

Employing Television Programs in Spreading Environmental Awareness, through Implementation on Estidama Program in Emirate T.V July to October 2018

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Abstract--- *The various functions of television programs are important information functions that enable it to play its role as a community-based media service, and the function of educational television programs plays a major role in promoting environmental awareness and raising awareness of the most important environmental issues. In this study the researcher has tackled employing TV's programs in spreading awareness of environmental issues through implementation on Estidama program in Emirate T.V, so as to introduce the experiment of the program, to realize its effect to assume the role of prevailing environmental awareness and to get acquainted of the characteristics of UAE environmental features for it is one of the advanced countries. The researcher also has tried to find solutions of environmental problems and challenges, to know the role of visual media and to employ digital technologies in achieving environmental sustainability. In this study, the researcher has used the descriptive approach using the survey approach by distributing the questionnaire to a number of media and experts to learn about the nature of the program and to collect classify and analyze data in the survey.*

Keywords--- *Television Programs, Spreading Environmental Awareness, Estidama Program.*

Among the most important findings of the study are

1. The media message presented by the Estidama program in the in Emirate T.V cares of the most important features of the environment, natural resources, tourism and diversity of the UAE.
2. 2-The program contributed to the dissemination of environmental awareness and the strengthening of environmental protection efforts and the conservation of its resources.

Among the most important recommendations of the study are

1. Care of environment issues and increase the program areas allocated to them in different TV channels and in UAE.
2. All television forms should be used to serve environmental issues, including programs, news, film production, short news reports, and advertising features to raise awareness of environment

I. INTRODUCTION

UAE has outstanding international status for it is remarkable achievements in protection of environment, safeguarding nature, combating desertification and marine pollution. Moreover UAE has worked on developing land and marine life, establishing natural reserves, participate in funding international researches to save various multiple

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types of rare and threatened animal from extinction such as onyxes gazelle, Arab tiger, sea cows and green turtles. Also UAE has achieved many advanced programs by using the latest technology for proliferation of wild birds such as falcons and bustard.

In spite of fast architectural enlargement in UAE, tremendous population growth and the diversity of economy and resources, we find that saving environment and the natural resources are in the top priority of its wise government. This attributes to the deep awareness of of Emirati leadership particularly the founder of the state and one of pioneer of environment protection the late *Shik* Zaid Bin Sultan Al-Nahian, May Allah receives him in his mercy. Environment protection is the main demand to achieve comprehensive, balanced and sustainable development. Moreover the late president has asserted that to guarantee decent and flourished life for the future generation cannot be achieved without combating the current, urgent environmental problems perfectly and immediately. (International information network).

From what has mentioned above this study has tried to realize the methods of employing T,V 's programs in spreading environmental awareness, the case study is Estidama program in satellite, Emirati channel during 2019.

The objectives of the study

1. Realize the most important challenge facing ecosystem.
2. Know the important ways to produce T.V's program through which we can raise environmental awareness.
3. Shade light on the ways of employing T.V's program to address environmental issues,
4. Realize the message effect of Estidama program in UAE channel in spreading environmental awareness.
5. Get benefit of the program to promote environmental media.

II. THE PROBLEM OF THE STUDY

The problem of this study is clear in answering these questions, how can we employing T.V programs to raise awareness of environmental issues? To what extent Estidama program has succeeded in achieving its objectives and the demonstration of the issue of environmental diversity which UAE is full of and addressing the most important environmental challenges? How can we benefit from the program to promote environmental media?

The questions of the study

1. What are the most important duties which can be performed by T.V programs to address environmental issues?
2. What is the role of Estidama program in demonstration environmental diversity in UAE and shading light on the important challenges in environmental field?
3. What is the need of producing specialized programs caring of environment?
4. What are the most important news and programs that can be employed in addressing environmental issues?
5. To what extent that we can benefit from the experiment of the program on Arab and international level?

