

Mass Communication Media in the Arab World :

An overview 1950-1976

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Introduction :

In its quest for progress the Arab world possesses great resources and potentialities yet is beset by a number of chronic problems and frustrations. In its attempt to understand itself and others, and to make itself understood to others, the Arab world in recent decades has experienced a rapid growth in its mass media. It is likely that this growth in media will continue at an increasing rate as the search for meaning continues and as the intraregional and international rivalries intensify to gain control over the march of events in the region.

Research about the Arab mass media, however, has been scant to date. Except for some excellent studies of the press of certain Arab countries, descriptions of existing Arab media systems, and publication by Unesco of statistical data about Arab mass media, little systematic research has been conducted to trace the beginnings and development of the mass communication media in the Arab world, or to investigate their nature, roles, and coverage.

Not that all the Arab countries had a late start in the media. Journalism had a strong foothold in a number of Arab countries before the turn of the century; sound broadcasting and the art of the cinema were introduced in this area during the twenties. But it seems that the study of the mass communication media of this geographical area presents scholars with certain difficulties. For in spite of a common language, religion, history, and aspirations, the Arab world is made up of a mosaic of twenty one countries that reveal significant contrasts. For one thing these countries run the gamut of the political systems thus affecting the

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roles, outputs, and content of the media. In terms of national development, they are in somewhat different stages, thereby making different demands on their media. In terms of material wealth and production the Arab countries reveal a wide disparity which includes some of the highest and some of the lowest per capita incomes of the world. All these contrasts are reflected in the structure and performance of the mass media in the region.

To add to the complexity of the study of Arab mass media, the researcher is faced with the variety of dimensions and levels at which these media function. This is particularly true of Arab countries which play or aspire to play leading roles in the regional and international affairs. Last but not least there exists the usual problem encountered when studying developing countries, namely the shortage of up-to-date and reliable data. For this last reason it was decided to exclude Djibouti which was admitted to the League of Arab Nations in 1976. In addition, because data on certain countries were more available than others, more frequent reference was made to them.

By mass communication media we mean the daily and non-daily press, radio and television broadcasting, motion pictures, and news agencies. Reference is also made to the use of satellites. Not included, however, are books and the theatre for which data were either unavailable or incomplete. The study, however, does include an investigation of the development and roles of the institutions for the study of communication and the centers of training for communications experts in the Arab world.

Numerical data were based on both information provided by individual Arab media and on publications by Unesco, such as World Communications and Unesco Statistical Yearbooks. Additional data were collected from interviews with officials of many Arab countries.

The Arab Press

The state of the press in the Arab world over the last few decades has reflected the great changes that have taken place in the area. One of the most significant events during that period has been the independence of the Arab states from colonial rule and this has had a twofold effect on the Arab press.

On the one hand the local papers which had been serving mainly the former colonial rulers and foreign communities living in the Arab countries began to address themselves to the problems, issues, and tastes of the indigenous populations. They came to reflect the hopes and aspirations of the newly independent states, to endorse their new plans, and to reinforce their new slogans. The Arab press found a new readership. It also found a new role, namely that of developing the newly liberated nations.

This change in readership and role, on the other hand, naturally brought with it a second change, namely the significant decline in the number of dailies and periodicals published in foreign languages.

Thus, Morocco which had seven dailies published in French and only two dailies published in Arabic in 1950, now publishes three major dailies in Arabic and only one in French. Algeria which had all its ten dailies published in French in 1950 has now one major daily published in Arabic and a second one published in French.

Because freedom of the press is a function of both the type of political system of a country and its state of internal stability, the Arab press has reflected these factors throughout its existence. At times it witnessed a boom in freedom of expression that was followed by long periods of heavy-handed censorship. Historically, Egypt was the seat of the young, vigorous and independent Arabic press, but as clouds of censorship overcast the Cairo scene, Arab capitals such as Beirut, Tunis, Kuwait and others saw the flourishing of a diversified and outspoken press.

Viewed statistically over the last few decades, the picture that the Arab press presents is similar to that of the world press; namely, that the total number of dailies has decreased concurrent with increased readership. The picture is not, however, that simple, for it differs among Arab nations. In Algeria, Morocco, Tunisia, Jordan, and Syria, as Table 1 and 3 indicate, the decrease in the number of dailies has been accompanied by a significant increase in circulation. Other countries, such as Libya, Kuwait, Lebanon, the Arab Republic of Yemen, and Saudi Arabia have witnessed a boom in both the number of dailies and in circulation.

Table 1 indicates that nine Arab countries publish fewer newspapers today than they did in the sixties, nine countries publish more, and two

maintained their level of publication. The decline in the number of dailies is particularly obvious in Egypt and Algeria which lost more than half of their dailies in the last ten years. Of the 40 dailies that supplied the Syrians with news during the last decade only 5 remain today. Egypt

TABLE 1

Number of Dailies in 1962 and 1974

Country	1962	1974
Algeria	7	4
Egypt	33	14
Libya	4	7
Mauritania	1	1
Morocco	9	6
Somalia	1	1
Sudan	7	4
Tunisia	5	4
Iraq	10	7
Jordan	8	4
Kuwait	2	6
Lebanon	46	52
Oman	None	1
Qatar	None	1
Saudi Arabia	4	5
Syria	40	5
United Arab Emirates	None	1
Arab Republic of Yemen	1	3
People's Republic of Yemen	5	4
Bahrein	None	1

had a combined number of 416 papers, periodicals, and non-dailies in the late fifties.(1) Of these only 215 remain, the rest, particularly those published in foreign languages, disappeared.

Today all Middle Eastern countries publish at least one daily newspaper in Arabic. Ten of these countries publish at least one daily in a foreign language. Where dailies are not published in foreign languages, weeklies and periodicals are made available to national minorities and foreign readership in languages such as Turkoman, Kurdish, Spanish, French, Italian, English, and Armenian.

Data about the number of periodicals and non-dailies published by the Arab press over the last three decades are incomplete. Table 2, however, shows a marked increase in production particularly in Kuwait where it increased from 7 to 32 periodicals, and Bahrein where it increased by 15 in the last decade.

TABLE 2

Combined Number of Arab Non-dailies
and Periodicals in 1962 and 1975

Country	1962	1975
Algeria	144	108
Egypt	N. R. (1)	201
Libya	21*	21
Mauritania	2**	2**
Morocco	44	52**
Somalia	8	2*
Sudan	42	32
Tunisia	82	67
Iraq	28	15**
Jordan	1*	30
Kuwait	7	32
Lebanon	N. R.	366
Oman	None	1**
Qatar	None	2**
Saudi Arabia	15	15
Syria	52	47
U.A. Emirates	None	1**
A.R. of Yemen	3	1**
P.D.R. of Yemen	15	5**
Bahrein	3	18

1 Not reported.

* Number of periodicals only.

