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VISUAL CV PROGRAMS ON ARAB SATELLITE CHANNELS, RAWAFED (TRIBUTARIES) PROGRAM IN AL ARABIYA CHANNEL AS A MODEL-ANALYTICAL STUDY

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ABSTRACT

Resulted from the interaction between technology communication modern and mass media visual art curriculum vitae are new from the programs of television called by experts Media: Biography of self - visual. The art curriculum vitae visual one arts television news that attracted the interests contained in the information and pictures of documentary the videos turned the biography of the elite intelligentsia of intellectuals and famous art and culture and knowledge to the material of television accompanied by dialogues shed lights on the most prominent stations His biography self. Deals with this research subject curriculum vitae visual from aspects of theoretical and applied in satellite channels Arabic. It has chosen the researcher program streams, which broadcast channel Arab satellite model applied to study them. The research adopted the descriptive and analytical approach and the method of content analysis after selecting a sample from the episodes of that program. The research came out with a set of results and recommendations.

INTRODUCTION

The tremendous technical developments in the means of communication and informatics have led to tremendous changes in the fields of science, cultures and human knowledge, and the communication, media and literary landscape has been reconfigured again according to new patterns, shapes and images other than those that prevailed during the era of traditional communication in the twentieth century and earlier , and played Image culture has a pivotal role in cultural, literary, artistic and media changes, as this era has come to be called the era of image culture because of its importance in the formation of collective

consciousness and cultural taste , in light of this new patterns of literary expression appeared due to communication techniques and image discourse, these patterns carried the audio discourse The visual literature blended between the media and literature to show a new gender called visual literature , and visual literature is a mixture of the marriage of literature and communication techniques, where it combines the film or video image and the spoken language , and the biographical programs of celebrities and community stars in various fields have formed an essential material in this media genre . The new literary. Research problem : It is determined by the emergence of visual programs that are a mixture of literature and media as a result of the intermarriage between modern electronic communication technologies and literary and historical texts, and when the Arab satellite channels sought to broadcast these programs (visual autobiography programs) and display them continuously and intensely, and obtaining great public acceptance according to Studies and research, it is necessary to pay attention to, research and study this phenomenon.

THE RESEARCH IMPORTANCE:

The importance of the research stems from the expansion of visual biographical programs on the map of Arab satellite channels programs, and those programs deal with the lives of important figures in public life and Arab culture in particular, in addition to the fact that this type of programs is a new phenomenon in television media that employs literary materials. And the historical production of television programs combines the technical requirements of the drama.

METHODOLOGY:

This study is of the type of descriptive and analytical studies in which the researcher used the survey method to obtain information about the program, and for the purpose of obtaining specific results for the research questions, the researcher used the content analysis method to analyze the selected sample from the episodes of the Rawafed program on the Al Arabiya satellite channel.

LITERATURE REVIEW

Biography is a language and idiom

God Almighty said in the Holy Qur'an:(Snaidha first biography), (Holy Quran, Surah Taha: Verse21.) And biography language: "Sir biography, as was the first interviews (Fouad, 249), Verse stones tell us the linguistic meaning of the biography of the sayings of the first two, in the sense they are preparing their curriculum for trading and benefit. As for the conventional definition of the biography, there are several definitions of the term. Abdulaziz Sharaf believes that the biography literally means: "the translation of a person's life, as he sees it. " (Abdulaziz, 1992), Philippe Lejeune and defined as: "Knit the allegorical prose play realistic person, for your presence when it focuses on individual life, and on the history of his character in particular." (Tahani, 2002). As for Muhammad Abdul-Ghani Hassan, he defined the biography by saying: "They are personal or personal translations. Events that magnify and diminish according to their importance. " (Muhammad, 1980), and Starobinsky's

definition (Starobinsky the simplest definition of a biography, as he says: "It is the biography of a person who narrates it by himself." (Congratulations, 2015) .

