

-

-

(2006 -1995)

:

:

..

2007/2006

...

.

.

.

.

.

-

":

(2006 1995) -"

.2006 1995

.2005 20 1995

.

.

.

Abstract

This Study, Theoretical and Methodological Bases of Reception Studies: An Analytic and Critical Study on the Nature of the Audience Researches in Algeria, is an attempt to evaluate an ensemble of academic researches conducted at the Department of Information and Communication Sciences, University of Algiers, relating to the media audiences, during the period situated between 1995 and 2006.

The Above named decade, conceived as a necessary time for socio-political and economic transition from oriented to liberal society, had witnessed an important development in media studies in general including the audience researches that statically have moved from less than 1%, before 1995 to nearly 20%, by 2005.

This new liberal orientation, generated by the globalisation process, and especially supported by the new information and communication technologies, seem to be the main factor leading to a new concentration of media studies on the audience as a market and an electorate mass.

Nevertheless, political and trade marketing considerations could not be the only factors to develop audience studies in the academic level.

In liberal societies, especially within the Anglo-Saxon sphere, audience studies have been developed throughout the last century following the nature history of the media and the ever-sophisticated developments in information and communication technologies.

Based on theoretical and methodological developments, the different approaches to study the media audiences have included the most recent technological and political events in an attempt to understand and explain behaviours of different individuals and groups toward, for instance, the use of the Internet as a domestic technology besides the use of TV; and the "war on terror", started in late 2001, after the famous attacks on the Twin Towers of the TWC in New York and the Pentagon Quarters in Washington.

Technically speaking, The Globalization process is, strongly, taking place through the generalization of TV and Radio Direct Broadcasting via Satellites (DBS) and the use of the Internet, that is not, contrary to the first generation of new technologies literature, a monolithic or placeless 'cyberspace'; rather, it is numerous new technologies, used by diverse people, in diverse real-world locations.

The suitability of the Ethnographic Approach to study the social and technical interactions in this “Cyberspace” comes from the premise that one cannot understand the one without the other.

The most suitable approach to study the media global audience behaviours starting from local communities, may have many things to do with the Ethnographical approach in use since 1980’s, when David Morley started focussing on TV viewing, on Domestic technologies, on family dynamism and on social micro-analysis.

In inviting the global audience studies literature through the natural history of media researches and the nature of the audience researches in Algeria, we advocate a comparative ethnographic approach and we suggest that there are lines of enquiry, linked to dimensions of new media use, that can be usefully pursued across a wide range of settings; and that there are issues about social transformations in new media contexts that generally concern social science and other communities.

In this study, we rarely address the question of whether the ethnographic findings are specific to a determinate area, or common to many areas. We simply do not have grounds for answering such question.

The conclusion is a clear advocacy in favor of an alternative approach in the study media audience in Algeria, namely the ethnographic approach that is suitable for the specific global and local aspects of the Algerian society.

Résumé

La présente étude : Les Fondements Théoriques et Méthodologiques des Etudes de la Réception - une étude analytique et critique sur la nature des recherches des audiences en Algérie, est une tentative pour évaluer un ensemble de recherches académiques menées dans le Département des Sciences de l'Information et de la Communication, de l'université d'Alger, concernant les audiences des mass média, entre 1995 et 2006.

La décennie susmentionnée, conçue comme un temps nécessaire pour la transition sociale, politique et économique d'une société dirigée vers une société libérale, attestait un développement important dans les études des mass médias en général y compris les recherches d'audience qui ont, statistiquement, grimper de moins de 1% avant 1995 jusqu'à 20% en 2005.

Cette nouvelle orientation libérale, engendrée par le processus de la globalisation et supportée particulièrement par les nouvelles technologies de l'information et de la communication, semble être le facteur principal conduisant vers une nouvelle concentration des études d'audience comme un marché et une masse électorale.

Néanmoins, les considérations politiques et de marketing commercial ne pouvaient être les seuls facteurs pour développer des études d'audience sur le plan académique.

Dans les sociétés libérales, en particulier au sein de la sphère Anglo-Saxonne, les études d'audience se sont développées durant le siècle dernier suivant l'histoire naturelle des médias et les développements plus que jamais complexes dans les technologies de l'information et de la communication.

Basé sur les développements théoriques et méthodologiques, les différentes approches pour étudier les audiences des médias ont inclus les plus récents évènements politiques et technologiques dans une tentative pour comprendre et expliquer les comportements des individus et groupes divers envers, par exemple, l'usage d'Internet comme une technologie domestique à coté de l'usage de la télévision ; et "la guerre sur la terreur", entamé fin 2000, après les fameuses attaques sur les tours jumelles à New York et les Quartiers du Pentagone à Washington.

L'approche la plus pertinente pour étudier les comportements de l'audience globale des medias à partir des communautés locales, pourrait avoir plusieurs traits en commun avec l'approche ethnographique en usage depuis les années quatre-vingt, quand David Morley avait commencé à concentré ses efforts de recherche sur les téléspectateurs de la télévision, sur les technologies domestiques, la dynamique de la famille et sur la micro analyse sociale.

Techniquement parlant, le processus de la globalisation se produit fortement à travers la généralisation de la diffusion direct par satellite de la télévision et de la radio et l'usage de l'Internet, et cela n'est pas en contradiction avec la première génération de la littérature sur les nouvelles technologies, monolithique et 'cyberespace' sans base physique ; plutôt se sont des nouvelles technologies nombreuses utilisées par des gens divers, dans de divers localités réelles.

La pertinence de l'approche ethnographique pour étudier les interactions sociales et techniques dans ce 'cyberespace' émane de la prémisse qui stipule qu'on ne peut pas comprendre l'un sans l'autre.

Quant à la littérature des études d'audience globale à travers l'histoire naturelle des recherches sur les médias et la nature des recherches sur les audiences en Algérie, nous prôtons une approche ethnographique comparée et suggérons que des lignes d'enquête existent, liées à des dimensions de l'usage des nouveaux médias, qui pourraient être suivies utilement à travers un vaste rayon de cadres ; et que des questions existent sur les transformations sociales dans les contextes des nouveaux medias qui, généralement, concernent les sciences sociales et d'autres communautés.

Dans cette étude, nous nous adressons rarement à la question des résultats ethnographiques, i.e s'ils sont spécifiques à une région déterminée, ou s'ils sont communs pour d'autres régions, pour la simple raison, nous ne disposons pas de connaissances solides pour répondre à une telle question.

La conclusion est une recommandation en faveur d'une approche alternative dans les études d'audience en Algérie, à savoir l'approche ethnographique qui convient le plus aux aspects globaux et locaux spécifiques de la société algérienne

•

.1

.2

.3

.4

.5

.6

.7

•

.I

.1

.2

.3

.II

.1

.2

.3

•

.I

.1

.2

.3

.II

.1

.2

.3

:

.1

.2

.3

:

.1

.2

.3

Dewey,)

" "

(1927

" "

" "

.(1945-1939)

" "

" "

" "

" "

.

" "

.

.1989

" "

" "

" "

.

.

.

.

1996/1995

.

/

)

(

.

1989

-

-

.

(

)

.

()

(Universality, Globality)

.1
.2
.3
.4
.5
.6
.7

.

.

.

.

()

.

(1)

.

.1

(2)

.

.

(1945-1939)

.(3)

.

.

.

" " " " " "

.()

" "

(4)

" "

.

.

(5)....

(6)

.

.

"

"

.

.(7)

.

:

(Domestic Context) (

(

(Household) (

(Micro-Social Analysis)

(

()

.(8)

.

.(9)

(10)

(11)

.(12)

/ (Paradigms)

.(13)

.

-

-

(14)2001

"

.

(15)"

-

-

.

()

()

.(16)

"

:

(17)"

:

.

-

(Impact)

(Effect)

.(Interaction, Interactivity)

.

-

.2

2006

1995

)
() (

/

.3

:

.

-

.

-

.

-

.

-

-

.4

" ()

(18) "

:

:

"

(Maurice Angers)

-

(19) "

"

()

-

...

(20)"

)

()

(

" :

(21)"

()

(26)

(Scientific Inquiry)

/ /

(Investigate)

/

.5

144

(2006-1995)

: (22)(Process)

	(Sender = S)	-1
		" "
" "	(Message = M)	.2
" "	(Medium)	-3
" "	(Receiver = R)	-4
(Contexts)		-5

" "

(23)

(24).

-2

-1 :

-3

.2006 1998

(1998)

(2006)

(2001)

414

235

56

(25).