** Number of non-dailies only.

Two countries, Oman and Qatar, which had no periodicals and non-dailies published in the sixties, have stated such publications in the seventies. But it is Lebanon with its combined publication of 366 non-dailies

and periodicals that leads the other Arab countries in that respect, followed by Egypt with 201 and Algeria with 108 such publications. In fact Lebanon ranks third among Asian nations in the publication of periodicals and non-dailies. With the exception of the Peoples' Democratic Republic of China on which statistics are unavailable, Lebanon comes after India which has 4,012 such publications and Japan which publishes 800 non-dailies.

Although the number of readers these publications reach is unavailable, it is estimated that they have very large readerships.

Figures about the circulation of Arab dailies and the number of copies of dailies per thousand inhabitants are available.

TABLE 3
Number of Copies of Arab Dailies
per 1000 in 1962 and 1975

Country	1962	1975
Algeria	0.24	18
Egypt	0.20	20
Libya	0.07	17
Mauritania	0.05	0.2
Morocco	0.14	16
Somalia	0.01	2
Sudan	0.05	N. R.*
Tunisia	0.23	21
Iraq	N. R.	N. R.
Jordan	0.27	23
Kuwait	0.04	44
Lebanon	0.97	N. R.
Oman	N. R.	N. R.
Qatar	N. R.	N. R.
Saudi Arabia	0.04	7
Syria	0.19	9
U. A. Emirates		N. R.
A. R. of Yemen	N. R.	N. R.
P. D. R. of Yemen	0.03	19
Bahrein	No dailies	N. R.

* Not Reported

As table 3 indicates all figures indicate an upward trend, but the increase over the last ten years in the number of copies of dailies per thousand varies from one Arab country to another. Somalia, Libya, and Algeria reported an approximate increase of 200% over this period while Mauritania reported only a 4% increase. The largest leaps according to the figures shown on table 3 were taken by both Kuwait which reported a 1,100% increase, and the People's Democratic Public of Yemen which had a 633% increase in newspaper circulation.

All figures pertaining to 1975 point to one fact, however, namely that none of the Arab countries reaches the minimum standard for dailies circulation set by Unesco as a criterion of adequate coverage, i.e. 100 copies of dailies per 1000 inhabitants. These figures, however, do not reflect the actual sizes of readerships of Arabic dailies. The latter are considerably larger than circulation figures would suggest, due to a number of factors and practices. For one thing the average size of the Arab family is larger than that of its Western counterpart, which makes for a wider circulation for a single copy. The reading aloud of the day's edition in the evening to the assembled village inhabitants is another of these practices; such reading takes place either informally in coffee houses and clubs, or formally in village recreation centers. In many countries dailies are displayed in public places for literates who cannot afford the price of the paper. Joint ownership of a paper by a number of families and pass-along readership are also common practices. Renting newspapers and periodicals by the day, or reading them at the press kiosques is not uncommon. All these practices swell the circulation number of the dailies and account for untold additional numbers of readers.

In spite of its circulation of 20 copies per thousand, Egypt has the third highest rate of daily readership in Africa.(2) In addition, several of its dailies and periodicals have large readerships in the other Arab countries. The same is true of other major Arab publications which are made available to the Arab masses by air mail.

Local and rural publication of papers and weeklies is not common in the Arab world. Most of the Arab dailies and periodicals are published in the Arab capitals with few published in the rest of the large cities. This is regrettable because the Arab countries need to develop and encourage a provincial press to support their development programs. Such

press could take the form of weeklies or single sheets, some printed in minority languages such as Kurdish and Berber for remote small communities. It is hoped that the Arab mass media education institutions and training centers will turn out the needed personnel to fulfil this vital task.

Unlike radio and in some cases television, the press reaches far fewer people as a reporter of news in the Arab world. A number of factors contribute to this effect. First, the press is rather young in many Arab countries. Secondly, a high rate of illiteracy adds to the burdens of press development. In addition, newsprint has to be imported from foreign markets and except for the oil rich Arab states hard currency is often lacking or used for more pressing priorities. Poor transportation facilities for transmission of news, slow and often poor communication between the large cities where the papers are published and the rural areas are other factors that limit newspaper circulation. Financial factors such as low income and lack of advertising income also limit the rate of newspaper circulation in Arab countries.

One factor that works for the Arab press, however, is the unity of language. Combined with the recent introduction of new technologies of printing, production, data transmission; and with the expected accelerated rate of development, it is hoped that the Arab press will soon enjoy a wider dissemination and play a vital role in the Arab world.

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News Agencies in The Arab World

Until 1955 when the Egyptian Middle East News Agency (MENA) and the Sudanese Sudan National News Agency (SUNA) were founded, the Arabic press depended on the world news agencies for their international news stories.

Today, fifteen Arab countries own their national news agencies,(3) and three countries are members of the newly formed Gulf News Agency, and six Arab countries do not. In addition seven countries are members of the newly formed Gulf News Agency.(4) A decade and a half ago only

seven countries owned their national news agencies and the rest of the Arab world depended on them. All Arab news agencies serve their press, radio and television services but their scope and coverage, however, vary from one country to the other. Egypt's MENA for example maintains bureaus in all Arab capitals, in addition to some major European cities such as London, Paris, Belgrade, and Berlin. It serves over four hundred subscribers with an average of 20,000 words of news daily in Arabic and some 6,500 words in English. In addition to news, features, and photographs, MENA offers its subscribers a television news service. Like most of its Arab counterparts, it subscribes to the major world news agencies and exchanges news with a number of them.

All Arab news agencies issue both national news received from their own correspondents and international news received from both their own correspondents and from the international news agencies. Photos, economic news bulletins and audio-radio services are among the services they also provide. News transmission is made through such media as cable-teleprinter, circuits, radio teleprinters, telex, telephones and air mail; satellites are yet to be used for that purpose.

Countries which have not yet initiated their own national news agencies, such as Mauritania, depend on their own reporters for national news and on Arab and world news agencies for international news. In Mauritania the government issues a free daily information bulletin for the use of its mass media. It is also of interest to note here that the Palestinian Liberation Organization established its own news agency, the Palestinian News Agency in the early seventies.

With the exception of Morocco's Maghreb Arabe Presse (MAP) a private company, all Arab news agencies are government owned and state controlled. MAP constitutes an important news agency for the Arab speaking countries. It supplies its 70 subscribers with 210,000 words of Arabic, and 180,000 words of French daily.

A look at the future development of Arab news agencies is rather reassuring. The problems that usually hamper the development of news agencies and limit their exchanges, such as multi-lingualism and difficulty in teletype transmission of characters are non-existent in the Arab Middle East. It is the personnel development and its training that these countries have to contend with to efficiently link the region. Part of this problem is already being faced and solved by the various institutes for the

study of communication and professional training of personnel in the Arab world.

Radio Broadcasting in the Arab World

Sound broadcasting was introduced in the Middle East as early as the mid-twenties. In Egypt the first radio transmissions were broadcast in 1929 by privately owned local stations run for commercial purposes. In 1934 the state took over radio broadcasting and ran it as a public service. The same pattern was repeated in a number of other Arab countries.