Autobiographical Features

The curriculum vitae is characterized by several features and characteristics, perhaps the most prominent of which is that it possesses the features of history as it approaches it, and therefore some researchers considered it a color of history. And the biography can be understood through the history of life, as it was stated in the Dictionary of Arabic Terms in Language and Literature: "Sirah is the history of life, the translation of life. " (Ihsan, 27), the biographer depicts the extracted material of the same, he deals with compassion and kindness Performer of the role of the witness and the judge, because he wants his writing, it must possess confounded information pain Dr. Ikegami at least. (Kamil, 1975), and the features of the autobiography have a clear picture through which the writer can arrange the events, situations and personalities that went through him through his thoughts, so he formulates them in a literary formulation, setting aside many of the details that his memory has recovered. (Hassan, 2011), and writing a CV requires that its owner possess the courage and the ability to disclose and talk about his life details such as personal and emotional issues, and such a presentation based on good presentation of personal life requires literary formulation, language with sweet phrases and a photographic ability of personal facts and events, which he can to build bridges with the reader. (Yahya, 1975) The interconnectedness between the parts of the biography is another feature of it, because the autobiography "is what its owner formulates in interconnected forms between the parts and units that make up the artistic and spiritual construction, in a literary style that conveys the full content of the personal history full of experiences and experiences." (Hassan, 2011), and the personal history of its owner represents serial events organized by artistic construction, and expressing the life of the person who has a history within society, and he introduces it from the inside to the outside, that is, he presents internal emotions to follow their impact and their emergence in the form of sequential events. (Yahya, 1975), and the curriculum vitae achieves a historical purpose when it presents the individual within the community, his works and experiences in various aspects in images related to public events, whether he is a reflection or influenced by them. (Maher, 1983)

Justifications For Writing A CV

The motives and justifications behind the biographies of famous people, stars, writers, politicians, science, literature, sports and art are written. The researchers identify a number of motives for this situation, perhaps the most prominent of which are: immortality, self-defense, psychological motivation, documentation, inspiration for the past. (Andre, 1972)

Autobiography

If the word has its own way in life simulation and the embodiment of movement, but when translated into the language of the visual image to move to the field of vision different conditions radically, it becomes the author (his biography) it

is the only single - handedly novelist, but joins the scenario as the writer of the substance of words and abundant, including enter amendments to the format of events in order to be subject to a new rhythm, it highlights the elements of what was about the text, and utters the characters talk in terms facing the significance of the path, and then puts it in the hands of the director who becomes a D - year fled Coordination authoring, returns For the text to establish the balance between its worlds, for the viewer to set its rhythm , and for the characters to determine its features and movement, it manages the work of devices and the movement of people, the distances of light, color, the size of the image, and the nature of the transitions. (Salah, 1997)

Televised Biography and Image Culture

From the fact that the autobiographical discourse was invested in Arab satellite channels, the culture of the image was able to present human models in the Arab society as the stars of society, so the image presented literature in a faster and more influential way and interacted with the text that is not found in any readable book. In light of the culture of the image, the emergence of human models and the fall of other models, panting book drama producers and directors to produce Dr. Rama Ta hand to read the history of the characters realistically, no matter what surface the writer 's imagination in writing the life of some historical or contemporary figures, the recipient is dealing with it in the most part on It is real documentary material, and it is like biographical or confessional literature. The dramatic style gives the biography an artistic, literary and clear concept, and the literary biography is achieved in the drama of the series and biographical films at its highest artistic levels. The Arab satellite channels have shown many series that deal with the life of a historical or contemporary and realistic personal focus on them mainly and individually within general events. For example, among the historical figures: the character of Saqr Quraish, Omar bin Abdulaziz, Al-Mu'tamid bin Abbad, Ibn Rushd, Al-Hajjaj, Khalid bin Al-Walid, Al-Amin and Al-Mamoun, Salah Al-Din, Al-Zahir Baybars. Contemporary figures include: Raafat al-Hagan, King Farouk, President Gamal Abdel Nasser, President Anwar Sadat, poet Nizar Qabbani, singer Umm Kulthum, artist Suad Hosni, artist Abdel Halim Hafez.

Components Of a Visual Resume

A visual CV is based on components that make up its context space as a televised communication material, and specialized studies have identified the most prominent of these components as follows: (Hope, 2012)

Dialogue Method:

what is meant by dialogue here is what requires the occurrence of speech between two parties in order for the conversation to take place and the conversation between them (Nawal, 2008). As for the two parties to the dialogue, they are the personality of the interlocutor (the presenter) and the author of the biography, and the description of the dialogue between them is through verbal and audible communication, and the method of dialogue that the biography follows follows a new mechanism in organizing the life of the

biographer through question and answer. This dialogue embodies the art of obtaining the necessary information by asking. (Adib, 2002)

The Visual Scene:

It is the artistic form of conveying the message to the recipient, that is, the transmission of the moving image and placing it in the television context, and the visual scene requires recorded audible drama and viewing. (Hosni, 2001), the dialogue is described in the programs of CV as a small drama (Adib, 2002), this text introduces the visual biography within the dramatic work pain r Gore, and in the light of that tack and n CIA Rh visual small drama.