.6

(Effect) -1

"

(27) "

"

"

"

:

:

.

.

"

.(28)(Knowledge gap media)

:(Impact) -2

.(29) (Larousse)

:(Interaction) -3

(30)

.(31)

:(Interactivity) -4

"

"

(32)"

:(Reception) -5

. / /
" "

(34)" "

:(e-Society)

-10

/

(Digitalisation)

(35)

)

(

1 0

(Placeless)

(Virtual Society)

.

:

- 11

(Single Window) : (e-Gouvernement) - 12

24

(B2C) (G2B) (G2C) (G2G) :

(e-Health) (e-Learning) .(36)

:(Audience) - 13

·
:(e-Audience) -14

e-) (e-Commerce)
.(37) (e-Democracy) (Voting
: (Web Audience) -15

(Offline Audience)

·
(Online Audience)

(MSN)

·
: (Netizen) -16

.(38)

:(u-Audience)

-17

(Ubiquity)

"(Third Generation of Reception Studies)

"

Remote)

"

"(Post-Audience World)

"

"(Audience

.(39)

:(Synchronization)

-18

.7

Lazarsfeld, 1940-)

(41) (Klapper, 1960) (1944

.
:

(Elihu Katz, 1955)

"

(43)

(Reinforcement)

'

(2006)

و

100

.(44)

—

(45)

.

.

.

" "

-1

2002

-2

-3

1993

4- James Carey, “ *Mass Communication Research and Cultural Studies: An American View*”, in James Carey, Micheal Gurevitch and Janet Woollacat (Eds) (1977), *Mass Communication and Society*, Edward Arnold: London. Pp.409-25

-5

2006

-6

2006

-7

Giving less, Having more

8- Jeppe Nicolaisen, *The Epistemological Lifeboat: Diffusion Researches and Reception Studies*, April 2005

- 9

...

.

-10

...

.

.

-11

2006

144

-12

30

(2006-1995)

13- Morley, Robins K., *Spaces of Identity*, Hanul, Seoul, 2000, p.384

-14

"

"

-15

2007

4

-16

1990

3

1989

(2007)

-

-

(e-Freedom)

-17

- Clair Selltiz, Laurence Wrightsman and Stuart W. Cook,
Methods in Social Relations, Third Edition, Holt, 18Research
Rinehart and Winston, New York, 1976, Pp. 91-94

-19

24 -14.

1983

24

20-Maurice Angers, *Initiation pratique à la méthodologie des sciences humaines*, Casbah Edition: Alger, 1997, p.9}

(. .)... -21

17.

-22

287-286. 2006

23- Klapper, J., *The Effects of Mass Communication*, Free Press,
NY, 1960

24- Selltiz clair, Writhtsman S.lawrence and Cook W.Stuart,
...*op.cit.* p.516

25- Selltiz, *ibid*

- 26

2001 1999

2006

27- Richard W.Budd et al, *Content Analysisi of Comunications*;
The Macmillan Company, New York, 1967

30. . . (2006) -28

" " -29

6. 2003

30- Petit Larousse, Librairie Larousse, Paris, 1980, p.473

31- McQuail, D. *Towards a Sociology of Mass Communication*,
Macmillan, London, 1976, P.48

137-35 . . . (2006) - 32

-33

2007

- 34- Daniel Miller and Don Slater, *The Internet, An Ethnography Approach*, Oxford Berg, 2000, P.93
- 35- Javan Kurbalija, *Gouvernance de l'Internet*, DiploFoundation, Malt, 2005
- 36- Op.cit. P.25
- 37- Korea IT Training Program, *e-Government Consultant Course*, November 2003, <http://www.Kado.or.kr>
- 38- *Reaching Your E-Audience eGov monitor*, Knowledge Asset <http://www.cppih.org/Management> 2006,
- 39- Ministry of Information and Communication, *Dynamic u-Korea*, November 2006 www.nesc.ac.uk/action/esi/contribution.cfm
- 40-Ubiquitous computing, *Particip@tions* Volume 2, Issue 2 (December 2005)
- 41- Dawn Lewcock,
- 42- McQuail, D. *Mass Communication Theory*, Sage Publication, London, 1984, Pp.179
- 43- Katz, E, (1955), op.cit.

. . . (2006) -44

-45

1993

. I

.1

.2

.3

. II

.1

.2

.3

.

.

.(1)

.

.

(2)

.

(3)

		:(4)
	(Sources System)	-1
	(Message System)	-2
(Medium)		-3
	(Réception System)	-4

"

"

.(5)

...

.

.(6)

.

.I

.

/

.(7)

. “Audience”

.(8)

"

"

(Gutenberg, 1394-1468)

.(9)

/

(Public) "

"

.

"

"

.

.

.(10)

" " " "

.

(11)

.

.

.

.

.(Mass Market)

(Mass Electorate)

." " " "

(Internautes)

(Web Audience)

(Global Audience)

(Online-Offline audience)

(e-Audience)

...(U-Audience)

.(12)

(Ubiquitous)

(Post-Audience)

(Post-Industrial Societies)

:

- 1

...

.

(13)

.

.

...

.

(Clausse, 1968)

.

:(14)

:(Supposed Audience)

"

"

.

(15)

(Provider)

.

:(Effective Audience)

.(link)

(Click)

:(Exposed Audience)

.

:(Active Audience)

.

.

.

.(16)

(Group)

(Mass)

(Public)

(Crowd)

:

(Audience)

(Mass)

(Audience)

"

"

(

)

.

/

(17)

"

"

.

.

/

.

•

•

" "

(Larousse, 1983)

.(18)

(Blumer, 1939)

" "

" "

:(19)

"

" " "

:(Group)

:(Crowd, la foule)

" " " "

:(Public)

6

.

()

" "

.

" "

.

(Dewey,1972)

"

(20)

(Mills, 1956)

.

(21)

" "

" "

.

.

" (Seymour- Ure, 1974)

"

.

.

.

.

:

:

.

(Interactive Media)

:

" "

:

.

" .

"

" "

.

(Mass) " "

(Audience)

.

:

(McQuail, 1984)

(23)

" "

Large Size

-

.

Dispersion

-

(Global)

(Ubiquitous)

Heterogeneity

-

Anonymity

-

Lack of Social Organization

-

.

Unstable Social Existence

-

.

" "

" "

-3

(Audience)

(Mass)

• /

•

-

•

-

•

(Merton, 1957)

.(24)

• /

•

.(25)

:

:(Genre)

/

.

/

.

/

/

.

.

:(Age)

.

.

(Lazarsfeld)

(60 +) (49-40) (39-30) (29-21)

(26)

(39-30) (29-20) (19-10)

(Schramm)

.(27)

-10) (9-5)

BBC

(19-15) (14

.

:(Education)

.

.

.(28)

:

()

(

)

-
-
-
-
-
-
-

.()

(Social Class- Income)

-:

_____ :
.
20-10) : _____ : .
() (+50-40) (40-31) (30-21) ()
() ()

.(29)

)

() (

:

)

(

.

.

-

-

(Ennis 1961)

.

(Internal Structure)

)

(...

...

.

:(30)

(Social differentiation) -

(Social Interaction) -

(Normative Control Systems) -

:

.

" "

:

(Blumer 1939, Mills 1956)

(McQuail 1984)