A second pattern was set by the former colonial rulers who introduced radio broadcasting for the service of their armed forces stationed in Arab territories. Radio Somalia was thus operated for the British Military government in the fifties. In the sixties, three radio stations were established by the British Armed Forces in both Tripoli and Benghazi in Libya to serve their military forces. The United States Air Force also established its own radio and later television service in the former Wheelus Air Force base near Tripoli in Libya. The transmissions in every case were intended for their staff. In many cases, the services reached a small fraction of the nationals.(5)

As a public service, sound broadcasting was started at different dates in the Arab world; in Iraq it was introduced in 1936, in Syria the date was 1945, in Saudi Arabia 1950; other countries such as Qatar had to wait to the sixties to start their sound emissions. The newest Arab broadcasting service is Oman's which was inaugurated in 1970.

Today there is no Arab country without a sound broadcasting service. In all Arab countries the number of transmitters has considerably increased over the last ten years; in Libya, Sudan, and Lebanon the number of transmitters has doubled during this period. In Jordan, Kuwait, and Saudi Arabia this number has tripled. Today the Arab Middle East is covered with a network of over 244 long, medium, short, and FM transmitters. With a combined power of over 23,5000 KW this network covers practically all the Arab populations; Egypt reports a 99.6% coverage, Mauritania 90%, and Jordan 95%.

Arab radio audiences have grown rapidly during the last decade. In fact the rate of growth of radio ownership in some Arab countries has been among the highest in the world.

TABLE 4Number of Radio Sets per 1000
Inhabitants in 1962 & 1975

Country	1962	1975
Algeria	0.61	46
Egypt	N. R.*	144
Libya	0.62	41
Mauritania	0.20	125
Morocco	0.55	95
Somalia	0.12	17
Sudan	0.09	97
Tunisia	0.63	49
Iraq	0.21	169
Jordan	0.38	211
Kuwait	0.28	439
Lebanon	0.61	210
Oman	None	N. R.
Qatar	None	432
Saudi Arabia	0.21	31
Syria	0.57	375
U. A. Emirates	—	175
A. R. of Yemen	N. R.	41
P. D. R. of Yemen	0.52	53
Bahrein	N. R.	341

* Not Reported.

Table 4 shows that Kuwait's ratio of receivers to population of 0.28 ten years ago has reached 439 today; i.e. an increase of 1567%. Qatar, Syria, and Bahrein showed similar large increases, and Egypt's ratio of 144 receivers per 1000 inhabitants ranks among the highest in the African continent. It is estimated that almost all Arab countries have adequate sound broadcasting penetration today, . However, the figures shown on Table 4 do not even come close to revealing the actual size of Arab radio audiences. Spontaneous and organized group listening are very common in these countries.

In Egypt, for example, the state has established radio and television listening and viewing centers in rural areas, where peasants meet to listen and discuss special farm programs, or for an occasional evening of entertainment. It is also believed that the estimated number of radio receivers in some Arab countries is larger than the reported figures because large numbers of receivers are undeclared.

Undoubtedly broadcasting reaches far more people in the Arab Middle East than both the press and television. The relatively low price of radio receivers, particularly those manufactured locally, the convenience and ease of operation of transistor sets, the rather high rates of illiteracy, the variety of programs offered and their emission in minority languages all contribute to making radio the most popular mass medium in the Arab countries.

In terms of amount of daily broadcasting output, Table 5 shows that all Arab broadcasting services except four are on the air for more than 12 hours a day.

TABLE 5Number of Hours of Daily Radio
Broadcasting in 1975

Country	1975
Algeria	43
Egypt	172
Libya	18
Mauritania	9
Morocco	57
Somalia	3
Sudan	21
Tunisia	42
Iraq	22
Jordan	24
Kuwait	19
Lebanon	100
Oman	7
Qatar	15
Saudi Arabia	N. R.
Syria	20
U. A. Emirates	N. R.
A. R. of Yemen	15
P. D. R. of Yemen	10
Bahrein	8

First is Egypt with 172 hours of daily broadcasting, followed by Lebanon with 100 hours, and Morocco with 27 hours. In fact Egypt is considered to have one of the most active broadcasting services in Africa in terms of national broadcasting output. Its international broadcasting output ranks among the first five in the world.

Unlike film and television production all Arab broadcasting services rely heavily on their own production. This is relatively easy compared to motion pictures and television for it does not require the specialized personnel and the advanced technology of the other media. In addition, an attempt is made by all governments to reflect and foster their national character and self-images. The import of programmes from other Arab countries and from foreign broadcasting services is not, however, uncommon. Egypt again is the main exporter of radio recordings to its Arab neighbours. The Arab states Broadcasting Union (ASBU) organizes and encourages the exchange and the simultaneous transmission of broadcasts in all the Arab world. As noted by Sydney Head "the great unifying influences of a common religion, Islam, and a common sacred language, Arabic, enables broadcasting to achieve a kind of universality impossible in countries with dozens of different languages, religions, and cultural traditions". "Broadcasts in Arabic", he adds, 'have common meaning and fascination, not only for the majority of the inhabitants of a single country, but for the peoples of the entire North African and Middle Eastern regions'.(6)

Additional bilateral agreements between individual Arab and foreign broadcasting services provide a further source for sound recordings. Such recordings partly feed the local broadcasting services conducted in foreign languages. France, England, The Federal Republic of Germany, India, Pakistan, and a number of international broadcasting organizations such as the OIRT, EBU, ABU, and URTNA are among these sources. The recordings range from drama, documentaries and instructional programmes to musical recordings.

Programmes conducted in foreign and minority languages constitute an important feature in the Arab broadcasting services. Where large minorities exist whole broadcasting services are specially designed to reach them. Iraq has a special service in Kurdish for its Kurdish minority, Morocco broadcasts an 8 hour daily programme in Berber, and Mauritania transmits in Toucouleur, Sarakole, and Wolof. Cairo has daily programmes in English, French, German, Italian, and Greek. Other Arab states broadcast in Spanish, Armenian, Amharic, Qoti, Swahili and Turkoman for their minority groups which use these channels for self-expression.

The number of regular local broadcasting services varies from one Arab country to the other. Egypt, for example, broadcasts nine radio services to cater to the tastes and needs of its population(7) In addition it provided facilities for the broadcasting of a special radio service conducted by the Palestinian Liberation Organization. To all these activities an extensive overseas service conducted in 36 languages and ranked among the five first in the world as mentioned earlier completes the picture.

Other countries such as Kuwait beam four local services daily; two of them are conducted in Arabic, a third service is broadcast in English, and the fourth consisting of stereo music is broadcast on FM. Most of the radio services in the area originate from the capitals; local broadcasting, like the local press, hardly exists in the Middle East, but where it has been initiated such as in Morocco and in Alexandria in Egypt it has succeeded in reflecting and in reviving the traditional local art forms, industries, and character.