Spatial Framework:

It is the spatial theater that is associated with a retrospective emotional or emotional place to narrate events at different times. Wicket Q b place in the visual biography of great importance because it is one of the technical elements, and reflects the many connotations, this is a dimension which is technically an aesthetically pleasing in this type of program. (Gaston, 1984)

Rawafed Program in Al Arabiya Channel - Analytical Study-

The Rawafed program, which is broadcast on the Al Arabiya satellite channel weekly every Wednesday, is a cultural talk show that aims to highlight the symbols of Arab culture in the rights of literature, art and thought, presented and prepared by the Lebanese journalist Ahmed Ali Al-Zein. (*) The presenter conducts a dialogue with the guests through interviews dealing with the works of intellectuals, their achievements and their positions regarding issues and events that took place in the past or the present, and they were part of it or in contact with it. The first episode of it was broadcast in 4 March year 2003 (. Al-Arabia.net.february13,2010.), The program displays guest biographies in the voice of the presenter, and delves into some controversial topics in the guest's field of competence. The guest visits the guests' places, accommodations and places that have a memory in their lives. The presenter has extensive literary experience and an excellent ability to converse with guests and delve into the details of their cultural life, and the program won the award for the best cultural program at the Gulf Radio and Television Festival in Bahrain in 2010. (Al-Arabia.net.february13,2010 ., And according to the views of intellectuals and the media, the program has succeeded in e t members ego Arab intellectuals - a kind Ma- ", and attributed the success to the report" that the traveler always between Sqaa immigrant and the warmth of the homelands in search of an intellectual and creative Arabic for an interview with him ... " (Issa, 2009) , and the presenter and presenter of the program, Ahmed Ali Al-Zein, believes that the function of the visual media in the field of culture is stereotyping, as he says: "The visual media molds the image of the person who appears continuously" (www.alseqa.com/rb/showthread.php?=-28259) . The program seeks - as prepared and Almekdm- says to provide the most beautiful and not digging in ruin. "(www.alseqa.com/rb/showthread.php?=-28259)

ANALYSIS PROCEDURES

Categories of analysis: The researcher chose two categories in the analysis of the sample data chosen from the episodes of the Rawafed program, namely: -

Subject Categories (What Was Said):

It is a category that describes the meanings and ideas that appear in the content, and is concerned with answering everything related to the content. From this category, the following sub-categories were extracted:

The Category of The Cognitive Field:

it means the category of the gender of the issue in which the program has revolved, such as: novel, poetry, thought, heritage, history, plastic art, music ... etc.

The Stylistic Treatment Category:

during which the method for dealing with the cases presented in the sample was revealed, whether by simply mentioning the issue, its causes and results, or presenting solutions.

Q of levels of the Language Wei of:

This category aims to determine the language used whether Arab classical, foreign, popular spoken, mixed.

The current Mada category:

This category reveals the time of the issue in question, and whether it is a current, past (past) or future (expected) issue.

Form categories (how it was said):

These categories are concerned with the form in which the informational material under analysis is presented, and they are important categories because the form in which the content is presented is not spontaneous, as the elements of sound, image, music, forms of highlighting, color and time space greatly affect the visit of the effectiveness of the content. From this category the following sub-categories are divided: -

Time space category:

This category measures the time space available for the content subject to analysis, and it gives an indication of interest in presenting and presenting the topic.

Presentation method category:

This category is concerned with revealing the method of presenting topics in terms of being verbal material only or supported by pictures, numbers, shapes, videos ... etc.

Units of analysis

The researcher chose the topic as a unit of analysis because the topic covers a set of interrelated ideas related to one central issue.

RESULTS

Table No. - 1 - Guests of the episodes and their characteristics

T	Guest episode	Guest capacity
1	Abdulrahman Munif	A novelist
2	Adonis	Poet - thinker
3	Muhammad Shahrour	thinker
4	Hassouna Al Misbahi	Fiction-translator
5	Tayeb Al-Siddiqi	theatrical
6	Naseer Shamma	Music
7	Yahya Alwan	A novelist
8	Abdul Hussain Shaban	thinker

It is clear from Table No.- 1 –

The guests of the episodes are famous in the fields of their specialization of knowledge, as well as the fields of creativity diversified to include: thought and literature such as novel, poetry, arts, slasher art and music, and this diversity and stardom indicates the good choice of characters who have biographies rich in experiences and cognitive giving.

