

The Role of the Media in Reducing the Phenomenon of Colloquial Arabic (TV Shows as an Example)

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Abstract

The Arabic language occupies a distinct ranking among the six official languages of the world in the United Nations because of its long history and direct impact on the ear of the recipients, because it contains strong and difficult letters such as)□), (□), (□(, and others, in addition to enjoying rhythm and melody when formulating its sentences that are governed by expressive and verbal rules, and since it is a means of understanding between its speakers in the Arab world, so it is effective in unifying that understanding when delving into any dialogues and speeches that exceed Thus, any strangeness that may be issued in colloquial Arabic dialects, and in the era of globalization and advanced technological and cognitive progress, the crisis of preserving its identity from within its speakers has emerged first.

The real orientation to television programs as an effective means of establishing proper pronunciation and accuracy is one of the priorities of correcting the major distortions that occurred through the use of colloquial language before it fully fused with classical Arabic.

Keywords: Arabic language, slang language, TV shows, media, classical.

Introduction

In the name of Allah, the Most Gracious, the Most Merciful, "a book whose verses are detailed in an Arabic Qur'an for people who know"(3) (1). The Arabic language is one of the most important human Semitic languages, and the most widespread language, as it is spoken by more than half of the population of the globe, and is considered (the queen of the world's languages), a language rooted in the depth of history, so it maintained its position, and even increased it geographically in various Western and Eastern countries of the world.

The importance of the Arabic language and its linguistic wealth came from the strength of its vocabulary and grammar, the eloquent Arabic language is supported by many grammar and morphology rules, and those rules are what gave it a special identity from the rest of the other languages, and the Arabic language is characterized by the richness of its quantities of words, vocabulary and formulas, and it is a distinct language in terms of phonetics, it included all the sounds that other Semitic languages included, It is also characterized by a set of characteristics, it is a flexible language, where it absorbs all derived and synonymous words and puts an article for each position.

The Arabic language has never been like one of the diverse languages spread in various countries and cities of the world, because of its eloquence , eloquence and diversity of

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words, so it spread among more than half of the world's population, and many of them became keen to get to know it and learn it and know the beauty of its statement and speak it , and until they became very proficient in it, so the Arabic language was distinguished from other languages of the world, and it is the only language that contains the letter Dhad, which is a letter whose output is accurate and difficult for many people. In various foreign countries pronounce it, but we are facing a competitor facing the classical Arabic language, which is the colloquial Arabic language spoken by the population of a specific geographical area in all countries of the Arab world , This language is a language of communication between two does not exceed the distance between their homes two and a half meters , if we speak colloquial Arabic with people from other than the Arab country in which we live , the result will be negative because they will not recognize the meanings of speech and therefore this will not be an official language to be spoken, unlike classical Arabic, which is a global means of communication between various countries of the Arab world and for non-Muslim Arabs in various foreign countries , As well as the lack of feasibility of teaching it at various levels of study in schools in the Arab world because it is a language that will only be understood by those who had abandoned the eloquent Arabic language, as well as poets , writers and writers in various pre-Islamic eras were enjoying an eloquent poetic tongue and speaking it in their verses and dialogues eloquently beyond what we are now, This shows the importance and nobility of the eloquent Arabic language since ancient times, as it is a great and always renewed heritage that does not die.

The Arabic language is the language in which the history of the Arabs was recorded since the pre-Islamic era and to the eras of the Renaissance witnessed by the Arab-Islamic civilization in the Levant, Mesopotamia and Egypt, and many scientific books that were written during the Arab-Islamic rule are still a model for international universities and inherited to our time, after translating their languages and many other languages, in addition to literature and arts, which were written in Arabic, It is still a reference and a source of language.

The French orientalist Louis Massignon said: The Arabic language is the one that introduced in the West the method of scientific expression, and Arabic is one of the purest languages, as it is unique in the ways of scientific and artistic expression.

"The power of language in a nation means the continuity of this nation by taking its role among the rest of the nations."

The Arabic language is the language of the Qur'an, which is our great language that we are proud to pronounce our tongue, the Arabic language is the source of life, because it is the language of the book that guides lost souls and heals sick hearts, and its significance is that Arabic is a language that surpasses other languages in eloquence and statement, and that is what the Almighty said in his Holy Book:

" an Arabic Qur'an that is not crooked, so that they may fear }28{" (2).

These words were a sufficient reason for the Arabic language to take its greatness from the greatness of the Holy Qur'an, which was written in it, and settle in the hearts of the Arabs and on their tongues, so it was an honor for us that God blessed us with this tongue.

