution, the spread of household waste, dirty water leakage, the spread of piles of dirt and stones ...And the residents of the city suffer from the effects of these problems on their health .. Radio Annaba, as it is a media outlet close to the public, plays a very important role in this context, as it contributes to broadcasting various environmental media messages through presenting a network of environmental

programs aimed at creating an environmental culture and environmental awareness among the citizens of Annaba city to preserve the urban environment .

Finally, we conclude that Annaba digital radio pays attention to issues related to environmental affairs through the above-mentioned programs, but these programs remain few and not enough and appropriate, it is victorious in awareness campaigns to clean the beaches and streets of the city, so it is necessary to diversify and enrich the content and activate the citizen and involve him in all initiatives to encourage him and his sense of Social Responsibility and thus raise the level of environmental awareness .

Suggestions :

Digital Environmental Media via Annaba radio is one of the important mechanisms and has an important and effective role in sensitizing the various environmental problems known by the urban environment and to reduce the risks of these problems, we propose

- Doubling awareness campaigns through various means of communication and digital media from social media platforms ...

- The need to intensify periodic and continuous cleaning campaigns with the involvement of all (citizens, associations and civil society organizations ... Because the environment is an issue that concerns everyone and the need to be socially responsible .

- Imposing penalties such as fines and taking the necessary legal measures against anyone who harms the environment.

- In addition, it is imperative to include environmental education programs in the educational curriculum of educational levels, specifically children (starting from Preparatory) in the sense of environmental socialization to instill environmental values in children from an early age to preserve the urban environment in which we live and for future generations .

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