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The Elite Media's Evaluation of the Content and Performance of the Egyptian Channel "AlWathaeqya": A Critical and Field Study^(*)

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Abstract

The study aimed to provide a critical analysis of the content of the Egyptian channel "AlWathaeqya" by exploring the topics presented and assessing their objectivity, identifying the prominent visual elements and persuasive techniques used, and uncovering the underlying ideologies. It also sought to evaluate the media elite's assessment of the channel by identifying the elements of attraction and engagement in the content, as well as evaluating the quality of the material.

The study also included an analysis of media performance standards from ethical, professional, and social perspectives.

The study relied on the theory of social responsibility as the theoretical framework for the field study and utilized a methodology based on the integration of three approaches to achieve its objectives. The critical approach was employed to analyze and evaluate the works presented by the Egyptian channel "AlWathaeqya". Additionally, the survey method was used to gather opinions from a sample of the Egyptian media elite, both academic and professional.

The study relied on two tools: an observation checklist and a field survey questionnaire. The study arrived at many findings, with the critical analysis revealing a diversity of documentary films presented by the Egyptian channel "AlWathaeqya" characterized by high production quality, reliance on credible sources, and a focus on national identity. However, the channel faces challenges such as repetition of topics and balance in presentation, with occasional biases in portraying events and personalities.

The field study revealed that the media elite followed the channel well and preferred historical films and biographies, with a high evaluation of craftsmanship in visual elements and editing.

Nevertheless, it appears that the channel needs to enhance diversity in perspectives and opinions. The channel adheres to high ethical and professional standards and social responsibility.

Keywords: Egyptian Channel "AlWathaeqya", A critical Qualitative Analysis, Field Study, Media Elite Evaluation.

^(*) The Research was received on August 05, 2024, and accepted for publication on September 09, 2024.