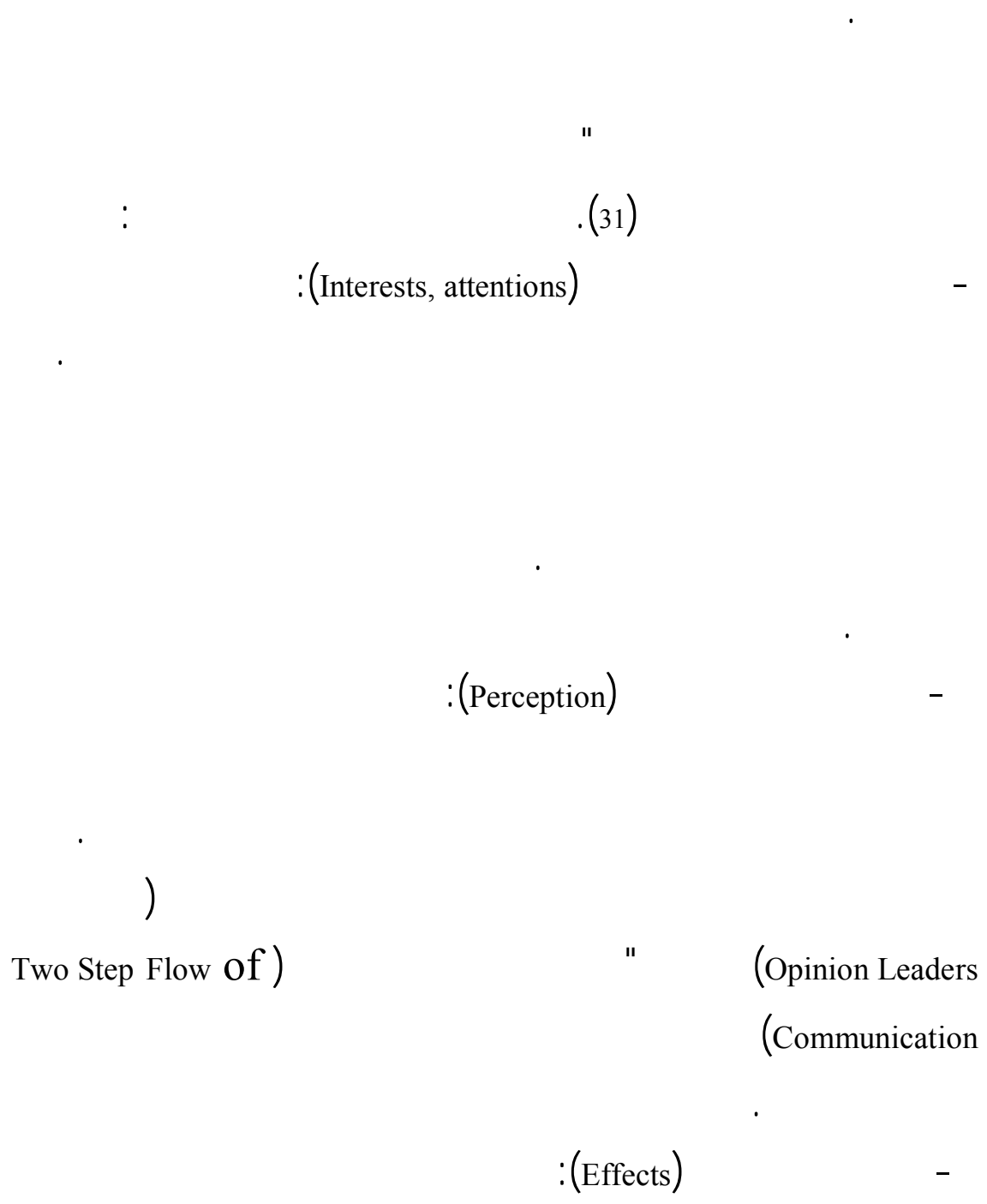
"

"

(Internal Structure Proprieties)

(Gratification)

(Katz, Lazarsfeld)



.(Social Interaction)

.(Sociability of Audience Behavior)

(Freidson, 1953) .(Medium)

.(32)

(Substitute)

(Compensation)

:(Social Uses) -

James Lull , 1982 –David Morley, 1986 -1992))

"

(33)Social Use Typology

(Affiliation/Avoidance) / (Relational) (Structural)

(Competence/dominance) / (Learning Social)

/

.(34)

:(Social Isolation) -

(Self Isolation)

(Alienation)

/

(Escapism)

.

.

.

:

(Social Contact)

.

:(Audience/Sender Relationship)

/

-

.

:

.

Para

"

.(Médiatisées)

.(35)" Social Interaction

" "

(Modem)

(Demo)

"

"

e-Social) (Virtual Social Interaction) "

"

(Interaction

Identification" "

...

:Normative Control Systems

()

"

"

"

(36)"

(Media Behaviour) "

"

:

(Unwanted Influence)

(Conformity)

"(Free Market of Ideas)

"

(37)

(38)

/

.1

.(39)

:

(Propaganda)

-

(1945-1939)

(1918-1914)

.(Powerful Leaders)

.(40)

(41)

" "

(Advertising)

-

/

(42)

" " " "

(Transnationality, Univerality)

(Globalisation " ")

(Public Opinion)

-

"

"

(43)

1966

1948

(44)

. /

(Scientific Needs)

-

/

.

.

"

"

.(45)

.(Goal-Societies) /

.

Audience Composition Theories

.2

(Sociography)

(McQuail, 1984)

.

.
:
.

.(Non stop online)

.

.

(Typology)

-

:(46)

.

:(Historical Accident)

-

:

.
(=)

.
(Domestique)

:

" "

Herald)

(Le Monde)

(BBC)

. (Tribune

" "

.
:(Market Management Theory)

-ب-

(...)

:(Individual Differences Theory)

-ج

Giving The Public) "

"

(What it Wants

:(Differential Leisure Resources)

-د

:(Functional Theory)

- 5

" " " "

(One-to-One)

:(Socio-cultural Explanation)

-

- 9

()

:

...

(Life-Space)

(47)

.3

(Empirical Researches) "

"

(48) "

"

" "

" "

" "

" "

"

"

"

"

(fieldwork)

(Audience Research)

(Audiomètre, People Meter)

.

.

-

:

.

.

:

(Experimental)

-

.

(Survey Method)

-

...

(Case Study)

-

.

.

:

-

()

.1968

.

:

-

-

.

-

-

-

.

144

(2006-1995)

30

/

.(50)

-

. / /

:

-

.

.

.

-

(51)

)

(

.

-

.

.

.

.

(52)

"

"

.

	-1
	-2
() ()	-3
(1968)	
	...
4- Fridson Eliot, <i>The concept of Mass Communication research</i> , American Sociological Review, 1993, p.83	
1993	-5
	91.
"	-6
2002 "	
7- Ali Kessaissia, <i>The Role of the Algerian Media in Global development</i> , Paper Prepared to a Seminar on Home Crisis, CCCS, Birmingham, March 1998, e-edition on http://:Alik.dzblog.com	
8- Blumer H, <i>Mass, the Public and Public Opinion</i> , Burners, 1989	
	-9
	1983
10- McPhail, <i>Electrnic Colonization</i> , Sage Publication, YN, London, Toronto, 3 rd ed, 1985	
70. 2005 ...	-11
	-12
(Google.Com) 97.600.000 :	
(Reception Studies) 48.000.000 (Global Audience Studies)	

2006

(Ubiquitous Audience) 7.000.000

13-Lewis, G.H., *Taste cultures and their composition, Towards a New Theoretical Perspective*, in Katz and Szecsko, 1980: 201-217

14- Clause R., *The Mass Public at Grips with Mass Communication*, International Social Science Journal, 20(4) :625-643, 1969

18

-15

157. 2004

16- Siebert F.; T. Peterson and W.Schramm, *Four Theories of the Press*, Urbana III, University of Illinois Press, 1956

17- McQuail D., *Mass Communication Theory*, Sage publications, 1984, p.151

18- McQuail D., *Towards Sociology of Mass Communication*, Macmillan, London, 1969

19- Blumer H., op.cit. p.124

20- Dewey J., *The Public and its Problems*, Holt Rinehart, NY, 1972

21- Mills C.W., *The Power Elite*, Oxford University Press, NY, 1956

22- Seymour-Ure C., *The Political Impact of the Mass Media*, Constable, London, 1974

23- McQuail D., (1984), op.cit. p.152

24- Merton R. K., *Social Theory and Social Structure*, Glencoe III, Free Press, 1957, p.209

185 .

-25

26-Lazarsfeld P.F.; et al, *the People's Choice*, Duell Sloan and peace, NY, 1944

27- Schramm W. et al, *Television in the lives of our children*, Stransford University Press, Stransford, 1961

-28

2003

29- Ktaz, E. and P.F. Lazarslefd, *Personal Influence*, Glencoe III, Free Press 1955

30- Ennis, P. *The Social Structure of Communication Systems, A Theoretical Proposal*, University of Chicago, 1961

31- Ennis, ibid. p.25

32- Freidson, E., *Communication Research and the Concept of the Media*, American Sociological Review, 18(3):313-317, 1953

:	-33
- Morley, D., <i>Family Television: Cultural Power and Domestic Leisure</i> , Comedia/Routledge, London, 1986	
- Morley. <i>Television, Audiences and Cultural Studies</i> , Routledge, London, 1992	
- Lull, J., <i>The Social Uses of Television</i> , Wartella and windalh, 1983	
34- Renuy Rieffel, <i>Sociologie des Medias</i> , Paris, 2001	
35- Thompson, N., <i>Responsible and effective Communication</i> , Boston Mifflin, 1978	
73 .	-36
37- Ali Kessaissia, <i>The Legal Aspects of The Transnational Flow of Information</i> , Unpublished MA Thesis, University of Wales Cardiff, UK, 1988 (University of Algiers Library)	
38- Ali Kessaissia, <i>The Nature of the Current Principles Governing the Use of the Mass Media</i> , Les Annales de l'Universite d'Alger, Tome 2, No11, 1998	
	-39
2003	
	- 40
.	
	- 41
2002	
2002	- 42
	- 43
	2004 18
8	- 44
	1992
45- Schramm, W., <i>Mass Media and National Development</i> , Stransford University Press, Stansford, 1964	
46- McQuail, D. (1984), op.cit. p. 164	
	- 47
...	

