

Journal



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Elements of the psychological impact of the News programs in Al Jazeera network (An analytical study)

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Abstract

This study seeks to identify the elements of the psychological impact of the news programs in Al Jazeera network through the method used for qualitative and quantitative analysis, of the content of the strategies, policies planned and implemented for a sample of news programs presented in Al-Jazeera network.

These programs are (El Etgah El Moaaks- Fi El Omaq- Bala Hodod- Hadeth Al Thwra- El Waaqa El Arabi- Ma Waraa El Khaber), in order to monitor the psychological plans, foundations and principles of self- media followed in these programs to determine the elements of the psychological impact of f news programs presented in Al-Jazeera network.

It aims to:

Monitoring scientific and cognitive components used in the preparation of media plans for programs news Al Jazeera network. Know about the planning and preparation of psychological programs & Al Jazeera news network style. As well, as determine the significance of the impact of existing communication responsible through the criteria for selection of personnel working in Al Jazeera news programs network. Also, monitor the most important news programs on the news Al Jazeera network and its objectives, the most important concepts used in them. In addition to identify the objectives of Al Jazeera news programs network, the reasons behind follow-up and demand, as well as the types of effects of follow-up issues in these programs there. Finally, the analysis of the foundations of the psychological work of these news programs in Al Jazeera network methods and psychological messages used.

The most important findings of the study:

- **Foundations and principles of psychological work programs news Al Jazeera network:** heavily dependent to raise feelings of anxiety and stress in all spheres, it is also used some of the foundations of psychological principles to influence the target addressee, using some psychological and messages methods and techniques, which aim to influence, the conscience, feelings, trends goal of the addressee and how to convince him.
- **In terms of goal -motivated addressee:** always expend news programs in Al Jazeera network on the exploitation of some mental processes aiming to influence and excite his passion by viewing violent and influential scenes with images and soundtracks. Beside, using psychological pressure, direct /indirect refutation, closeness and friendship, publicity, adapt/stripping, skepticism and distrust, and suggestions.