III. LITERATURE REVIEW

1- The first study: Environmental media in Kuwait, General association of environment as sample. (Alatibi, 2012)

This study has tackled the role of environmental media in Kuwait. It aims at realizing media characteristics in Kuwaiti society. The researcher has used qualitative analytical descriptive through using questionnaire. The most important results of this study are; clarifying the trends of the respondents towards environmental role of the association in showing environmental problems and spreading environmental awareness in Kuwait. The most important recommendations of this study are; the necessity of making more studies on environmental media and Kuwait mass media should concentrate on environmental issues to increase awareness of citizens.

2- The second Study: Addressing environmental issues in Arab satellite channels: (Linaa Algabri, 2007, 283)

This study has aimed at realizing the environmental issues in Arab region. The researcher has used in this study analytical approach, descriptive survey and content analyzing of the sample of environmental program in Arab satellite channels. The most important results of this study, there are many films' sources within the content of different environmental issues, also environmental pollution issues have come in the top of the issues tackled by the analytical study besides other environmental issues.

3- The third study: The reality of local radio in spreading environmental awareness. (Bushnaga, Zhra, 2016, p108)

This study has aimed to know the concept of environmental awareness, what is the environmental culture and the role of the local radio in spreading environmental awareness. The applied framework of this study has depended on the questionnaire to analyze environmental issues in Zahradio, The results of this study are; in spite of the humble capabilities Zahra radio is able to gain the trust of the audiences through the environmental issues that it has addressed and it also able to lay down developed media foundations showing environmental issues.

The meeting points of this study and the previous studies.

1. All the previous studies have addressed the role of broadcasting and visual media in addressing environmental issues so as to achieve sustainable development.
2. In spite that every study has its own specified place and time circumstances, there is similarity of all environmental issues in different Arab and gulf countries.
3. Through the previous studies we have noticed that media programs have great role in the development of environmental awareness in its three levels (Knowledge- direction – behavior)
4. This study is an extension of the previous studies which have formed preliminary ground to conduct this study with difference in place and time framework, where as this study has focused on employing T.V's programs in spreading environmental awareness through implementation on Estidama program in in Emirate T.V.

The importance of this study

The importance of this study stems from the following;

1. Realize the role of the different TV functions especially raising awareness function and its role in addressing environmental issues.
2. Know the approaches of TV programs in addressing environmental issues.
3. Analyze Estidama program in Emirate T.V; know its interests and the extent of its success in achieving its goals.

Place and time framework of the study

The place framework of this study is Estidama program in UAE satellite channel for the field study. Time framework of this study is during 2018, by choosing 12 episodes for 3 months.

The Methodology of the Study

Methodology is the accredited approach which is used by the researcher in building knowledge, also it is procedures and approaches used by the researcher in collecting data then analyzing and classifying data.(Dr. Abdurrahman, p 100)

The researcher in this study has used descriptive approach; the descriptive researches are used to know detailed facts on specified reality and to present description of problems and challenges and issuance of evaluation decisions. (Salih Alasaff, 1995, p193)

The descriptive research is used also to portray, analyze and evaluate specified group which is characterized by specification feature or to evaluate the current facts regarding the nature of the phenomenon under study, a situation, a group of people or a set of events so as to obtain precise and enough information about it without interfering in its samples and control it. (Samir, 1995, p3)

The tools of the study

The researcher has used many tools to collect the data of this study as following;

1. Interview

Interview is direct conversation, face to face for certain objective; the interview is conducted between the researcher who knows what he wants and the respondent who has the needed information. (Dr, Ahmed Beder, p178). The directed interview is a conversation conducted between a person and other or between people with other people asking them questions within scientific research or use them for direction and diagnosis. (Shamir Mohammed, p 182). The researcher has used this tool to know the opinions of specialists in media field and T.V production field and specialists in environment.