2005	- 48
	2006
	-49
	1982
	-50
	(2006-1995)
2000	-51
	-52
2005	

. I

.1

.2

.3

. II

.1

.2

.3

(Applicability-Validity)

.

‘

(Jargon)

" (Mass Communication Studies)"

"

Sciences de l'Information et)"

" (Media Studies)"

(Science de la communication)‘"

" (de la Communication

.(1) -

(Paradigms)

"

.(2)"

“ ”

.()

-

(3)

.

.

.

.

“ “ “ “

(Morley, 2001)

(Hartley & Lull, 1988) (4) (Post-Audience World)

(e-Audience)

.(u-Audience)

(Typology)

(Natural History)

(e-World)

-(
.(Kurbalija, 2005)

·
:
-I

(Fashions of Social Science)

.

(Paradigms, Approaches, Theories) (5)

:

.1

.

.(Bauer & Bauer 1960)

(Scientific Investigation)

.(6)

(Commun-Sense Theory) "

"

.2

.(Blumer, 1933 ; Hauser, 1943 ; Peterson, 1954 ; Thurstone, 1958)

(Lazarsfeld et al., 1944)

1940

(Hovland et al., 1949)

.(Star and Hughes, 1950)

1962 (Joseph Klapper)

" :

.(7)"

—

.

—

.

.

"

"

.

.(Lang and Lang, 1959 ; key, 1961 ; Blumer, 1964 ; Halloran, 1965)

" "

(Synchronized, Asynchronized)

.

(8) (Morley)

(Daniel Miller ; Don Slater)

. —
" " " "

" "

()

(9)

.

" " " "

" "

(Variation)

.

"

.(10)

(Direct Effect)

(11)

"

(Carey, 1978)

(More Effect)

.(12)

(1985 1973)

(1973-1967)

(2002)

-

(1989)

(2001)

(2004)

(2003)

" "

(13)(Information & Guidance)

-II

(Paradigms)

(Cognitive Effect)

()

" "

(Effect Paradigm) -1

.(14)

(Hypodermic Paradigm)

(Powerful Media)

.

(15)

.

)

.(

.

(Take-off)

.(Developing countries)

.

Use and) (Selectiveness Paradigm)
(Agenda Setting Paradigm) (Gratification

.(16)(Silent Spiral)

(Process)

(Multidisciplinary)

(Models)

(Reception Paradigms)

-2

(M→E)

Lasswell, 1948 ;)

(

)

(1952

)

(Katz Elihu, 1955) (

.(M→R)

()

Death of) " " (17) (Roland Barthes) (the Author

.(18) " "

/ (Decoding)

.(19)

(Frankfort School)

(Birmingham Centre For Contemporary Cultural Studies=BCCCS)

(Cultural Studies)

.(20)

Symbolic Interactions)"

"

(System

(21)"

"

-

-

(Polysemic)

Hibson, Radway, ang,)

(Morley

.

.

:

.

(Pragmatic)

)

(

(22)

.

(Transnational)

(Heterogene)

.(

)

(/)

(Stuart Hall, 1973)

(Encoding-Decoding)

.

.

.

(Public knowledge)

(Popular Culture)

.

(Entertainment)

.

(Morley, D., Family Television, 1986)

(Viewing)"

" " "

" "

.

" "

.

.

...

.

.

(23)

.

-

(Re-contextualisation)

(Domestication)

.(24)

.

.

.

) (-) .(

(Morley, 1980, 1986, 1990, 1992, 2001)

(Baker Martin, 2005) (Daniel Miller ; Don Slater, 2000) (Staiger Janet, 1992)

.

.3

(Post-modernism)

.(25)(Post-modernity)

" (Jean-François Lyotard)

1979

1984

(La Condition Post-moderne) "

-

.

"

(26)

(Nicolaisen, 2005)"

(2005-1995)

.

.

(After post-Modernism)

.1997

(Domestic Context)

.(27)

.

“ ”

.

.

.

.()

.(28)

(Encastré)

.

(Domestic Technologies)

(29)

"

.(30)

(Family Dynamism)

()

(Mick Underwood, 2006)

(Curran, 1997)

(Morley, Fiske, Certau)

.(31) " "

()

.

()

/

.

(Third Generation of Reception Studies Aspects)

" "

(32)

(Morley, 1999)

)

.(

"

"

2001

" "

.

(33)

"

(Post-Audience World) "

.

(World Wide Web)

(e-Media)

. (e-Magazine, e-Journal)

(Servers)

.

(Interactivity)

(Asynchronization)

"

.(34)

"

"

(Networked)

(Remote Audience)

(e-Audience)

(Netizen)

(Ubiquitous Audience) (35)

(u-Audience)

(Mark Weiser)

.

.

(PDA)

.(Non-Stop)

.

(Massification)

.

-

.

1- Mcquail D, *Mass Communication Theory*, Sage publication, London, 1984, p.13

-2

2

2006

3- Journal of Broadcasting and Electronic Media, spring 2001. p.348

4- McQuail, D., (1964) op.cit, p.176

-5

nexus

-6

343 . 1987

Collins Robert

Klapper, J., *The Effects of Mass Communication*, New York, Free Press, 1960, p.8 “*Mass Communication does not ordinarily serve as necessary and sufficient cause of audience effects. But rather functions through a nexus of mediating factors*”

7- Morley, D., *Rethinking the Media Audience*, sage publication, London, 1999

8- Daniel Miller & Don Slater, *The Internet: An Ethnographic Approach*, Oxford Berg, 2000, chapter One, p.1

9- McQuail, 1984, Op.cit. P.177

10- Noelle Neuman, *Return to the Concept of Powerful Mass Media*,
Studies of Broadcasting, 9:66-112, 1973

11- Carey J., *The Ambiguity of Policy Research*, Journal of
Communication, 28 :114-119, 1978

12- Ball-Rokeach & DeFleur, *A Dependency Model of Mass Media
Effects*, Communication Research, 3:3-21, 1976.

-13

37-35. 2006 ()

-14

2005

:

-15

:

* -

2005

133-39. / 2006

* -

:

-16

1994

-17

2004

8. /

-18

19- Graham, M., & Peter, G.,.... ?

20- Florence Millerand, *David Morley et la problématique de la
réception*, Thèse, université de Montréal, 1997

21- Morley, D., *The Nationwide Audience*, British Film Institute,
London, 1980

22- Morley, D., *Family Television*, Comedia/Routledge, London, 1986

23- Free Encyclopedia, *post-Modernism*, [Http:// Wikipedia.org](http://Wikipedia.org), April
2006

- 24- Silverstone R. Morley, D., *Domestic Communication, Media, Culture and Society*, University of Brunel, 1990
- 25- Jeppe Nicolaisen, *The Epistemological Lifeboat : Diffusion Researches and Reception Studies*, April 2005
- 26- Morley D., *Television, Audience and Culrural Studies*, Routlege, London, 1992, p.202: « Television is received in an already Complex and powerful context”
- 27- Morley, *ibid*.p.17
- 28- Dayan, Danielle, *Raconter le Public*, Hermès No 11-12, 1993, p.15

202.

(Morley, 1992)

-29

« Within this formulation television's meanings, that is the meanings of both texts and technologies have to be understood as emergent properties of contextualized audience practices. These practices have to be seen as situated within the facilitating and constraining micro-social environments of family and household interaction.»

30-Mick Underwood, *Reception Studies-Criticisms*, CCMS InfoBase, htm, April, 2006

“New audience research as the 'new revisionism' shows how many, much earlier; studies have demonstrated that audiences construct highly individual readings of media texts (Curran 1990). There is, however, certainly some justice in David Morley's claim 1997 that neither Curran nor anyone else could have written that particular history of cultural studies until the 'new revisionism' had transformed our understanding of audience research”.