The introduction of frequency modulation broadcasting in the Middle East is recent and limited. In all, seventeen stations are in use, six of which are in Morocco, two in Jordan, three in Lebanon, four in Saudi Arabia, one in Kuwait, and one in the United Arab Emirates.

In terms of number of hours of transmission the Arab countries have made a great strides. Only twenty years ago Yemen owned a single radio station that transmitted one hour daily. Saudi Arabia owned one medium-wave and one short-wave transmitter that broadcast a few hours daily.

The content pattern of Arab broadcasting is the one familiar throughout most of the world; entertainment makes up a good part of broadcasting hours. The percentage varies slightly from one country to the other; Qatar reports 57%, Syria 45%, Sudan 28%, and Kuwait 72% of entertainment. Next come programmes devoted to the letters, arts and science which make up 24% of Algeria's broadcasting hours, 14% of Egypt's, and 30% of Somalia's. News and information programmes make up 40% of Mauritania's broadcasting service, but only 9% in Kuwait. Most Arab services make systematic use of sound broadcasting for schools and adult education, thus Algeria devotes 11% of its air time to that end, Syria 8%, and Tunisia 9%. The rest of the broadcasting time is allocated to programmes for special audiences, minorities, religion, sports, and the like.

Only a fraction of the broadcasting time is given to advertising which has only been recently introduced in some Arab broadcasting services.

Politically, however, it is known that radio in the Arab countries has been and is still being used successfully. Arab leaders such as Nasser have realized the potential of this medium and have used it to achieve their goals. A case in point is the controversial "Voice of the Arabs", a service that encouraged the liberation movements not only of the Arab countries still under colonialism then, but also those of other African countries. It is equally well known that in their struggle for independence the Algerians rallied to war on a notice from their transistors.

Today radio is still considered an essential tool of international relations. It is used by the Arab countries to present their viewpoints on important events, to explain their attitudes on world problems, and to foster their self-images. Part of this external effort is directed to neighbouring Arab countries, the rest is meant for the international community.

By the same token and for economical and political reasons the Arab world is the target of international broadcasting. Israel, the U.S.A., the U.S.S.R, England, France, the Federal Republic of Germany, and many other countries beam special broadcasts to the area, both in Arabic and in other languages. Some of the broadcasts are meant to create goodwill toward the originating countries but others have propaganda ends such as the Israeli broadcasts which are often jammed by Arab authorities.

Arab Television Broadcasting

Television broadcasting has penetrated all Arab countries with the exception of Somalia and Mauritania. The introduction of television in the Arab countries dates back to the fifties when the Algerian, Iraqi, and Lebanese television services were started. But it was during the sixties that most other Arab television services went on the air.

Today, Arab television audiences are reached through a network of 116 television transmitters, an increase of 67 transmitters over the last decade. The number and power of the transmitters used by each Arab country varies according to its area, the size and geographical distribution of its audiences, and in consideration to economic factors. Egypt

uses 28 transmitters with a total power of 54 Kw to cover its approximate area of one million square kilometers, while Qatar uses 2 transmitters to cover its 22,000 square kilometers. In both cases the total populations are reached; this is possible because in Egypt the population occupies approximately 5% of the total area of the country. Most of the Arab television services reach their potential audiences,

Some of the Arab television services are linked together by microwave to form regional networks, such as the Maghrebvision which links the television services of Morocco, Algeria, and Tunisia. This network will eventually be linked to a second network in progress between Libya and Egypt, thus bringing all North African Arab countries together. A third such project, the Gulfvision, will eventually form a regional television network that will bring all Arab countries of the Arabian Gulf together.

In addition, the projected regional Arab satellite will greatly increase the flow of information between Arab states, making possible more television programme exchanges and more simultaneous broadcasting of major events.

Parallel to the increase in the number of television transmitters and television coverage in the last decade is the increase in the number of television transmission hours. With a weekly output of 115 hours of telecasts, Egypt is first among the Arab states, closely followed by Lebanon with 100 hours. Ten years ago Jordan had not T V but today is ranked third among the Arab countries, with a total weekly output of 60 hours. Table 6 also shows that Qatar, whose television service did not go on the air until 1970, has 36 hours of weekly telecast:

TABLE 6

Number of Hours of Weekly Television
Broadcasting in 1962 & 1975

Country	1962	1975
Algeria	N. R.	40
Egypt	N. R.	115
Libya	0	42
Mauritania	0	0
Morocco	N. R.	32
Somalia	0	0
Sudan	N. R.	38
Tunisia	N. R.	45
Iraq	49	N. R.
Jordan	0	60
Kuwait	42	38
Lebanon	72	100
Oman	0	N. R.
Saudi Arabia	0	36
Qatar	28	38
Syria	42	55
U. A. Emirates	—	42
A. R. of Yemen	0	N. R.
P. D. R. of Yemen	N. R.	34
Bahrein	0	N. R.

The Arab countries rely in varying degrees for their television output on foreign films and telecasts. The percentage of imported telecasts to locally produced ones ranges from 40 to 60%. Approximately half of the Iraqi, Saudi Arabian, and Lebanese telecasts are produced locally. Kuwait and Sudan produce around 60% of their television programmes, only Qatar imports 75% of its broadcasts from other countries. Arabic programmes of non-local origin are either directly imported from other Arab countries or are exchanged between these countries through bilateral agreements. The Arab States Broadcasting Union (ASBU) plays a leading role in encouraging the exchange of these programmes. Egypt is the largest exporter of telecasts to the rest of the Arabic-speaking countries. It is also estimated that Egypt exports some 1,200 hours of programmes a year to other non-Arabic speaking countries in Africa and Asia.

Other sources of telecasts for the Arab states are the U. S. A., France, England, Eastern Europe. Most of these telecasts are leased, some are exchanged and some are directly piped in from Eurovision. This is the case in both Morocco and Tunisia, whose television networks are linked to those of Spain and Italy respectively and hence to Eurovision. Some videotapes and films are released from foreign diplomatic missions or from cultural centers.

Arab television programmes are broadcast locally through either one or several national networks. Lebanon, whose television services were carried by two commercial companies, did broadcast its programmes on two separate networks. Until recently Egypt's television output reached its audiences through three channels; today only two are on the air. The first one, which carries the main service, reaches all populated areas, the second one covers only the Delta area. Plans are being made to extend the coverage of the second network and to use it for educational purposes.

The bulk of Arab telecasts are intended for general audience; they include the usual categories of entertainment, news and information, programmes for special audiences, religion, culture, and instructional and educational telecasts. The percentage of each category to the total number of telecasts varies from one country to the other, but it is believed that entertainment takes up a large part of the broadcasting time. Telecasts for school instruction are regular features in many countries such as Kuwait, Iraq, Egypt, Lebanon, and Sudan. They are organized in cooper-

ation with the Ministries of Education and transmitted during school hours on school days. Adult education programmes and analphabetism courses are also transmitted by television in a number of Arab states which organize teleclubs and community viewing centers in rural areas for this particular end. But here again, as it is in the case of radio, television is not used fully as a medium of social change and modernization.