2. Scientific observation

Observation represents in knowing the phenomenon, its hidden characteristics and features. The scientific observation is characterized by accuracy in describing its goal which is needed to be achieved. It combines both the

sense and the mind. It is the precise and clear observation with the support of scientific research approaches which cope with the nature of this phenomenon. (Dr, Wagih Mhgoub,p169)

3. Questionnaire

It represents in a set of questions in certain theme which is directed to number of respondents to realize their opinions and to get information helping the researcher in solving his problems. (Abdulatif Alabd,p

The chapters of the study

This study has contained three chapters; the first chapter has introduced the concept of T.V's programs, their objectives and functions. The second chapter has introduced the concept of environment and the importance of spreading awareness of environmental problems and challenges. While the third chapter has shown the field study regarding Estidama program UAEin, analyzing steps and the results and recommendations of the study.

The terms of the study

The Program: They are the forms sent by mass media to the audiences so as to inform them with events and the current issues which concern their interests and enrich their culture. Thus helping them to adapt with life and entertain them to improve their mode in the framework of clear policy and strategy which are based on researches' results to fulfill their needs and desires.(Abor Tstski and Aboard Fisiki, translated by Ibtisam,1987,p64)

TV program: It is an idea treated by TV which has all capabilities of mass media and depends on visual picture (whither it is direct or recorded). It takes clear pattern to address all its aspects within limited period of time.(Moawad,p117)

Environmental awareness: They are programs or events directed to people or certain sector in the purpose of clarifying certain environmental concept or environmental problem to create carefulness and responsibility feeling, thus changing their views and tendencies and making them participants in finding the suitable solutions of environmental problem. (Younis, p 64)

Estidama program in Emirate T.V: It is the program which is dealing with consumption, agricultural and environmental practices which are applied on individual, social, institutional or governmental level (Arab governments or foreign ones) which aim at sustainable environmental development. (UAE channel in website)

UAE Channel: It is an Arab channel, broadcasting conversational, amusement, episodes and news programs which deal with the latest events. It is characterized with continuous renewed program's time table, which is developed by local talents that they are able to highlight UAE's heritage, its culture and traditions. (UAE channel in website).

FIRST CHAPTER

The concept of TV programs and their most important objectives and functions

It is noticed that the success of all functions conducted by TV depends on the themes which are presented through TV program and the ideas which these programs stem from at first, and then there are other complementary

technical and direction aspects related to the shape. From here this study has come to realize the approaches of employing TV programs to spread environmental awareness.

TV programs

They are the main items which any TV station depends on; the total of broadcasted programs reflects the identity of the TV station. These programs are diversified; we find news, political, recorded films, variety, and cultural, religious and literary programs. Every program is trying to reach certain sector of the society such as family in general then directed to reach certain age group, race or profession. They serve in three main fields (Education, Media, entertainment). These programs are broadcasted in their suitable time. TV programs during wars are different for larger time is given to the news, political and field analyze. (Dr. Mona Alhdidi, international information network)

The objectives of TV programs: The objectives of programs with their different forms and contents are to give information, education, entertainment, direction and to draw attention of viewers and influenced them.

The functions of TV programs

There is no complete agreement among researchers and specialists in the field of scientific research in media particularly the visual media on what are the functions of mass media, or the number of these functions. But many researchers have consensus that mass media have five main functions, the most important of them is news function which is the most spreading function in today world. (Hamdi Hassan,1999,p25)

These functions are;

1. News
2. Direction and formation of situations and trends.
3. Promotion of human relationships and increase solidarity.
4. Entertainment and spending leisure time.
5. Advertisement

Others believe that the most important functions of TV are;

1. Watching environment and introduce the surrounded general circumstances through news.
2. Instruction, interpretation and comment on the news and surrounded circumstances.
3. Transfer social and cultural heritage from mountain to mountain.
4. Entertainment of audiences and alleviating the burden of living.

The classifications of TV programs

Regarding the classification or division of TV programs, all trends in spite of their differences, are agreed upon the definition of the contents of these programs, but they are different in naming them or describing the patterns that contain them. (Fawzia Fhim,1981,p49)

Dr. Suhir Gad has mentioned other classification which is also has adopted by (Ibrahim Imam) at the end of 1970s of this century in the department of TV program as following; (Suhir Gad, 1987, p49-50)

First: News programs: News bulletins, comment, events' program and general affairs' programs.

