

Journal



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Arab religious channels: A Field Study of the direction of the Moroccan audiences

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Abstract

The huge reproduction in the number of satellite religious and Islamic television channels has caused various accurate scientific problems that began to dominate the thinking and imagination of researchers in information and communication science. It shall be recognized that this development is one of the features of economic globalization and a tool for the spread of its values; it entered the world, particularly the Arab region, in many political and sectarian, ethical, financial, and regulatory conflicts.

More than that; this development created new means and methods for the flow of a new media product manifested outwardly in the production of media messages and inwardly in thoughts and ideas aimed to control the hearts and minds of people. It became obvious how it targets national particularities, and thus it threatens the national state and its components and foundations as a result of the transformation of the reception of state citizens, which became directed toward foreign religious satellite channels.

We have observed in recent years, how the Moroccan viewer, especially young people, is moving towards this new wave of religious media, for the collection of religious information. Moreover, because in the absence of a sense of communicative religious and national institutions, the mere existence of many institutions belonging to this sector became worthless; it deepens the horror of impending dangers towards identity and culture of Moroccans.

Based on the foregoing, this study is trying to determine the features of the direction that appeal to the Moroccan viewer to receive his religious information, acquiring the necessary knowledge of the nature of this trend Is it positive or negative, and the extent of its impact on the national particularities that distinguish the model of Moroccan Islam which is characterized by Reference to 'Emirate Al Mouminin' and the Maliki school of Sunni, and the Ash'ari belief, through the affection of the Moroccan viewer, in particular, by a number of elder religious channels of references that does not believe in the foundations and terms of reference of the national state, against the lack of attention to the national and religious channels, although the data "Maroc miter" (competent in the measurement of the Moroccan Foundation watching and

listening rates in television, radio and Moroccan) suggests - for example - to be broadcast Mohammed VI of the Koran, at the forefront of radio channels that appeal to the Moroccan listener (the listener, not the viewer).

This study provides a set of recommendations and suggestions of medium and long-term objectives for the advancement of religious and national media system that does not legislate for itself an advantage or power to own the truth, but tries at the same time to contribute, along with other national institutions, in preserving national idiosyncrasies as Moroccans inherited from their parents and grandparents.