In certain cases such as in Jordan, programming is partly dictated by political considerations. Because Jordanian television is meant to attract Arab audiences in the West Bank and Israel, its programmes are carefully planned with an eye on the Israeli television schedules. "The Israelis in turn", says T. Green, try to get these same audiences "by putting on popular programmes in Arabic to conflict with the news on Jordan television. Both in Jordan and Israel, television programming is dominated by the desire to outwit the rival station over the border".(8) In fact Israeli television which was set originally as an educational tool, made the switch to entertainment programmes to provide Israelis equipped with television sets and turning to neighbouring Arab services with local programmes. The development of television in Israel has also caused a debate in Arab countries as to whether it should be jammed. This consideration was dropped, however, in favour of a decision by the Arab states to provide Jordan with free programmes. Chief among these are instructional telecasts in such subjects as Arabic language, history, geography, and literature, which are believed to be deliberately distorted by the Israeli authorities.

Part of the Arab television output is broadcast in foreign languages. The broadcasting by television for minorities is, however, not as extensive as it is in radio, due mainly to insufficient capacity and funds for production. Part of this output is made up of programmes imported from foreign countries and these are usually subtitled, the rest is locally produced and uses minority languages in addition to English and French. Half of Iraq's programmes transmitted from its Kirkuk's stations for its Kurdish minority is half conducted in Kurdish, the other half is conducted in Arabic. Algeria's locally produced programmes use Arabic, French and Kabyle.

The broadcasting of advertisements on television is not uncommon in Arab television services. As a general rule less air time is given to this category on Arab television than on their European and American counterparts. Lebanese privately owned television companies, however, allow as much as six minutes of advertising per hour. Other countries group the advertisements in blocs and run them together.

To date ten Arab countries have made the switch to colour television. They are Algeria, Tunisia, Lebanon, Jordan, Kuwait, Qatar, the United Arab Emirates, Bahrein, Oman, and Egypt. Some of these countries such as Kuwait and Jordan have opted for PAL, others such as Egypt and Saudi Arabia have opted for Secam. Such choices are believed to have been influenced by both political and economic factors.

It is of interest to note here that in addition to its own television service the Saudi Arabian government agreed to let the Arab American Oil Company (Aramco) operate a privately owned non-commercial television station in Dahrán which broadcasts between four and five hours daily. The telecasts which are intended for Aramco personnel, reach part of both the Saudi and the neighbouring Bahreini audiences. A similar agreement was reached by the U.S. Air Force in Libya to operate the American Forces Radio and Television Service station at Wheelus Air Force Base. In addition to the American personnel the broadcasts reached part of the Libyan audience until the base was evacuated in 1970.

As far as the ratio of television receivers to population in the Arab world is concerned, Table 7 indicates a significant upward trend in all Arab countries. In some countries such as Kuwait the increase over the last decade was immense, it jumped from 0.60 receivers per thousand persons in 1962 to 165 receivers in 1973, or an increase of 275%. In Lebanon the increase was 251%.

TABLE 7

Number of Television Receivers per
1000 Inhabitants in 1962 & 1975

Country	1962	1975
Algeria	0.06	10
Egypt	0.10	20
Libya	0	0.5
Mauritania	0	0
Morocco	0.02	14
Somalia	0	0
Sudan	0.002	6
Tunisia	0.01	16
Iraq	0.07	25
Jordan	0	42
Kuwait	0.60	165
Lebanon	0.45	113
Oman	0	N. R.
Qatar	0	370
Saudi Arabia	0.03	19
Syria	0.09	22
U. A. Emirates	—	75
A. R. of Yemen	0	N. R.
P. D. R. of Yemen	N. R.	16
Bahrein	0	59

A closer look at the same table, however, reveals that in general the ratio of television ownership in the Arab states is rather low. Only in five countries, Lebanon, Qatar, Kuwait, the United Arab Emirates, and Bahrein, is the ratio 50 to one thousand inhabitants. In five other countries, Egypt, Iraq, Jordan, Syria, and Saudi Arabia, the ratio is between 20 and 50 per thousand, and in six other countries the ratio is below 20 per thousand.

As in the case of radio broadcasting, the size of Arab television audiences is only an estimate. Here again community and group viewing, undeclared receivers, and the large size of families greatly add to the size of these audiences. To increase the number of television receivers owned and hence reach their potential audiences, Arab governments have taken such steps as the lowering of import duties on television receivers, the local manufacturing or assembling of receivers, in particular battery operated ones, and the electrification of rural areas.

Patterns of Control and Financing of Arab Broadcasting

The state dominates the scene in broadcasting in the Arab world; this means that both radio and television with a few exceptions are under direct government control.

In the case of sound broadcasting the state owns all Arab radio stations and operates them as public institutions. Radio services are under the direct jurisdiction of either the Ministry of Communication or the Ministry of Information, or their equivalent, which assume the responsibility for the policies, planning, operations, and outputs of radio broadcasting. The control of television follows the same pattern as radio in all Arab states, with the exception of Lebanon, in which television broadcasting is assumed by two commercial companies.

Because broadcasting is carried out by the government, it is the State that provides the funds for broadcasting operations. Except for Lebanon's television service and Radiodiffusion Television Algerienne, a state-owned but financially autonomous public corporation, all broadcasting services are financed by the government. This sometimes takes the form of license fees, as in the case of Morocco, Jordan and Mauritania, or a tax on electricity consumption such as the one imposed in Egypt. Other sources of income are made available as more Arab governments allow the broadcasting of limited amounts of commercial advertisement on both radio and television. Two countries, Egypt and Lebanon, are major exporters of radio and television programmes to the rest of the Arab world and the sale of such recorded programmes brings in additional income.

The patterns of control and financing of Arab broadcasting services are similar to those prevailing in the rest of the world. They are similar to those existing in other developing countries, where radio and television

are used by the state for both social change and political control. In these countries such vital organs of communication are used as instruments to speed the process of modernization and development.

Motion Pictures in the Arab World

Films have maintained their popularity with Arab audiences since the art of film making was introduced in the Middle East. Fifty years ago Egypt produced its first feature film. Today Egypt is still the center of the film industry in the Arab world. Its well-equipped studios and film-processing laboratories have produced close to 1800 feature films in the last half century. With an average production of 65 feature films annually, Egypt is ranked the thirteenth largest feature film producing country in the world; two decades ago it was the fifteenth. In addition to feature films, the Egyptian film studios turn out an average of 50 documentaries and 90 short films a year.

Next to Egypt in film production are Lebanon which averages 6 feature films a year, Algeria with 4 films and Tunisia with 2 films a year. Mauritania and Kuwait have produced their first feature films in the early seventies, the latter winning a number of international prizes at film festivals.

With no exception all Arab countries produce some documentaries, newsreels, and short films. The latter deal with education, health, industry, agriculture, and social affairs; a few of these titles are entertaining. Some of these films are produced by the public sector which is predominant in the Arab film industry, the rest of the films are produced by the private sector, and the film units attached to the television bodies.