Second: Media and commercial advertisements.

Third: Educational programs: whether official education regarding schools or unofficial education such as children, youth programs and the adult education.

Fourth: Entertainment programs: Music, drama, comedy, episodes, competitions, puzzles and various games.

Fifth: Scientific, technical and literary programs; they contain singing, dancing, music, theatre, poetry, criticism, stories, arts and scientific programs.

Sixth: Programs which are directed to categories; representing religious minorities besides religious programs....etc.

Seventh: Programs regarding qualitative audiences such as woman, child and youthetc.

THE SECOND CHAPTER

The importance of raising awareness on environmental challenges

The concept of environment

Environment in language is a group of natural and artificial factors which are surrounded the living organisms (people, animal and plants). It is also the home in which organism lives in, generally it is all the external circumstances which affect certain thing. Environment as a term has defined, the framework in which people live and get the essential items for living, where as it affects them and be affected by it. Environment is also has defined as the set of natural circumstances surround people such as water, air, ground, plant and living organisms. (Kram, p9)

Environmental challenges: It means there is imbalance in ecosystem, this happens when one of its components or more is affected, thus other component will be affected and other relations between them will be changed. Then it becomes unable to keep its previous balance. We can say also the environmental problems such as forest fires, grazing fires, inflammation of gas and oil, noise, depleting of ozone, harmful radiation, population explosion, pollution of air, water and soil, depleting of natural resources, trash and many pollutants. Without taking into consideration the environment around us, all these lead to environmental problems as following :(Ryad,2006 p36)

1. Population explosion.
2. Depleting of energy resources or natural resources.
3. Trash problem.
4. Pollution of water,air and soil.
5. Noise pollution.
6. Radiation pollution.
7. Desertification.

The objectives of raising environmental awareness

Raising environmental awareness in the field of environment pollution aims to achieve a set of objectives as following; (Rabi (Adil, Mshan,2006,p205)

1. Provide individual with sufficient opportunities so as to gain knowledge, skill and commitment to improve environment and save it to achieve sustainable development.
2. Improve the quality of living for people through lowering the effect of pollution to his /her health.
3. Develop environmental ethics to be watcher on mankind when dealing with environment.
4. Activate the role of all in participation of decision making based on available environment.
5. Help individual in finding out environmental problems and the appropriate solutions of them.
6. Enhance positive behavior for the individual in dealing with environment factors.

Environmental awareness in UAE

Environmental awareness aims to promote the culture of the society regarding the environment, enhance environmental behavior for individuals the thing which help to save and manage natural resources properly. Corporations concerned with environment protection organize education campaigns in the Emirate's level in coordination with related federal organs. These campaigns depend on Emirati society needs in the fields of environmental education and awareness.

Environmental education

In last years environmental education has become one of the remarkable factors in developing curricula in UAE. Environmental content has inserted in school curricula in education stages through discussing environmental issues which affect student's environment. This will open door to discuss sustainable solutions.(International information network)

THE THIRD CHAPTER

Field Study

The role of Estidama program Emirate T.V in spreading environmental awareness

First: The establishment and development of Emirate T.V

We find in Abu Dhabi Company for media, UAE channel is describing itself as the favorite Arab channel for Emirati audiences. It broadcasts news program, entertainment, episodes and conversational programs covering the latest events.

It is characterized by continuous renewed programs' timetable which is developed by local talents who work to highlight the heritage, culture and the customs of UAE. It considers another extension for UAE's TV from Abu Dhabi. The channel has started in 8th of January 2000 targeting local viewers first and then both Arab and Gulf viewers. It reflects UAE's image through its different culture, identity and interests.

UAE channel broadcasts various directed programs for many Emirati society's sectors such as social and political conversational programs, children, competition artistic and entertainment programs. It cares of UAE and

Gulf heritage through local and gulf programs which are produced locally and many Arab, Gulf and local artists participate in.