31- Morley, D. *The Third Generation of reception Studies*, in *Rethinking the Media Audience*, (Ed: Alasantari P), sage, London, 1999.

-32

2004

-33

.

.1

.2

.3

(Macro-Analysis)

(Micro-Analysis)

(1)

.

.

(Audience

(Media Studies)

Researches)

.(2006-1995)

.

-
1962

.1989

" "

(2)"

"

"

(3)"

1939

350 1987

.(4)

(5)"

(Mass Electorate)

.(Mass Market)

()

(6)

(7)

II

1975

(245 3)

1978

(8)

(9)

(2005)

(1991)

:1 _____

1990/85

0.92	20	216	
0.90	25	225	
0.84	22	261	

.1993

-

-

:

(10)

(-)

(11)

15

.

20

.

.

-2

.

144

(2006-1995)

1964

22

122

.

342

25

17

42

1995

.(...)

5

(12)

			/
1995) (1
1995			2
1995		1991/1965	3
1996			4
1996		1986/1995	5
1996			6
1996			7
1997			8
1997		" "	9
1997		" "	10
1997			11
1997			12
1998			13
1998			14
1998			15
1998		1990/1997	16
1998			17
1998			18
1998			19
1998			20

1998			21
1998		" " " "	22
1998			23
1998			24
1998		:	25
1999			26
1999			27
1999			28
2000		-	29
2000		-	30
2000		(LIBERTE)	31
2000			32
2000			33
2000		-	34
2000			35
2000		-	36
2000		1960/2000	37
2001			38
2001			39
2001			40
2001			41
2001		1991 19 2000	42

2001		-	43
2001		:	44
2001			45
2001			46
2001		les conditions socioprofessionnelles des journalistes de l'agence . Algerie presse service A P S DURANT LA DECENIE 90	47
2001		-	48
2001		-	49
2002			50
2002			51
2002			52
2002		1991 -1964	53
2002			54
2002			55
2002			56
2002			57
2002			58
2002			59
2002			60
2002			61
2002		.	62
2002			63
2002			64
2002			65
2002			66

2002			67
2002			68
2002		2001 - 1990	69
2003			70
2003		(1996-1998)	71
2003			72
2003			73
2003		2001-1990	74
2003			75
2003			76
2003			77
2003		-	78
2003			79
2003			80
2004			81
2004			82
2004		:	83
2004			84
2004			85
2004			86
2004			87
2004			88
2004		-	89
2004			90
2004		:	91

2004			92
2004			93
2004			94
2004		2001 11	95
2004			96
2004			97
2004			98
2004			99
2005			100
2005			101
2005		:	102
2005			103
2005			104
2005			105
2005			106
2005			107
2005			108
2005			109
2005			110
2005		:	111
2005			112
2005			113
2005			114
2005		-	115

2006			116
2006			117
2006			118
2006			119
2006			120
2006			121
2006			122
1995		1965/1991	123
1998			124
1998			125
1999		1988 - 1962	126
2001			127
2001		- 1954 1956	128
2001			129
2001			130
2003			131
2003			132
2004			133
2004			134
2004		2003-1983 :	135

2004			136
2004		1957-1954	137
2005			138
2005		Agenda Setting	139
2005			140
2005)	141
2005		-1999 2001	142
2006			143
2006			144

2006/1995

:

(13)

.(14)

750 (1)

(2000

) () () ()
. (

()

2001

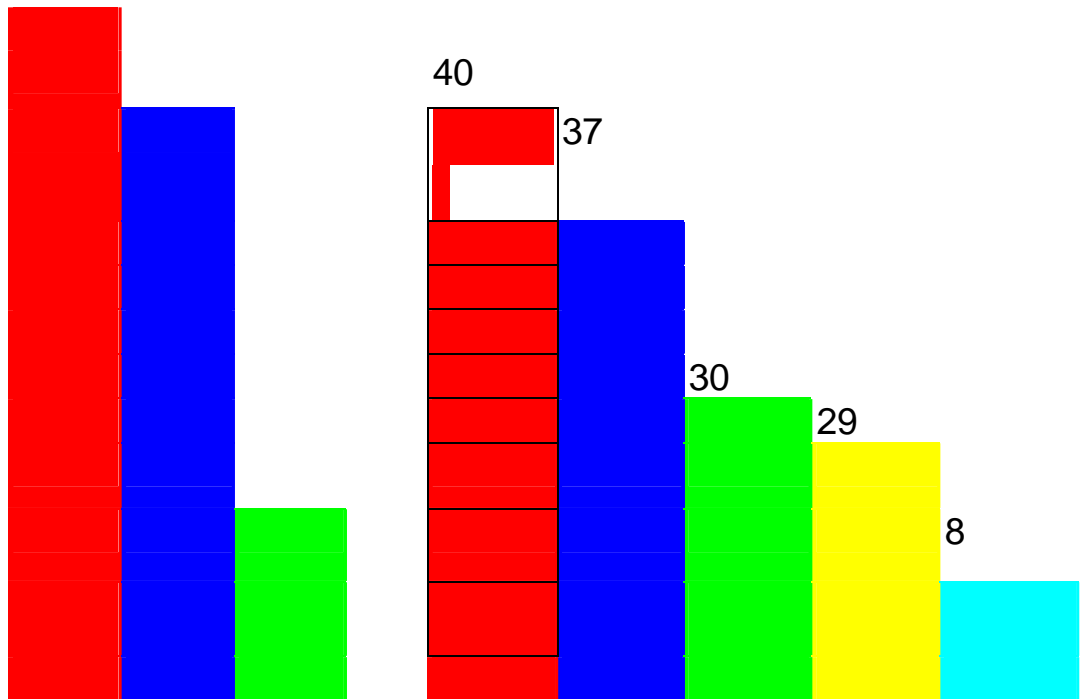
.(15)

(3)

-3

(16)

2006



1995

100 % 86.00 % 14.00 % =

27.78 % 25.69 % 20.83 % 20.14 % 5.56 % =

-1

" "

-

(Sender=S)

.

/

5.56

..

2003 1995 5 24 29
 20.14
 27.72
 . 22
 :4

/				/
	1995		1991/1965	1
	2004			2
	2004			3
	2005			4
	2005			5

... :

..

4 33 37
 . 25.69
 18.18 4
 :

/				/
	1998			1
	2001			2
	2001			3
	2005)	4

. ...

:

-4

" "

7 40

.(Message=M)

27.78

33

2006

1995

:6

/				/
	1999			1
	2001		1956- 1954	2
	2003			3
	2004			4
	2004		1957-1954	5
	2005			6
	2006			7

30 (Reciever=R) " "

20.83

6

24

:

:7

/				/
	1995			1
	1996			2
	1997			3
	1997			4
	1998			5
	1998			6
	1998			7
	1998		:	8
	2000		-	9
	2000		Liberté	10
	2000			11
	2000		-	12
	2001		:	13

	2001			14
	2002			15
	2002			16
	2002			17
	2002			18
	2002		.	19
	2003			20
	2004			21
	2004			22
	2005		-	23
	2006			24
	1998			25
	2001			26
	2003			27
	2004		2003-1983 :	28
	2005		Agenda Setting	29
	2006			30

) () () () :
.() ()
()

2000

(Recherche Fondamentale)

(Recherches Appliquées)

(Rationalité)

.(17)

-1

:

-2

115 . 2007

:

-3

315 . 2001

-4

1964

- -

-5

90 . 1993

-6

-7

8- Repertoire : Theses universitaires algeriennes en sciences politiques, administratives et de l'information, 1899-2005, FSPI, Alger, 2005

-9

1992

-10

(42)

"	" :	1989
		-11
1990	1989	
		-12
	.2006	1995
	:	-13
1995		-
	1994	-
- Zahir Ihaddaden, La Presse Ecrite, Ihaddaden AT-Tourath, Alger 2002		
11		-
	2006/2003	
2007		-
2007		-
		-14
.		
(2005)	(2003)	-15
.	(1998)	
		-16

...

17- Maurice Angers, *Initiation Pratique a la Méthodologie des Sciences Humaines*, Casbah Université, Alger, 1997, p.45

.1

.2

.3

)Up-Dating

(

:

/

-

-

-

/				/
	1998			1
	2001		" "	2
	2003			3
	2004		2003-1983 :	4
	2005		Agenda Setting	5
	2006			6

2006 1998

(1)

414

235

56

:

9

0	1	1	1	1	
0	0	0	0	1	
		1	1	1	
0	0	0	0	1	
0	1	0	0	0	
1	0	0	0	0	

=0

= 1

.1

)Operationalisation((2)

/

(2006)
(1998).