Table No. - 2 - Frequency distribution for the cognitive field category

T	Cognitive field	Repetition	percentage	The mattress
-1	Thought	52	28.8%	First
-2	Literature	30	16.66%	the second
-3	History and heritage	28	15.55%	The third
-4	Philosophy	23	12.77%	The fourth
-5	Arts	21	11.66%	Fifth
-6	Translation	14	7.77%	Sixth
-7	General knowledge	12	6.66%	Seventh
Total		180	100%	-

It is clear from Table No.- 2 –

The following are related to the sample of the knowledge field:

(1) The field of thought was ranked first in the category frequency scale as it was scored 52 Frequency is a percentage 28.8% To be in the first place, and the reason for this is due to the presence of several thinkers in the sample circles on the one hand, and because of the relevance of many of the issues discussed in the thought.

(2) Literature, including its poetry, novel and criticism, came in second place with 30 Frequency and percentage are 16.66%, Comes this advanced center in the fact that the program originally interested in literary culture and follow - up of writers and stars to document the creative curricula.

(3) The history and heritage category were ranked third with 28 Frequency and proportion 15.55 %, The fore and carefully linked to the program to link the past heritage and historical transformations present and its consequences.

(4) The Philosophy category came in fourth place with 23 Repeatedly to get a percentage is 12.77%. The researcher believes that philosophy here has overlapped with thought, ideology and even literature.

(5) The arts category came in fifth place with 21 Frequency and proportion 11.66% It is the result of several arts, including theater, music and others.

(6) The translation category was ranked sixth with 14 Frequency and proportion 7.77% To be in the next to last place in the frequency hierarchy.

(7) The category of general information outside the creative fields was ranked seventh, and it is the last with 12 Frequency and proportion 6.66%.

Table No. - 3- frequency distribution data category stylistic treatment

T	The nature of the processing	A number	percentage	The mattress
-1	View the case in depth	120	% 67	First
-2	Introduce the idea only	40	% 22	the second
-3	Quick talk	20	% 11	The third
Total		180	100%	-

It is clear from Table No.- 3 - What comes: -

(1) The issue presentation category was deeply ranked 1st with 120 Frequency and percentage are 66.6 % The publisher does not have deep intellect, as the guests are professionals.

(2) The ideas definition category was ranked second with 40 Frequency and percentage are 22.2% The reason may be lack of time for the program or because the idea is already clear.

(3) The Rapid Discussion Category came in third place with 20 Frequency and percentage are 11.1%.

Table No. - 4- frequency distribution data language levels

T	Linguistic level	The number	percentage	The mattress
-1	Classical language	160	88.8%	First
-2	Meaning + spoken	18	% 10	the second
-3	slang	2	% 1.2	The third
-4	Foreign	0	0	The fourth
Total		180	100%	-

It is clear from Table No.- 4 - What comes: -

(1) Classical language category was ranked first with 160 Frequently and a very high percentage are 88.8% It is not surprising that the guests were educated elites with proper language performance.

(2) The classical mixed language category came in second place with 18 Frequency and percentage are % 10, And by monitoring the researcher discovered that the words spoken had been issued mostly for producer and presenter of the program and not for guests.

(3) The general language ranked third with 2 Only repeat and proportion % 1.2.

(4) The foreign language did not record any occurrences.

Table No. - 5- the distribution of repeat data category of the current extent of the distribution

T	Category	A number	percentage	The mattress
-1	Previous issues	138	76.6%	First
-2	Current issues	40	22.2%	the second
-3	Expected issues	2	% 1.2	The third
Total		180	100%	-

It is clear from Table No.- 5 - What comes: -

(1) The previous cases category came first with 138 Frequency and proportion 76.6% It indicates that the discussions have dealt with issues whose intellectual maturity has completed and their results have crystallized, in addition to the tyranny of history and heritage issues, which are mainly previous issues.

(2) The current cases category was ranked second with 40 Frequency and percentage are 22.2% This indicates the program's interest in current issues in the Arab cultural reality.

(3) The category of expected cases ranked third with only (two recurrences) and a percentage % 1.2 This indicates a lack of interest in future issues.