Methodological Framework

Search problem

Language is an indispensable means in any communication followed by man, whether in the field of politics or culture and so on from human gatherings who aim to exchange cultural or commercial through all ages and times, this proposition is the existence of language in general, but the Arabic language in particular was not far from the balances

of understanding and communication for the rest of the languages, despite the development of media technologies, especially radio and television, and all its programs, and the emergence of means of communication more influential on the recipient and on devices Mobile and all tablets, so it has become difficult to maintain the power of the Arabic language as we are accustomed to in dealing with Saba, especially in our Arab and Islamic societies, despite the fact that the Arabic language remains the official language for all communications, news and texts fully and very carefully, so there is a question: How can we maintain the eloquence of the Arabic language, its formation and rhythms in the presence of visual media and modern means of communication available to large segments of society? Especially the intensive uses of the colloquial dialect of each Arab country during quick correspondence through applications available in the Internet.

The importance of this research

lies in standing on the reality of the classical Arabic language and the treatment of means of communication, including television programs in terms of the effects of colloquial language in particular on the conditions of the classical Arabic language, so we must look for successful treatments that maintain the status of the Arabic language and enhance its prestige among the Arab community.

- Research Objectives: This research aims at the following:
 - o Detecting the problems of colloquial Arabic that prevent specialists in classical Arabic from practicing in television programs at the present time.
 - o Finding corrective mechanisms that contribute to enhancing the speaking of classical Arabic in large proportions in the visual media.
 - o Identify the basic factors that satellite channels must rely on before preparing written texts and refining them by specialists in the classical Arabic language to complete their broadcast with proper and correct Arabic pronunciation.

Search limits

The research is not determined by certain temporal or spatial limits, as much as it is determined by the intentionally selected sample (colloquial Arabic and eloquent Arabic), as it is necessary to study television programs and their effective role in using the classical Arabic language properly and the ideal pronunciation of this rhythmic language, which is what it tries to reach in conjunction with the rest of the social media to enhance the status of the Arabic language.

Theoretical Framework and Previous Studies

The first topic / language between mistakes and confrontation

The reality of the most important visual medium so far, which is television programs in the Arab countries are moving away little by little from professionalism and craftsmanship by repeating the linguistic dangers when practicing pronunciation and delivery, it can be said that all presenters and broadcasters fall into serious linguistic brotherhood despite their knowledge and repeated procedures for rehearsals before filming, the formulation of sentences specific to the subject to be relieved in a tight and coordinated text has become a nightmare when using the classical language and lacks the appointment of specialists in the Arabic language and grammar or Arabic majors may be used that are mainly suffering from thinness in the classical language, or who have a low education during their studies.

Some broadcasters cannot be excused in any mistake made by him because he is a journalist has studied an academic study interspersed with years of study of the Arabic language as a methodological subject in at least two stages of university academic years,

but if he has begged media courses, so is not in the test and interview a large percentage of his proficiency eloquence and exits letters and words and the largest share of success and acceptance and all this is caused by the impact of the use of the public more and resulted in those linguistic dangers.

Since the Arabic language takes the largest space in television programs and drama dubbed into classical Arabic, it reflects a special behavior and culture that enables the ideal recipients and we mean the idealists who are involved in the Arabic language to enjoy and follow while watching, as for users of colloquial Arabic, they see in the drama dubbed into the classical colloquial language boring and monotonous that may not enable them to follow and this will reduce the importance of a rare property possessed by the Arabic language, which is present with A unique miracle of understanding when used in all Arab countries and unite them in understanding and perception because it is an ideal model that is self-sufficient, so the inability of the correct employment of the sound Arabic language and its thinness in television programs emerged to not deliver meanings and messages to the target recipients, The classical Arabic language has brought everything that is far from the tribes, languages and dialects of different colloquial dialects of many Arabic-speaking nations, it has facilitated understanding among them and united their perception, and the evidence for this is the book of God home (the Holy Qur'an), it is a reference spoken by all speakers and speakers of the Arabic language and even non-Arab Muslims, and thus gained special respect and permanent sanctity through the look of admiration that all Arabs have for two important reasons:

The first is that the classical Arabic language is not only the book of Allah (the Holy Qur'an), but because it is found in the sources of the hadiths, which are often memorized by Muslims and adopted in establishing morals, morals and correct educational construction.

Second_ It is its place in translation, Arabization and transfer of philosophical intellectual creations and all sciences and their amazing potential in the expression and disclosure of details, it can transfer the most complex medical, philosophical, space and other sciences and make them smooth and richly understandable.

The Arabic language was able to cross borders and exceed many regions of the world and was not determined in one geographical area, so that it collided with diverse cultures and expressed its identity, forcing those cultures to identify their personality and identity and study their features, the Arabic language "(did not retreat in the past in front of any other language of the languages that came into contact with it and will maintain its entity in the future) "(3).

It is clear to us from what was raised about the excellence of the Arabic language from the rest of the languages that this privilege lies in containing letters that are difficult to pronounce for many genders such as the letter Qaf (ق), the letter Al-Ain, the letter (ض) Dhad and the letter Ha, in addition to generating a new meaning once a formation is placed Such as the alkasra (ك) with its simple drawing or alfatha (ك), so the meaning changes completely through one single , There is " (a relationship between the letter and the meaning to which it refers , either its vocabulary was characterized by meaning, breadth, reproduction and breeding, and its logic and accuracy of expression) "(4).

