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**The Treatment of the Environmental Pollution Issues in
the Local Television Channels" An Applied Study on the
Fifth Channel in Alexandria**

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ABSTRACT : (Not more than 1500 Words)

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The first chapter, titled "The theoretical framework of the study", dealt with the study problem, its importance, its objectives, its questions and the concepts of the study, as well as the discussion of the previous studies. The chapter ended with a presentation The theoretical objectives of the study and the methodological procedures of the study include the type of study and the methodology used in the fields of study as well as the study tools. In light of all this, the problem crystallized in addressing environmental pollution issues in the local television channels: an applied study on Channel five in Alexandria The importance of the study of the importance of the subject in itself, the subject of the environment being the only place where human beings live, and should take their share of research and study, especially in light of the serious problems experienced by our time and the importance of the role played by local television channels being One of the largest and most influential mass media in the various fields, especially with regard to environmental issues

The objectives of the study were to describe the media treatment carried out by the fifth channel in Alexandria for the problems of the environment and its analysis and to know the importance of the fifth channel in Alexandria to environmental problems. Among the questions of the study were the nature of the environmental

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problems presented in the environmental awareness programs in Channel five in Alexandria, Environment in the Alexandrian community? What is the direction of dealing with pollution issues in the paragraphs of the environmental programs of Channel?

The researcher focused on the studies of local media channels and their role in spreading environmental awareness. The second axis deals with environmental media studies (local media and its role in dealing with environmental issues). The researcher discussed the aspects of agreement and differences with previous studies and commenting on them.

As for the type of study, this study is descriptive. The study attempts to monitor the role of Alexandria Television in dealing with environmental pollution issues in Alexandria Governorate and to know the form of environmental pollution from water, air and soil pollution in Channel 5 in Alexandria. Aims at monitoring the role of Alexandria Television in addressing environmental pollution issues in Alexandria Governorate. "An Analytical Study of a Program Cycle during the period from April 2016 to June 2016 with a field study on the contact with Alexandria Television".

The second chapter was titled: The Challenges of Local Media: Alexandria Television as a Model, in which the researcher tackled the services provided by the regional television channels and the emergence and development of regional television in Egypt, such as the establishment of the Alexandria Canal and the functions of the regional television channels and the challenges and obstacles that prevent regional channels from playing their role. The many

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variables that prevailed in the period following the integration of the media and culture again until the Republican of the media became an independent ministry under the name of the Ministry of State Media. In accordance and Resolution, which are based on the main organizational structure of the television sector and its subdivisions, the functions of the television sector have become the following: production and broadcasting of media materials, public and political programs, comments, drama, , Which aims at sensitizing all citizens in general in accordance with the principles of society. Collecting and broadcasting news and information from various sources, as well as broadcasting articles, comments and studies that are of interest to local public opinion and presenting them by means of appropriate clarification. As well as preparing the news coverage of current events at home and abroad by the latest means and follow up the various activities and programs to ensure that they are presented correctly and with periodic evaluation to avoid errors and develop the means used and follow up scientific developments of all areas of television activity locally and abroad. Sector with the latest scientific and technical references in various fields of activity and follow up the production of the latest machines and equipment and work to use them to operate television on the latest global systems. To produce and develop some excellent materials that can be developed for competition in the international field. To review all materials and programs before being presented on television, and to verify their conformity with the agreed policy and principles and the media honor code.

2/1/1991

The third chapter deals with issues of environmental media in the local channels. The researcher presented the concept of environmental media, its functions and the most important means and factors that affect the form and type of media treatment of environmental issues and the reasons of the reluctance of media professionals to specialize in environmental media. The environmental issues in our time are intertwined and interrelated with many political, economic, scientific and other sectors. The media sector has to enter the environment in its sphere of interest, so the environmental media in the industrial countries of the last century Environmental events have caused media attention in many media institutions to become an important media item, which has contributed significantly to the emergence of the term environmental media as a new specialty in the field of international media

Environmental issues are a priority for all countries and are at the forefront of their plans and programs for development. Intensive attention to environmental issues began during the 1960s. This interest was demonstrated at the United Nations Conference on Environment in Stockholm, Sweden, in 1972, A major turning point in the history of environmental awareness. The first principle of this Declaration states that human beings have a fundamental right to freedom and equality in an environment that allows them a decent life. It also states that the major responsibility rests with the governments of states to protect and improve the environment for present and future generations.

21/1/1984

As a result of this title, many countries recognized the right of their citizens to a decent and clean environment. They also committed themselves to protecting and nurturing this environment. Attention to environmental issues in Egypt began in the early seventies of the last century. And the establishment of several research centers to study environmental problems, and study possible ways and means to preserve the environment and balance, which can be adopted by the institutions of the state and its various agencies, and foremost among them the media organs of all types, where they can play an important role in Forming the environmental awareness of the public by providing them with the correct information about this environment, forming their directions and mobilizing their efforts to protect, preserve and care for them.

The fourth chapter is the title of the results of the field study where the analysis of the results of the field study was included in light of the answer to the study questions. Finally, the study ended with the conclusion of the study and its recommendations. Finally, the study abstracts were among the most important results of the study. When analyzing the results of the study on the most important technical templates used for the treatment of pollution issues, the template was (38.8%) and (2) , Followed by (22.4%), third (external registrations), (awareness announcement) by 10.6% each, then in fourth place (telephone interventions) by 9.4% and then in fifth place In the forefront of the environmental problems raised in the environmental awareness programs in Channel 5 housing (Water pollution) by 47.1%, followed by food

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and food pollution (23.5%), followed by air pollution (20%), , Followed by (17.6%), followed by (4.2%), followed by (1.2%). The development and development is one of the most important frameworks used by the communication operator in Alexandria Television in dealing with environmental pollution issues, which ranked first in the sample of the study by 28.8%. The study highlighted the importance of dealing with environmental pollution issues in the first place, followed by the negative treatment in the results of the analysis of the sample of the study. The study also highlighted the interest of the applicant in contacting the fifth channel to provide solutions to environmental pollution issues and not only to present the case. Communicator on Program Priorities It was clear from the results that one of the most important issues of concern is the current events. The study proved that the public in general is one of the most interested groups to provide the content of its programs, Attention to a specific category without the other The study showed the reader's interest in addressing environmental issues and problems in his program. His interest in the environmental issues in Channel 5 was between 44% interested and 44%. He was very interested in the issues. And environmental problems of concern to the contact person at the Alexandria channel came the problem of dumping garbage in the roads and near the food outlets of the most important issues.

As for the recommendations of the study, the most important of these was the re-examination of the categories of interest of the contact person to provide the content of his programs to include



women's issues, issues of youth, children, the elderly, people with special needs and the general public.

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