Table No. - 6- Frequency distribution for the time space category

T	Cognitive field	Time repetition in the minute	percentage	The mattress
-1	Personal Biography	100	55.5%	First
-2	thought	30	16.6%	the second
-3	a novel	15th	8.3%	The third
-4	heritage	10	5.5%	The fourth
-5	Poetry	8	4.4%	Fifth
-6	History	6	3.3%	Sixth
-7	philosophy	5	2.7%	Seventh
-8	Music	3	1.6%	Eighth
-9	Translation	2	1.1%	Ninth
-10	general information	1	0.5%	tenth
Total		180	100%	-

This category is one of the content form categories (how was it said), and it is concerned with the time space that was allocated to each knowledge field in the sample episodes that were subjected to analysis. Its importance lies in linking the time of each sub- category to the value and importance of that category, **as can be seen from Table No.- 6 - What comes:**

(1) Biography category was personal in the first-place b 100 The frequency and percentage are very high 55.5%It indicates the identity of the program brightest Ne art curriculum vitae of the guests.

(2) The category of thought ranked second in terms of time space with 30 Frequency and proportion 16.6%And it reflects the tendency of the sample episodes to present intellectual issues with relative evidence and discuss them in an acceptable time space.

(3) The novel category came in third place in terms of time space, as I got 15th Frequency and percentage are 8.3%.

(4) The Heritage category was ranked fourth with 10 Frequencies and percentage are 5.5% In terms of time space.

(5) The poetry category was ranked 5th with 8 Frequencies and percentage amount 4.4% In terms of time space.

(6) The history category was ranked sixth in terms of time space 6 Frequencies and percentage are 3.3%.

(7) The Philosophy category was ranked seventh in terms of time space 5 Iterations and proportion 2.7%.

(8) The music category was ranked 8th in terms of time zone 3 Iterations and proportion 1.6%.

(9) The translation category was ranked ninth with two iterations and a percentage 1.1%.

(10) The general information category was ranked tenth (last) with one frequency and percentage 0.5%.

Table No. - 7- Frequency distribution for the category of presentation method

T	Presentation style	Repetition	percentage	The mattress
-1	Mutual dialogue	94	52.2%	First
-2	Direct talk	66	36.6%	the second
-3	Graphic and video material	20	11.2%	The third
Total		180	100%	-

It is clear from Table No.- 7 - What comes: -

(1) This category of content form categories (how was it said), and the sub-category of it (mutual dialogue) method was replaced in the first place by 94 Frequency and proportion 52.2 % Which indicates the vitality of the presenter and his eagerness to interact with the guest.

(2) The direct talk category was ranked second with 66 Frequency and percentage are 36.6% It is the time space in which the presenter begins introducing the guest and narrating his biography and creative achievements usually.

(3) The photo and video material category were ranked third with 20 Frequency and proportion 11.2% It is a reasonable percentage to link the picture with verbal material.

CONCLUSIONS

Through the results of t by the process of analysis the researcher concludes the following:

1-The program focused on the art of dialogue as a method for presenting an autobiography.

2-The presence of the guest with his profile and voice enhances the recipient's credibility with personal realism.

3 -The program blended the personal and general aspects of the biographer.

4 -The presenter was keen to involve the audience in the communication process as an important party in the program by repeating expressive phrases such as: dear viewers, honorable viewers ... etc.

5 -The program succeeded in integrating the self with the masses by introducing themselves to the guests and presenting them to the public in the media.

6 -The revival of the storytelling functions that ancient Arab storytelling art.

7 -The program embodied awareness of the importance of symbols of culture, thought and literature in Arab society by introducing important figures who were marginalized.

8 -The program presented some intellectual problematic issues that require boldness in addressing.

RECOMMENDATIONS

In light of the research data and its results, the researcher recommends the following: -

1 -The need for Iraqi satellite channels to pay attention to visual resume programs and allocate sufficient time space for them within the map of their programs.

2 -Encouraging media professionals to specialize in the art of television dialogue and to develop their professional skills in this specialization through developmental and vocational training courses.

3 -The necessity of directing the faculties and departments of media to expand the study of this media art.

4 -Motivating researchers to conduct more theoretical and applied studies to expand the horizons of scientific research in the art of visual biography.

5 -Conducting debates, discussions and workshops in media institutions and media colleges with the aim of establishing this media art.

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