

Journal



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The journal is affiliated to the Egyptian Public Relations Association, the first Egyptian specialized scientific association in public relations.

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Programmes télévisés en direct reçus en Egypte

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Résumé

Depuis 1987, des programmes de télévisions étrangères sont reçus en direct sur les petits écrans dans quelques endroits en Egypte surtout au nord du pays. L'utilisation des paraboles par le peuple égyptien revient à la fin des années quatre-vingts et les débuts des années quatre-vingt dix du dernier siècle.

L'étude du professeur SHAL examine le droit de diffusion en dehors de ses frontières en conformité avec les lois, les principes et les résolutions des Nations Unies concernant ce phénomène. A cet égard, l'étude expose les stations terriennes qui ont été utilisées pour la réception en direct (TVRO).

A partir de ses études sur les programmes télévisés étrangers reçus en direct et leurs impacts, le professeur SHAL propose un modèle pour les études des medias comportant six questions qui commencent par le récepteur, à savoir:

1. qui?
2. reçoit quoi?
3. par quel moyen?
4. pourquoi?
5. qui en est l'émetteur?
6. et quel en est l'impact?

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