Most Arab states encourage their film production industries. Official and public encouragement in Tunisia, for example, takes the form of state aid for film production; in other countries it takes the form of sponsorship and establishment of local film clubs. In Egypt, the government has established a cinema institute and a motion-picture centre. It also sponsors the publication of a magazine dealing with a film techniques.

Coproduction of feature films among Arab countries is rather limited, the main coproducers being Egypt and Lebanon. Films coproduced with European countries such as France, Turkey, and Italy are even fewer.

The major exporter of Arabic films in the Middle East is Egypt, and almost all Arab countries depend heavily on Egyptian films. The unity of language and the similarity of the topics and problems dealt with make for the popularity of the Egyptian film in the rest of the Arab world. Egypt's international film market also includes some predominantly Islamic African and Asian countries. The Egyptian government, which makes a good profit from the sale of its films abroad, insists on a minimum of artistic standards for the export of the films.

With the exception of Egypt the flow of films between the Arab countries and the rest of the world is a one way traffic. Arab states are regular importers of foreign films which are either subtitled or dubbed before their projection. Political, commercial, and cultural ties are at play in the distribution of films in the Middle East. As a general rule more films are imported from the Western bloc countries with which the Arab countries have had longer contact. Morocco, Algeria, and Lebanon, which had a long history of French colonialism and influence, imported respectively 60, 131, and 100 French films in 1960 against 11 and only one French films imported by Egypt and Sudan during the same year.

Other countries from which the Arab world imports films are India, England, Turkey, China, Pakistan, Japan, Italy, and the Socialist countries, but it is American films that far exceed the other non-Arabic films in number and in popularity in the Arab world. Of the 375 films imported by Egypt in 1971, 163 films were of American origin. Tunisian imports of the same year amounted to 164 American films or two thirds of its imports.

Regarded statistically, significant increases were recorded in the number of new cinema houses in most Arab countries over the last three decades. Similar increases were also registered in both annual film attendance and in the number of cinema seats per thousand persons.

According to Table 8, Bahrain, Qatar, and Lebanon lead the other Arab countries in terms of availability of cinema seats for their populations.

TABLE 8

Number of Cinema Seats per 1000

Inhabitants in 1962 & 1975

Country	1962	1975
Algeria	0.20	14
Egypt	N. R.	6
Libya	N. R.	9
Mauritania	0.0025	N. R.
Morocco	0.12	9
Somalia	N. R.	8
Sudan	0.06	5
Tunisia	0.1	9
Iraq	0.13	N. R.
Jordan	0.10	9
Kuwait	0.4	13
Lebanon	0.62	30
Oman	0.17	N.R.
Qatar	None	41
Saudi Arabia	None	None
Syria	0.10	N. R.
U. A. Emirates	—	N. R.
A. R. of Yemen	None	N. R.
P. D. R. of Yemen	N. R.	N. R.
Bahrein	0.82	45

In Qatar, where there were no films shown a decade ago, the number of seats per thousand is 41 today. Kuwait, Algeria, Jordan, and Morocco displayed a similar upward trend. Egypt, with 240 cinema houses, has one of the largest number of cinemas in the Arab countries. This number, however, is not quite in proportion with its forty million inhabitants. Syria, which had 50 cinemas in 1950, was the leading Middle Eastern country in terms of number of cinema houses. With an increase of

only 20 houses in the last two decades, Syria today ranks after Morocco which has 260 houses, Tunisia which has 104 houses and Lebanon which has 170 houses. The largest number of cinemas in the Arab world belongs to Algeria which has 640 cinema houses.

These figures, however, do not quite reveal the size of cinema attendance in the Arab countries. The projection of films by mobile units is very common, particularly in rural areas. In Egypt, for example, the so-called "Caravans of Culture" which are mobile units equipped with films, libraries, and educational material travel the country, adding an untold number of cinema spectators to the reported numbers. If we add the number of spectators of films shown in clubs, schools, factories, and privately we will realize that the data available are only estimates.

It is of interest to note that Saudi Arabia still has no public cinemas. The production and projection of entertainment films are banned because they are considered to be prejudicial to Islamic ideals. The only entertainment films projected in the country are those shown privately and those projected by foreign companies to their employees. The latter are organized on a non-profit basis. The only films produced in Saudi Arabia are of a non-entertainment nature. They are produced by the film unit of the Saudi television and are broadcast via television.

Education and Training for Mass Communication

The rapid growth of the Arab mass media in the last quarter of a century has created a felt need for qualified and well-trained Arab communications specialists. To meet these needs the Arab states are working on three fronts. They are establishing institutions for the academic study of communication, extending existing training centers and initiating new ones for the training of their personnel, and sending their staff for training abroad.

The academic study of communication in the Arab world, namely the study of journalism, dates back to the mid-thirties. It was during that period that Cairo University initiated its Institute of Journalism which was eventually replaced by a Department of Journalism in 1954, and later by the present Faculty of Mass Communication in 1970. Independently, but also during the mid-thirties, another program for the study of

journalism was started by the American University in Cairo which presently offers courses leading to both a Bachelor and a Master's degree in Mass Communication.

In nine countries, Egypt, Saudi Arabia, Syria, Algeria, Libya Sudan, Tunisia, Iraq, and Lebanon, departments or whole faculties of mass communication now offer courses leading to at least a Bachelor degree in mass communication. Their common goal is the preparation of communications experts who will be responsible for the planning, production, and administration of Arab mass media. The Faculty of Mass Communication of Cairo University graduated 218 such students in 1976, while the Abdel Aziz Al Saoud University of Saudi Arabia graduated its first twenty communication specialists during that same year. Students seeking higher degrees in the study of mass communication are able to pursue their studies for a Master of Arts or a Doctor of Philosophy degree in Cairo University. In addition Cairo University offers a two-year course leading to the Diploma in Mass Communication, which is a post graduate degree-especially designed for professionals whose Bachelor degrees were in fields other than mass communication.

A survey of the content of the courses offered by the Arab institutions showed that they covered both the theoretical and practical aspects of mass communications. The traditional emphasis on practicing journalism has yielded to the new approach of preparing experts responsible for the setting up, the output, and the administration of the mass media. More and more emphasis is on the use of these media as vital channels for education, development, and social change.

Where academic institutions for the study of communication do not exist, training centers such as those in Algeria, and Morocco, provide training in the techniques and skills of mass media production. Such centers offer shorter courses and training for the local media personnel. In fact it is not uncommon for some Arab countries to have both academic institutions and training centers.

All of these centers of academic learning and training are opened to all Arab specialists in the field. It is of interest to note that close to 30% of the students enrolled in the Diploma program at Cairo University Faculty of Communication are non-Egyptians. Sudanese, Saudis, Thais, Jordanians, and Somalis join their Egyptian colleagues in the pursuit of

knowledge and further research. Special training courses are also often organized by Egypt's national Radio and Television Training Institutes for Arab broadcasters. They consist of instruction on techniques of broadcasting with demonstrations, discussions and practical work. In addition, the Department of Information of the Ministry of Information and the Egyptian Journalist's Syndicate often conduct seminars on selected topics for selected groups.

