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The Reality of Specialized Media: Locally and Globally

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Abstract

This research aimed to identify the reality of specialized media: locally and globally. The research is considered descriptive research, relied on the survey method, and reached a number of general results, which can be reviewed as follows:

- The Renaissance came to represent the first emergence of specialized media, and the magazine (Scientists), published in France in 1665, can be considered the first specialized scientific magazine.
- The press's interest in specialized content increased during the sixth and seventh decades of the twentieth century, and this interest preceded the audio-visual broadcasting's interest.
- There are many fields of specialized media, there are economic, political, religious, social, environmental, tourism, agricultural, sports, scientific media... etc.
- The specialized media performs many important functions for the individual and society, including: information or news, education, persuasion, entertainment, advertising, cultural promotion, and the formation of public opinion.
- There are many challenges and obstacles that stand in the way of the specialized media's practice of its roles and functions, such as: lack of material and human capabilities, dependence of many people on the Internet and social networks, lack of a developed economy, and lack of education in its various disciplines.

keywords: Specialized Media, Locally Media, Globally Media.