.
:10

0/0		-)-	
28.20	99	351	+
8.35	28	335	
20.06	59	294	
7.75	45	580	
15	64	416	
40	169	423	

:

) 3 (

154 31 351

" " 99

.

.

28.20

.

)" " 4 (

.

() ()

(1)

(2)

(3)

(4)

)

5(

2005

335 2004

116

48

109

28

8.35

)

6(

2004

"

2004

"

.) 7(

:

)

8(

2004

30

580

45

380

168

.

.

7.75

" :

(

)

"

"

"

"

)"

9.(

.

) Transnational Flow of Information (

) 10(

294 2003

20 59

"

"

:

/

-

-

-

) 11 (

3

500

36

()

.

.

)

12(

-

400

52

" "

13

"

"

)

" "13.(

7

1999

"

"

.2003

2000

.

.

)

14(

200

423

.1998

40

.

169

.

.

.

)

15.(

-2

(Take-off)

16

(

)

Paradigms

(

.()

(66)
 (17)

17)

(

/

:11

66	6/4	←
17	6/1	←
17	6/1	↔

:

:

:12

50%		6/3	/
16.6%		6/1	
16.6%		6/1	
16.6%		6/1	

:

.

.

.

-

-

.)¹⁷

(

).

18 (

.

).

19

(

.

.

.

.

.

)

20(

.
") 21 116 .(
34) .(
.

")"
23 . (
/

)

(

.

4

235

":

16

)."

18 24

(

.

31

.

.

)

)

(

(

.

)

25 (

. /

.

30

168

)

Social Learning

(

.

/

.

30

"

). .

"

26

(

.

"

). " 27)

749

(
(

).

28

(

()

)

(

500

15 24

.()

()

" .

25

- -

)." .

29

(

.

.

" "

.

.

.

.(130-105.)

) Daniel Miller and Don Slater, 2000 - (

- "Trinidad"

) Internet literature (

) placeless -monolithic (

) real-world .(

(Effect))

Impact .(

15

64

176

). 45 16

30

(

45

"

)."

31

(

Morley

David

" "

169

40

. 200

) 32.(

.(128-98 .)

-3

.
(341-327.)

(94.90)

(300.)

2004

"

"

.

.

.

.

"

)"

33 (

(313-200.)

.

.

()

). 34

(

.

).()

()³⁵

(

).

36

(

68.8

.

.

()

." "

176

"

)." "

37 (

100

()

" "

)

ADSL

(

(Digitalization)

.(1.000)

"

" "

"

2005

.2009

) Use and Gratification (

) Diffusion of Innovation). (38 (

). 39

(

(393.)

1- Maurice Angers, *Initiation Pratique a la Méthodologie des Sciences Humaines*, Casbah Université, Alger, 1997, p.

-2

2006

4 3.

-3

-4

2005

22.

-5

.

-6

-7

2004

10.

-8

" "

-9

2003

15.

-10

-11

2001

12.

-12

-13

1998

13.

-14

133-35.

-15

187-139.

-16

17- Audience Based Researches, in Morley D., *The nationwide Audience*, British Film Institute, London, 1980

Setting .

(

2004

85.		-19
24.	.	-20
23.		-21
24.	.	-22
39	.	-23
	.	-24
5.	.	-25
28.	.	-26
15	. . .	-27
116•117.	.	-28
313	. .	-29
14.	.	-30
13.	.	-31
300.	.	-32
578.	.	-33
24	. .	-34
		-35

48 31

1984

24	. .	-36
----	-----	-----

37-Rogers E.M, *Diffusion of Innovation*, Free Press NY, 2003

239. . -38

-39

.

‘

:

-1

.1

.

.

.2

.

.3

.4

.5

.6

.7

(4)"

"

.8

.

.9

.

.10

()

()

()

.

.11

-

.

.

.12

(-) .13

.14

.15

.16

2000 .17

(Recherche Fondamentale)
(Recherches Appliquées)

.18

.19

.20

.21

.22

.23

.
.24

.
.25

.
.26

.
.27

.28

()

" "

.29

.30

.31

100

()

.32

.33

- II

.1

(Impact)

(Effect)

.(Interaction, Interactivity)

.2

.

.

.3

.

.4

.

.

.

“ ”

.

.

.

:

-

(2003)

16 7

75

(25)

50

.(Technophobia)

-

-

.

-

.

-

.

-

.

-

.

(Ethnomethodology)

Social)

:

(Subject & Individual Subjectivity

(Intersubjective)

Screen)

(Digest

(Ramaswami Harindranath, 2005)

(Global Audience)

:

(Media/cultural Imperialism)

(Diasporic Identities)

(Liebes & Katz, 1993)

(Cross-Cultural)

(Gillespie, 1995)

(Multiculturalism)

(Gilroy, 2004)

(War On Terror) "

(Transnational Culture)

(Ang, 2001)

" "

(Self-confidence)

(Decentred)

(Incorporate)

(Homogenization)

" "

(Localization)

(Murdoch)

(TV Star)

" " " "

(Liebes & Katz, 1993)

"

)

((Kibbutzim)

"
.

)

(

.

.

.

.

•
" "

•
(Publics)

•
"

(Interactivity, Impact Paradigm)

•
(Sujet Social et Subjectivité Individuelle)

-

(Ubiquitous Audience)

Post-)

(Geographical Location)

(Remote Audience)

(Audience

•
"(Webcasting)

"

•
(Tele-conferencing)

"Massification"

"

.

"

"

"

"

(2005)

.

.

.

.

:

.

()
()

(e-Commerce) (e-Government)
(e-Health) (e-Learning)
(e-Administration)
(e-Algeria) (Digitalization)
(u-Algeria)

(Connections)

(Monolithic)

.

			-
			-1
		.2006	
	:		-2
		2007	
-	-		-3
		1993	
			-4
		1999	
2005			-5
			-6
2004			
1		:	-7
		.2000	

-8

2006/

11

-9

-10

1982

2005

-11

-12

.2000

-13

.2004

2003

:

-14

2003

:

-15

:

- 16

.2001

-17

1991

-18

2005

:

-19

1994

.2004

-20

.2002

-21

2005

-22

-23

1999

: .

-24

.2005

-25

.1983

.2002

-26

-27

.2005

.2005			-28
	2007		-29
			-30
		1995	
			-31
		1994	
1999			-32
.2005			-33
			-35
		.1964	
			-36
		2005	
1999			-37
	-	-	-38
		.1993	
			-39
.1992			

2007 -40

: -41

2001

1993 -42

2000 -43

2004 -44

-45

2004

.2002 -46

-47

2005

2004 -48

-49

24

.1983

2004 : -50

: / -51

.2005

-

-1

.2004 18

:

"

-2

/) 258

"

(2000

"

"

-3

.1995 9

.2005

...

-4

:

-5

2005

18

-6

2004

8

-7

.1992

-

-1

2006

-2

.2004

-4

1989

-5

2005

2001 1999

-6

.2006

-7

2001

-8

.1998

-9

2001

-10

)

2005

" "

-11

2003

-12

.2005

-13

.1997

- 1- André Akroun, sociologie des communications de masse. Paris : éditions Hachette, 1997
- 2- Armand et Michel Matellart, Histoire des théories de la communication. Paris : La découverte, 1997
- 3- **Ball-Rokeach & DeFleur**, A Dependency Model of Mass Media Effects, *Communication Research*, 3:3-21, 1976.
- 4- **Blumer H, Mass**, the Public and Public Opinion, Burners, 1989.
- 5- **Carey J.**, the Ambiguity of Policy Research, *Journal of Communication*, 28:114-119, 1978.
- 6- CERTEAU M. (de), L’Invention du Quotidien. 1. arts de faire, Guallimard, 1990.
- 7- **Clair Selltiz, Laurence Wrightsman and Stuart W. Cook**, Research Methods in Social Relations, Third Edition, Holt, Rinehart and Winston, New York, 1976,
- 8- Clifford, James and George E. Marcus, editors. *Writing Culture : the Poetics and Politics of Ethnography*. Berkeley : University of California Press, 1986.
- 9- **Clause R.**, the Mass Public at Grips with Mass Communication, Inter
- 10- Comaroff, John and Jean Comaroff. *Ethnography and the Historical Imagination*. Boulder : Westview Press, 1992
- 11- CONEIN B., DODIER N., THEVENOT L., Les objets dans