Through bilateral and multilateral agreements, training in the arts and techniques of the mass media is also made available outside the Arab world. Countries such as England, Italy, France, Spain, and the German Federal Republic either include Arab professionals in their regular training programmes or organize special training courses for them. These usually center on some advanced technological aspects of the media such as satellite transmission or color television production.

Scholarships and fellowships are also made available to Arab students either through Arab universities or through the Arab States Broadcasting Union.

Regional centers for training in the mass media similar to those developed and supported by Unesco in India and Malaysia have been established in the Middle East. The Qatar training center is one of them. This center assisted by Unesco and financed by Qatar's government will eventually meet the training needs of the Arabian Gulf states, namely Qatar, Oman, the United Arab Emirates, Saudi Arabia, Kuwait, Bahrein, and Iraq.

The regional training center of Damascus which serves both Syria and its neighbouring countries is already functioning.

International Communication and the Arab States

The Arab nations are recognizing the need for rapid and efficient international communication. In order to increase the flow of communication among themselves on one hand, and to further the dialogue between themselves and the rest of the world on the other, the Arab states are both improving already existing channels and are setting up new ones. Chief among the new channels are the forthcoming Arab satellite, the increase in the number of Arab Information Offices across the world, the establishment of an Arab press published in foreign languages

abroad, the initiation of the Arab-European Dialogue, and the participation of Arab media in international media activities, news events, and international mass media organizations to give only a few examples.

As early as 1969, thirteen Arab states had already joined the International Telecommunications Satellite Consortium. Today most of the Arab countries have joined this international body sharing with the rest of the members the costs of development and administration of the organization.

In addition, fourteen Arab countries have set their own satellite ground stations which link them through both the Atlantic and Indian Ocean satellites to the rest of the world.(9) the rest of the Arab countries are either in the process of setting up such stations, or are planning for them.

Work on the projected regional Arab satellite which will serve the communication needs of the Arab world is in progress. It is expected that this satellite will greatly increase the flow of communication among the Arab states, along with a greater exchange of bilateral information. The fact that the Arab nations share the same language and culture should pave the way for the successful use of this satellite.

In the field of news exchange, all Arab nations, as was noted earlier, subscribe to and/or exchange news with the major world news agencies. Most Arab national news agencies maintain bureaus in key capital cities; so do major Arab dailies whose circulation numbers in neighbouring Arab states are often substantial. Arab news agencies and Arab journalists belong to both international and regional unions such as the Arab News Agencies Union and the Arab Journalists Union.

Arab broadcasting services also belong to similar organization. Foremost is the Arab States Broadcasting Union whose membership count all Arab countries. The organization which was founded in 1968 aims to coordinate the efforts of the individual Arab broadcasting services, and to exchange expertise and information on all matters of general benefit to all broadcasting corporations of the Arab members states.

It maintains a technical center in Khartoum, Sudan, and three news exchange centers in Kuwait, Oman, and Rabat. It organizes seminars, workshops, and symposia on a variety of technical, educational, and aes-

thetic aspects of broadcasting. It also promotes the exchange of radio and television recordings between its state members and organizes the simultaneous broadcasting of such programs. The coverage and simultaneous broadcasting of the rites of the pilgrimage in Saudi Arabia and the coverage of the Olympic Games held in Montreal in the summer of 1976 via satellite to all Arab countries equipped with satellite ground stations were among its achievements. It was the Union which secured all the arrangements for the Arab countries, booked the satellite time, and covered the events through a team of producers and broadcasters drawn from a number of Arab broadcasting services.

Other international broadcasting organizations to which Arab states belong are the International Radio and Television Organization, which counts Algeria, Egypt, Sudan, and Syria among its members; the Union of National Radio and Television Organization of Africa (URTNA) which includes all Arab countries on the African continent, namely Egypt, Libya, Tunisia, Sudan, Somalia, Mauritania, Algeria, and Morocco; and the Asian Broadcasting Union (ABU) in which Saudi Arabia, Egypt, and Jordan are full members and Iraq is an associate member.

Of its 33 full members, the European Broadcasting Union counts six Arab countries, Morocco, Algeria, Tunisia, Libya, Jordan, and Lebanon. Its Arab associate members include Egypt, the United Arab Emirates, Qatar, Kuwait, and Sudan.

It is of interest to note that Algeria, Morocco, and Tunisia participate in EBU's Eurovision regional network, which links them not only to Western Europe's national systems, but also through EBU to Eastern Europe's Intervision network and to satellite transmission from North and South America and Asia."⁽¹⁰⁾

In an effort to further the dialogue between the Arab nations and the rest of the world, the Arab League maintains information offices in twenty one cities across the world. Nine such bureaus are in the Americas of which five are in the United States, three offices are in Asia, two in Africa, and seven are on the European continent.⁽¹¹⁾ They all have a twofold purpose. The first is educational and cultural, and aims at acquainting the public with the cultures, aspirations, and potential of the Arab world; it is an image-building task. The second purpose is political; it aims to influence public attitudes in these nations in support of Arab

foreign-policy objectives. This is achieved through such channels of open diplomacy as personal communication with members of pressure groups and opinions leaders through debates, and discussions.

Where such Arab Information Centers do not exist, Councils of Arab Ambassadors and Arab Information Committees are formed to carry out the information policy and aims of the Arab League.

Other means of international communication take the form of regular or occasional meetings between Arabs and leading world figures in culture, literature, philosophy, religion, and the arts. Of particular importance is the Arab-European Dialogue which includes some of the best minds in the Arab and European worlds. Efforts are also made to bring together Arab and American thinkers, philosophers, and writers such as the one organized in Washington D.C. by the Library of Congress in 1976. All these meetings have one goal in common, namely the furthering of the dialogue between the two cultures and the search for ways of improving the channels of communication between them.

International festivals, exhibitions, cultural events, are also among the means used by the Arab governments to contact peoples of other countries. It is estimated for example that the number of people who viewed the King Tut Ankhamon exhibition counted in the millions. It is also reported that the World of Islam Festival organized in England in 1975 has greatly increased both the interest in and the knowledge of thousands of people in both Islam and the Moslem civilization of which the Arab civilization is an integral part.