UAE channel is the official channel of UAE under the slogan of “unified house”. Its programs’ content is directed to Emirati society for all age groups. It is characterized by saving the federal principles of the state and consolidating its pillars. It is dominant by news, directive and cultural features. It also concentrates on educational and knowledge aspects, thus it helps in building Emirati citizen taking into consideration folklore and programs which highlight original customs.

Estidama program Emirate T.V

It is classified as one of the T.V programs; it is periodical program addressing the consumption, agricultural and environmental practices which are applied on institutional, social and individual level, Arab or western government, which aim to sustainable environmental development.(UAE channel website on the internet.)

Table 1: Demonstrates the most important themes of the **Estidama** program’s episodes in UAE channel during study’s period.

No	Date of episodes	Title	Remarks on the theme of the episods.
1-	2-7-2018	Eco west Exhibition	On Eco west Exhibition 2018, it is organized annually within Abu Dhabi Week for sustainability which includes the ceremony of distribution Zaid reward for future energy.
2-	9-7-2018	Alshik Zaid, the first environmental man.	Developed, environmental Emirati system for water agriculture by the waste of fishes, air passages that provide energy, youth forum to exchange innovations in the field of climate. Zaid the first environmental man in establishing natural reserves.
3	16-7-2018	Production of bio gaz.	The history of mankind and Abu Dhabi environment, internal home plants are important for the health an psychology of human being,the production of natural gas from animal waste. The role of Alshik Zaid in consolidating sustainable hunting
4-	23-7-2018	<i>Aflag Alain</i>	Animal and agricultural production by active men in Zaid Agriculture Centre..Ali Shihai has moved round the world to learn plants’ secrets. It is life storey which is renewed by Zaid
5-	30-7-2018	Agricultural revolution	Strategic water dam for Abu Dhabi. Recapping of tires of buses in UAE transport. Reserve of <i>wthba</i> for wet land. Garden of the waste of desalination stations. Agricultural revolution led by Alshik zaid
6 -	6-8-2018	Khalifa’s reward for date palm	Khalifa’s reward for date palm and agricultural innovations. <i>Sidr</i> reserve for producing honey bee. <i>Algrm</i> tree is complete bio environment. Recycling of barrels to make chairs. p romotion of animal resources in Alshik Zaid era.
7-	13-8-2018	Shik Zaid and water security.	Voluntary efforts to care for lost cats. The museum of the natural treasure of Ras al Khaimah. Protection of marine turtles. Electric school bus. Zaid and Food security.
8-	20-8-2018	Vertical agriculture	Vertical agriculture in closed environment. Ready organic salad. Creatures create environment. Solar energy in Farms. Smart sustainable mosque. Fats’ traps in restaurant. Trees among buildings are Zaid approach.
9-	26-8-2018	Shik Zaid and water	Recycling fish waste to prepare fertilizers. Greenhouses. Recycling the waste of palm dates. Wild plants. Neglected cars. Zaid and water.
10	3-9-2018	Embryo culture	Production of hybrid bees’ kingdom suitable for UAE climate. Veterinary laboratories to test animal viruses and camels’ Crona. Vaccination crops by bumble bees.
11	10-9-2018	Agricultural investment	Production of flowers in Gibal Alwrood Nursery. Transform glass waste into agricultural environment friendly to environment. Agricultural investment out of UAE to provide fruit seedlings suitable for UAE. Production of she-camel Powder milk for children
12	17-9-2018	Shik Zaid and the favor of camels	Protection of the levels of underground waters in Abu Dhabi. The Resort of <i>Zaia</i> castle for agricultural tourism in Ras al Khaimah. Using natural gas in UAE transport. Transform vehicles into natural gas. Provide fruitful seedlings.

Second: Applied study: The researcher has followed descriptive approach to reach sincere scientific answer stems from the experiences of the respondents. The researcher has chosen the study's sample from the experts in programs' production and media men and universities' teachers, their number is 25 respondents.