- l'action, l'EHESS, 1993
- 12- **Daniel Miller and Don Slater**, the Internet, an Ethnography Approach, Oxford Berg, 2000, national Social Science Journal, 20(4):625-643, 1969.
- 13- **Dayan, Danielle**, Raconter le Public, Hermès No 11-12, 1993
- 14- **Dewey J.**, the Public and its Problems, Holt Rinehart, NY, 1972.
- 15- **Ennis, P.** The Social Structure of Communication Systems, A Theoretical Proposal, University of Chicago, 1961
- 16- Erickson, Thomas, *Social Interaction on the Net: Virtual Community as Participatory Genre*, 1995
- 17- **Freidson, E.**, Communication Research and the Concept of the Media, American Sociological Review, 18(3):313-317, 1953.
- 18- **Fridson Eliot**, The concept of Mass Communication research, American Sociological Review, 1993
- 19- **James Carey**, "Mass Communication Research and Cultural Studies: An American View", in James Carey, Micheal Gurevitch and Janet Woollacat (Eds) (1977), Mass Communication and Society, Edward Arnold: London.
- 20- **Jeppe Nicolaisen**, the Epistemological Lifeboat: Diffusion Researches and Reception Studies, April 2005.
- 21- Judith Lazar, Sociologie de la communication de masse, Paris, Armand colin, 1991
- 22- Judith Lazar, La science de la communication, Paris : Edition Dahleb, 1992
- 23- **Katz, E. and P.F. Lazarslefd**, Personal Influence, Glencoe III,

- Free Press 1955.
- 24- **Klapper, J.**, *The Effects of Mass Communication*, New York, Free Press, 1960
- 25- Hammersley, M. and Atkinson, P. *Ethnography: Principles in Practice*, London: Routledge, . 1993
- 26- **Lazarsfeld P.F.**; et al, *the People's Choice*, Duell Sloan and peace, NY, 1944.
- 27- **Lewis, G.H.**, *Taste cultures and their composition*, *Towards a New Theoretical Perspective*, in Katz and Szecsko, 1980: 201-217.
- 28- Lucien sfez, *Dictionnaire critique de la communication*, Tome 02 , Paris : Presse universitaire de France, 1993
- 29- **Lull, J.**, *The Social Uses of Television*, Wartella and windalh, 1983.
- 30- MALLEIN Ph., TOUSSAINT Y., ZAMPONI F., *Les Processus de Médiations dans les Nouvelles Technologies de Communication : deux études de cas*, Grenoble, Université des Sciences Sociales/Centre d'études des pratiques sociales, 1987.
- 31- Marcus, George E. and Michael Fischer *Anthropology as Cultural Critique*. Chicago : University of Chicago Press, 1999.
- 32- Marcus, George E. « Contemporary Problems of Ethnography in the Modern World System. » in *Writing Culture : the Poetics and Politics of Ethnography*. Berkeley : University of California Press, 1986.

- 33- Marcus, George E. *Ethnography Through Thick and Thin*.
Princeton : Princeton University Press, 1998
- 34- Marcus, George E. « Ethnography in/of the World System : the Emergence of Multi-Sited Ethnography. » in *Ethnography Through Thick and Thin*. Princeton : Princeton University Press, 1998.
- 35- Marcus, George E. « Sticking with Ethnography Through Thick and Thin. » in *Ethnography Through Thick and Thin*. Princeton : Princeton University Press, 1998
- 36- Marcus George E., editor *Critical Anthropology Now*. Santa Fe : School of American Research Press , 1999.
- 37- Mattelart, Armand et Michèle, *Histoire des théories de la communication*, Paris, La Découverte, collection Repères, 1995
- 38- **McPhail**, Electronic Colonization, Sage Publication, YN, London, Toronto, 3rd Ed, 1985.
- 39- **McQuail, D.** towards Sociology of Mass Communication, Macmillan, London, 1976, P.48.
- 40- **McQuail, D.** Mass Communication Theory, Sage Publication, London, 1984,
- 41- **McQuail D.**, Mass Communication Theory, Sage publications, 1984,
- 42- **McQuail D.**, Towards Sociology of Mass Communication, Macmillan, London, 1969.
- 43- Miège, Bernard et De la Haye, Yves, « Les sciences de la communication : un phénomène de dépendance culturelle ? », in De la

- Haye, Yves, *Dissonances. Critique de la communication*, Grenoble, La Pensée sauvage, 1984
- 44- Miège, Bernard, *La pensée communicationnelle*, Grenoble, PUG, collection « La communication en plus »
- Clodius, Jen, 1994
- 45- **Morley, D.**, *Rethinking the Media Audience*, sage publication, London, 1999.
- 46- **Merton R. K.**, *Social Theory and Social Structure*, Glencoe III, Free Press, 1957,
- 47- **Morley, D.**, *the Nationwide Audience*, British Film Institute, London, 1980.
- 48- **Morley, D.**, *Family Television*, Comedia/Routledge, London, 1986.
- 49- **Morley D.**, *Television, Audience and Cultural Studies*, Routledge, London, 1992,
- 50- **Morley, D.** *The Third Generation of reception Studies*, in *Rethinking the Media Audience*, (Ed: Alasantari P), sage, London, 1999..
- 51- **Morley, Robins K.**, *Spaces of Identity*, Hanul, Seoul, 2000,
- 52- **Noelle Neuman**, *Return to the Concept of Powerful Mass Media*, *Studies of Broadcasting*, 9:66-112, 1973.
- 53- **Renuy Rieffel**, *Sociologie des Medias*, Paris, 2001.
- 54- **Richard W. Budd et al**, *Content Analysis of Communications*; the Macmillan Company, New York, 1967

- 55- Rose, Dan (1990): *Living the Ethnographic Life*, Sage Publications, London
- 56- Paul Att Allah, Théories de la communication, Sens, Sujet, savoirs. Québec : Presses universitaire du Québec, 1991
- 57- PERRIAULT J., La logique de l'usage. Essai sur les machines à communiquer, Flammarion, 1989.
- 58- **Schramm W. et al**, Television in the lives of our children, Stanford University Press, Stanford, 1961.
- 59- **Schramm, W.**, Mass Media and National Development, Stanford University Press, Stanford, 1964.
- 60- **Seymour-Ure C.**, the Political Impact of the Mass Media, Constable, London, 1974.
- 62- **Siebert F.; T. Peterson and W. Schramm**, Four Theories of the Press, Urbana III, University of Illinois Press, 1956.
- 63- **Silverstone R. Morley, D.**, Domestic Communication, Media, Culture and Society, University of Brunel, 1990.
- 64- **Strelitz, L (2002)** 'Media consumption and identity formation: the case of the "homeland" viewers', M Barker, Martin & Ernest Mathijs, 2005,
- 65- **Thompson, N.**, Responsible and effective Communication, Boston Mifflin, 1978.
- 66- Zahir Ihaddaden, La Presse Ecrite, Ihaddaden At-Tourath, Alger, 2002

67- Yee, Danny: *Towards an Anthropology of Internet Communities*, 1995

- **Abdelhamid, Zoubir, Literature, an American Dimensions, Revue Recherches, University of Algiers, N01, 1992-1993**

- **Ali Kessaissia, E-Illiteracy, University Tribune, Issue 16, June 2003**

- **Ali Kessaissia, the principles Governing the Mass Media, Les Annales de l' Université d'Alger, Tome2, No 11, Juin 1998.**

- **Sonia Livingstone, Children's Use of the Internet? New Media and Society? Vol 5 (2), London, 2003**

- **Ali Kessaissia, The Legal Aspects of The Translational Flow of Information, Unpublished MA Thesis, University of Wales Cardiff, UK, 1988 (University of Algiers Library).**

- **Florence Millerand, David Morley et la problématique de la réception, Thèse, université de Montréal, 1997.**

Harindranath, R (2000) 'Ethnicity, national culture(s) and the interpretation of television', in S. Cottle (ed.) Ethnic Minorities and the Media: Challenging Cultural Boundaries. Open University Press.

Mills C.W., the Power Elite, Oxford University Press, NY, 1956.