Informal contacts between youth, professors, and students through exchange programmes or through international tourism bring beyond the shadow of a doubt results that formal contacts between government officials would be unable to accomplish. Because these channels are informal those who get involved in them are, as suggests Davison, more open and prone to their subtle implications.(12)

Conclusions

Regarded as a whole, the Arab world has made great strides in the use and development of mass communication in the last quarter of a century. In terms of coverage, the Arab media have penetrated geographi-

cal areas that were hitherto isolated both physically and culturally. Politically the media, and radio in particular, played the role of catalyst in the Arab renaissance and reunity. But much remains to be accomplished. In spite of the spread of mass media, the Arab masses are still inadequately covered. And it is due to the exposure to the mass media, according to Rogers, Lerner, Sheomaker and others that the whole process of social change and development is triggered. It is exposure to the mass media that engenders empathy, starts agricultural and home inventiveness, increases political knowledge, raises achievement motivation, and increases educational and occupational aspirations (13, 15), all of which are needed in varying degrees in the Arab world. It is therefore our belief that an increased effort on the part of the Arab authorities to spread responsible mass media so as to reach most citizens will be greatly repaid in terms of development. A greater effort in particular should be made to use the media as essential tools of social progress and as major conveyors of ideas in such areas as better health, family planning, and national unity. Measures such as lowering of import taxes on radio and television sets, local manufacturing or assembling of television receivers, development of local and inexpensive papers will be particularly useful measures.

On the international scene, modern technology brings in its wake more exchange of information within Arab states and between the Arab states and the rest of the world. The Arab press through its news agencies will be among the media that will benefit from advanced technology. The projected Arab satellite will open new horizons and tap information sources that were untapped so far. It is hoped that the Arab states will use this new technology with greater skill and ingenuity to win the battle of minds.

It is also hoped that the Arab mass communication institutions of learning will play a leading role in the preparation of professionals who will be responsible for the management and outputs of Arab media. The task of these new generations of communicators will be to direct and shape the Arab media as tools for the progress and development of their countries.

To that end and in the foreseeable future the Arab mass media will remain in the hands of the State, and will be managed as public services. As such it is hoped that they will come to achieve the goals of progress and prosperity of this area.

FOOTNOTES

- (1) Of these 339 were published in Arabic, 17 in English, 37 in French, 11 in Greek, 6 in American, 3 in Italian, and 1 each in German, Maltese, and Persian. Unesco, World Communications, (New York : Publications Center, 1952), p. 36.
- (2) Note Reported
- (3) Unesco, World Communications : A 200 country Survey of Press, Radio, Television, Film (Paris : the Unesco Press, 1975), p. 4.
- (4) Inaugurated in 1978 the Gulf News Agency is made up of the seven Arabian Gulf countries, namely Saudi Arabia, Kuwait, Bahrein, Iraq, Qatar, Oman, and the United Arab Emirates.
- (5) These countries are Mauritania and Saudi Arabia.
- (6) Unesco, World Communications : Press Radio, Television, Film (New York : Unesco Publications Center, 1964), p. 41.
- (7) Head, Sydney. Broadcasting in Africa; A Continental Survey of Radio and Television (Philadelphia : Temple University Press, 1974), p. 129.
- (8) They are the General Programme, the Second Programme, the Voice of the Arabs, the Holy Koran Service, the People's Programme, the Middle East Radio, the Youth Radio Service, The Alexandria Regional Radio Service, and the above mentioned foreign language services.
- (9) Green, Timothy. The Universal Eye : World Television in the Seventies (London : The Bodley Head, 1972), p. 223.
- (10) They are Algeria, Egypt, Morocco, Sudan, Iraq, Jordan, the U.A. Emirates, Oman, Bahrein Kuwait, A.R. of Yemen, Lebanon, Qatar, and Saudi Arabia which own two ground stations.
- (11) Head, Sydney, op. cit. p. 264.
- (12) The Arab League Information Offices are located in New York, Dallas, Washington D.C., Chicago, San Francisco, Ottawa, Brasilia, Buenos Aires, Santiago, Bonn, Rome, Geneva, Brussels, Madrid, London, Paris, Dakar, Nairobi, Lagos, New Delhi, and Tokyo.

- (13) Davison, Philipps, International Political Communication (New York : Frederick Praeger, 1965), p. 334.
- (14) Rogers, Everett, Modernization among Peasants : The Impact of Communication (New York : Holt, Rinehart, and Winston, Inc., 1960) p. 102.
- (15) Lerner, Daniel, The Passing of Traditional Society : Modernizing the Middle East (New York : The Free Press, 1958), p. 52.



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دراسة تحليلية لوسائل

الاعلام في الدول العربية : ١٩٥٠ - ١٩٧٦

د . سهر بركات

شهدت وسائل الاعلام في الدول العربية منذ الخمسينات طفرة كبيرة من حيث الكم والى حد ما من حيث الكيف . ولهذه الطفرة عدة اسباب . فهناك اولا الجهود المكثفة في الدول العربية للاسراع بجهود التنمية القومية في شتى المجالات مع الحاجة الى مناقشة وتفهم المشاكل المعقدة للتنمية في المنطقة والبحث عن الحلول المناسبة لها . وهناك ايضا الصراعات الدولية والمنافسات المحلية على توجيه أحداث المنطقة والسيطرة عليها . ثم أن هناك ايضا التزايد الضخم والسريع في الموارد الاقتصادية لبعض دول المنطقة الذي أدى الى ادخال بعض من أحدث الامكانيات والاجهزة الاعلامية المعاصرة .

وعلى الرغم من ذلك فان هناك ندرة نسبية في البحوث المتعلقة بوسائل الاعلام العربية ونظمها . فباستثناء عدد محدود من الدراسات الجادة عن الصحافة كأحد وسائل الاعلام في الدول العربية ، وباستثناء الاحصائيات التي تنشرها منظمة اليونسكو عن وسائل الاعلام العربية ، لا توجد أبحاث منتظمة لتابعة التطور في الوسائل الاعلامية في العالم العربي ودراسة علاقتها بالنظم الاجتماعية والسياسية التي تعمل في ظلها والدور الذي تلعبه في المجتمعات العربية .

وتحاول هذه الدراسة ملء بعض هذا الفراغ فتقدم نظرة شاملة عن وسائل الاعلام العربية مع التركيز على الفترة ١٩٥٠ - ١٩٧٦ . ويشمل تعريفنا لوسائل الاعلام الصحافة اليومية والدورية . كذلك الاذاعة بشقيها المسجوع والمرئي ، والسينما ، ووكالات الانباء . كما تضمن البحث دراسة للاعلام الدولي والفضائي للدول العربية ومشروع اطلاق القمر الصناعي العربي . وتقدم الدراسة تحديدا للظروف التي لعبت دورا هاما في ظهور وتطور هذه الوسائل واتخاذها الاشكال والصيغ التي هي عليها الان ، وذلك ايمانا منا بأن النظام الاعلامي لاي دولة ما هو الا نظام فرعي للمجتمع الكبير الذي يؤثر فيه ويتأثر به . كما تشير الدراسة الى اعداد الكوادر الاعلامية اللازمة للدول العربية عن طريق انشاء مراكز لتدريب الاعلاميين والاقسام أو الكليات العلمية بالجامعات العربية لاتاحة الفرصة لدراسة شتى جوانب الاعلام دراسة أكاديمية وتطبيقية ، وتعزيز الدور الذي يمكن أن تلعبه وسائل الاعلام المسؤولة سواء في انجاح خططها الانمائية داخليا أو تعريف العالم الخارجي بأهدافها وقضاياها وأمانيها لكسب الراي العام العالمي لصفها .