Designing of the questionnaire: The main aim of the questionnaire designing is the confinement of the research's questions, limits and objectives so as to enable respondents to answer its questions smoothly.

Measurement of validity and reliability: It is basic and important step through which we can be sure of the correctness of the research's results. The researcher has tested the questionnaire to be sure of its validity logically and experimentally, through submitting the questionnaire to a group of teachers. These teachers have demonstrated that the validity of the questionnaire and it has come in harmony with the objectives of the study¹. The measurement of reliability specifies the extent of data and information independence, where as if they are used by more than one method they lead to the same results. Researchers have many opinions on how to conduct reliability. "Abdu Alsamd, 1983,p52."

Statistical analysis: In analyzing process the data of the respondents as follow;

Table 1: Demonstrates the respondents based on gender.

Sample	Frequency	Percentage
Male	19	76%
Female	6	24%
Total	25	100%

Table 2: Demonstrates the respondents based on profession and specialization

Sample	Frequency	Percentage
Journalist	8	32%
University teacher	8	32%
TV production	9	36%
Total	25	100%

Table 3: Demonstrates the opinions of the respondents on the need of the existence of specialized TV programs in spreading environmental awareness

Sample	Frequency	Percentage
Needed	18	72%
No need	2	8%
Sometimes	5	20%
Totals	25	100%

Table 4: Demonstrates the opinions of the respondents on the most important forms in producing TV media message so as to raise environmental awareness

Sample	Frequency	percentage
Program	7	28%
News	3	12%
Documented films	4	16%
News report	5	20%
intervals	6	24%
Total	25	100%

¹Dr.Alnorani Albshir, Assistant professor, Department of public relations, University of Alamam Mohamed Bin Sud.

²Dr.Yousif Osman, Assistant professor in Media Faculty, University of king Abdulaziz in KSA, Jeddah

Table 5: Demonstrates the opinions of the respondents on the most important functions of TV programs in spreading environmental awareness

Sample	Frequency	percentage
Media	3	12%
Awareness	9	36%
Education	6	24%
Guidance	8	32%
Total	25	100%

Table 6: Demonstrates the answers of the respondents on the trends of *Estidama* program in raising awareness of environmental issues

Sample	Frequency	percentage
Spreading Environmental awareness	10	40%
Enhance positive feeling in saving environment	7	28%
Positive aspect towards facing environmental awareness	8	32%
The total	25	100%

Third: The Results and Recommendations

The results of analyze and observations of the researcher have shown the following facts:-

The Results

1. Estidama program cares of introducing the most important features of environment, natural and touristic resources and the diversity which UAE is full of.
2. Estidama program participates in spreading the environmental awareness, enhancing the efforts of environment protection and saving its resources.
3. The regular broadcasting of Estidama program and the diversity of its episodes in forms and content have great effect in the success of the program.
4. The program supports the positive aspect towards addressing environmental challenges.
5. The program has assumed great role in saving natural and environmental resources.

IV. RECOMMENDATIONS

1. Care of environment issues and spread environmental awareness.
2. Increase the environmental program size in different TV channels in UAE.
3. Employ all types of TV forms to serve environmental issue such as programs, news, film production, news reports and advertisement intervals regarding raising awareness of environmental issues.
4. Get benefit of the experiment of Estidama program and enhance exchange programs in the specialized raising awareness programs in different Arab satellite channels.
5. Promote environmental media curricula and add them as a discipline in media faculties

V. CONCLUSION

Environment is the most important theme which has occupied great space of populations' thought, because it is the surrounding which they live in. From the environment they get all their needs which enable them to survive. The development in life which the world has witnessed leads to many environmental risks such as pollution,

desertification, establishing residential buildings in agricultural landsetc. Thus all efforts should focus on saving environment and benefitting from its resources to insure the safety of eco balance. TV programs are within media efforts which should be employed to spread environmental awareness as proved in this study through its recommendations and results. This study has shown by analyzing the advanced UAE experiment in the field of achieving sustainable environment through media window with in the outstanding Estidama TV program presented by UAE channel,

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