- 1- www.buhamsin.com/index.php.
- 2- www.ofouq.com/today/inodules.php.
- 3- www.rezgar.com/debat/shoh.
- 4- www.araslink.net/vb/show .
- 5- www.alhandasa.net/forum/archive.
- 6- <http://serdal.com/archives/2007/03/31>.
- 7- www.alalam.ma/article.
- 8- http://arkamani.org/archaeolog_course.
- 9- <http://aslimnetfree.fr.article/belhaj.htm>.
- 10- www.alyaseer.net/vb/showthread.php .
- 11- www.tashreaat.com/view_studies.asp.
- 12- www.arablew.org/E_gouvernement.htm-25k.
- 13- www.ao-academy.org/wesima-articles/studies.
- 14- www.annabaa.org/nbanews/61/271.htm.
- 15- www.fikr.com.
- 16- www.nesc.ac.uk/action/esi/contribution.cfm, 2007
- 17- <http://www.cppih.org/>, Management 2006,
- 18- <http://www.Kado.or.kr>, e-gov.consultant courses, November 2003
- 19- <http://Alik.dzblog.com>, 2006
- 20- <http://www.usyd.edu.au/su/social/papers/clodius.html>
- 21- http://www.pliant.org/personal/Tom_Erikson/VC_as_genre.html
- 22- <http://www.usyd.edu.au/su/social>
- 23- www.e-audience.fr/
- 24- www.emuplay-network.fr/e-audience.php

25-[www .articipations.org/](http://www.articipations.org/)

26-www.cultsock.ndirect.co.uk/MUHome/cshtml/

-27www.amazon.com/Reception-Study

28-www.memory-research.de/cms/k142LiteraryCulturalStudies

29-

www.museum.tv/archives/etv/A/htmlA/audiencerese/audiencerese.htm

30-www.barb.co.uk/

31-[ww.audienceresearch.com-](http://www.audienceresearch.com)

32-www.sciencetech.technomuses.ca/english/

:1

2006-1995

				/
1995)		1
		(
1995				2
1995				3
		1991/1965		
1996				4
1996				5
		1986/1995		
1996				6
1996				7
1997				8
1997				9
1997				10

1997				11
1997				12
1998				13
1998				14
1998				15
1998				16
1998				17
1998				18
1998				19
1998				20
1998		" "		21
1998		" "		22
1998				23
1998				24

	:		25
			26
			27
1988-1962			28
			29
-			30
			31
			32
			33
	-		34
			35
-		-	36

2001				37
2001				38
2001				39
2001				40
2001			—	41
2001			:	42
2001				43
2001				44
2001				45
2001		1956- 1954		46
2001				47

2001		/		48
------	--	---	--	----

2001		— 1995/1999	49
2001		1925-1903	50
2001		les conditions socioprofessionnelles des journalistes de l'agence . Algerie presse service A P S DURANT LA DECENIE 90	51
2001		-	52
2001		-	53
2001			54
2002			55
2002			56
2002			57
2002			58

2002			59
2002			60
2002			61
2002			62
2002			63
2002			64
2002			65
2002			66
2002		.	67
2002			68
2002			69
2002			70
2002			71
2002			72
2002		()	73

2003				87
2002				74
2004		2001 - 1990		88
2003				75
2004				89
2003				76
2004		(1996-1998)		90
2003				77
2004				91
2003				78
2004			:	92
2003			:	79
2004				93
2004		2001/1991		94
2003				80
2004				95
2003				81
2004				96
2004				97
2003				82
2004				98
2003				83
2004				99
2003				84
2004				100
2003		-		85
2004				86
2003				101

2004				108
2004		2001	11	109
2004				110
2004				111
2004				112
2005				113
2005				114
2005				115
2005			:	116
2005				117
2005				118
2005)	119
2005				120
2005				121
2005				122

2005				123
------	--	--	--	-----

2005			124
2005		Agenda Setting	125
2005			126
2005			127
2005			128
2005			129
2005			130
2005		2001-1999	131
2005			132
2005			133
2005			134
2005			135
2005		-	137
2005			136

2006				138
2006				139
2006				140
2006				141
2006				142
2006				143
2006				144

ملحق رقم 2:

1992		1988/1962	
1995			
1982			
		1979/1962	
1983		- - 1975	
1986		" 1980/1971"	
1986		- 1982/62	
1986		1956/54	
1986		1956/54	
1988		1985/1970	
1990			
1990			
1990		1982/1976	
1992		1980/1962	
1992			

:3 _____

1984	Master	University of London	A Biometric Study of the Literature of Technological Management	Badia Yacine
1982	Master	University of Leicester	Media and Development in the 3 rd World	Badaoui Omar
1979	Master	University of Birmingham	A Study of Relationship between Verbal and Non-Verbal Information in Technical Report	Belkhanchir Khadouja
1989				

1982	Master	University of Leicester	Media imperialism : The Role of Local Factors	Boumaiza Said
1984	MPh	City University, London	The Global Communication Debate History, Issues and perspectives of a North-South Controversy	Bouras Khalifa
1983	Master	University of Lancaster	Remote Sensing technology	Kattab Ali
1984	Master	Indiana University ?USA	The Flow of International News in the Associated Press.	Kirat Mohamed

1988	Master	Wales, Cardiff, UK	The Transnational Flow of Information	Ali Kessaissia
1985	PhD	USA	Structuralism and its Contribution to Sociological Theory	Azzi Abderrahmane
1987	Phd	Indiana University, Usa	The Algerian News people: A Study of Their Background, Professional Orientations and Working Conditions	Kirrat Mohamed
1975	3ème cycle	Université Paris I	Contribution à l'étude du cinéma: un reflet de la société	Alkama Mohamed
1976	3ème cycle	Université Paris II	Le Droit à l'information et l'idéologie Politique en Algerie	Brahim Brahim
1976	3ème cycle	Université Paris II	Interaction du développement économique et du développement des mass media en Algerie	Bisserki Fayçal
1975	3ème cycle	Université Paris III	Cinema africain et Décolonisation	Bougedhir Ferid
1976	3ème cycle	Université Paris II	Algerie Presse Service. Une agence de Presse d'un pays en voie de développement	Madani Belkacem
1976	3ème cycle	Université Paris II	L'information en Algerie (1962-1974)	Sayah Lahouari
1976	3ème cycle	Université Bordeaux II	L'image du monde arabo-musulman et la politique	Zangar née Khaddar slaiwer

			française à travers la presse quotidienne en 1920	
1977	3ème cycle	Université Paris II	L'information étrangère en Algerie (1962-1976)	Ahcene-Djabbalah Belkacem
1977	3ème cycle	Université Montpellier 3	L'émigration africaine en France vue à travers le cinéma	Bensalah Mohamed
1977	3ème cycle	Université Marseille I	Un essai de théâtre populaire (L'homme aux scandales de caoutchouc) de Kateb Yacine	Louanchi née chaplan
1977	3ème cycle	Université Aix-Marseille	Le discours mythique dans (Le cercle de représailles) et dans l'œuvre théâtrale de Kateb Yacine	Nekkouri Khedidja
1978	3ème cycle	Université Paris II	L'histoire de la presse (indigène) en Algerie de originaux jusqu'en 1930	Ihaddaden Zahir

9	3ème cycle	Université Paris II	L'Algerie à travers la presse française et algérienne de gauche de 1945 à 1955	Chaouche-Ramdane Zoubir
9	3ème cycle	Université Paris II	La presse algerienne face au débat de mai 1976, sur l'avant Projet de la charte nationale	Mostefoui Belkacem
6	3ème cycle	Université de Paris III	La contribution des étudiants volontaires aux cotés des paysans pour l'application de la revolution agraire de 1972 à 1980 en Algerie	Boumerkhoufa Rabah
0	3ème cycle	Université Toulouse II	Champ de production et conditions de production dans le cinéma algerien	Merghoub Ahmed

8/1.....

51/10..... :

		.8
	11.....	
23.....		.9
		.10
	24.....	
		.11
	25.....	
28.....		.12
31.....		.13
42.....		.14
100/52.....	:	
	181/56.....	.
	60.....	.1
	67.....	.2
	68.....	.3
II	100/81.....	.
	81.....	.1

86.....	.2
91.....	.3
134/101.....	:
I 112/105.....	.
106.....	.1
108.....	.2
110.....	.3
II134/112.....	.
113.....	.1
.2 115.....	
.3122.....	
156/135.....	:
139.....	.1
145.....	.2
156.....	.3

207/166.....

:

170.....

.1

180.....

.2

194.....

.3

.....

.... 218/208...

228/219

248/229.....

265/250.....

270/267.....

:1

144.....

147.....

:2

:3

157.....

:4

158.....

:5

159.....

:6

159.....

:7

160.....

:8

168.....

:9

170.....

:10

171.....

:11

181.....

:12

181.....