The Arabic language "(is one of the six official languages in the largest international forum (the United Nations) and dominates part of the Arab media and has a presence in the regulatory system, and thus it is one of the eleven most widespread languages in the world according to the order of its speakers: Chinese, English, Spanish, Arabic, Hindi, Russian, Portuguese, Bengali, German, Japanese, French, as it is the eight among these eleven languages that almost share the globe among themselves and each of them maintains for itself a wide geographical base, namely: (Mandarin in Central Asia, Spanish and Portuguese in South America, English in North America, Arabic in North Africa and the Near East, Hindi and Bengali in most of the Indian continent, Russian in

Eastern Europe), and it is among the six languages by which its speakers are known to increase demographically more than others, and they are in the following order: Spanish, Portuguese, Hindi, Swahili, Malay)"(5).

The clear evidence that the Arabic language is universal in its spread as a result of scientific missions that began in the third century and to Granada, Persia and Seville to the centers of education, research and study of science and various arts, in Andalusia founded centers of competence for teaching and studying the Arabic language, and even in Rome and Paris, even described "(as the richest, simplest, strongest, thinnest, strongest and most flexible and splendor human dialects, It is a treasure blooming with charms and overflowing with the magic of imagination and the wonder of metaphor thin courtesy polite sides wonderful photography) "(6).

The Arabic language has left its good and clear mark in various linguistics in the world and even in the current era, there are many terms that have made their way to the English language, especially the Arab and Moroccan contributions in particular, such as the numbers that found their way to Europe, as it is an effective scientific participation in the renaissance witnessed by European science.

The second topic:

- First / TV and the One Village

Since it was decided that satellites will be the artery of news exchanges in the world, the instantaneous and immediate events have emerged to seize the coverage of events and rapid events filmed and recorded on all parts of the earth, so they appeared at the same speed as the production of satellites networks and channels that benefit from the service of these satellites accelerated, the idea of (one village) is a fact that has adopted the lifting of geographical and political barriers that are difficult to prevent or at least hinder, Especially in the huge boom provided by digital technologies and their employment in media and communications, television is very close to the senses of human auditory and visual and flows to it easily in order to park and follow up on what he sees and watches in a confrontation that does not exceed one or two meters with the television set, it is a means of attraction that is not only pictorial, but goes beyond that to the marble of the sound and its superior clarity enables him to pay attention and attention during hearing and the severe impact of the spoken word issued by this device.

Since television reaches all segments and groups of society, it has passed the words in the newspapers and takes into account that it delivers words to a segment that may not have enough education or did not receive education at all , " (Therefore, it is necessary to recognize our urgent and urgent need for a comprehensive linguistic renaissance to meet the demands and requirements of the times, provided that this is not the responsibility of linguists only, but there must be technicians and technicians in the field of computers) " (7).

- Second / Technology and language preservation

When it comes to discourse and dialogue, the need and necessity is increasing significantly by using the Arabic language and its eloquence because it is an authentic and official language in local and international communication, but the language began to face a strange decline when used in classical due to the emergence of the widespread use of colloquialism, so it resulted in linguistic errors, pronunciation and exits of letters that penetrated between the folds of the classical Arabic language, so the visual media for all channels and media institutions must give importance to the subject of the eloquence of the Arabic language and give it the optimal consideration to take its lead Despite the delay and arrival of television to the Arab world, it remains a social and cultural actor because it touches on the broadcast of educational and artistic means such as historical drama and the delivery of local and international news and increase broadcasting hours in this regard, but the colloquial always find its way and that it is narrow in a period of

periods to its uses in the middle of the classical Arabic language. In the later periods, the colloquial began to create a balance parallel to the use of classical Arabic and reached children's programs, series, entertainment programs and even the media, so the producers of these programs

moved away from the development of language skills and does not care about their importance during dialogue and addressing, but considers it a kind of smoothness, simplicity and understanding between the narrator and the narrator to him, knowing that many channels broadcast their products or news in several languages, including the eloquent Arabic language. One of the signs of the exposure of the Arabic language to a dislocation at the top of its site is that the BBC is one of the first to decide to introduce a service in foreign languages, including the Arabic language, although it remains in second place after the English language, but every day it decides to close its broadcast in Arabic regardless of the reason for that closure, but it is generally frustrating for listeners of Arabic broadcasting. The language in the media is difficult for its numbers before it is broadcast because it addresses common audiences, but it faces the ideal recipient, which means those who are familiar with the eloquence of the language and the extent of its safety. Despite the multiplicity of colloquial and local dialects in the Arab world, the biggest tool and means of expression is the language of classical media, which facilitates the meaning and understanding of all who hear it, so it is a tool that brings them together and tightens their bonds, the presenter or broadcaster that has efficiency by striving to achieve perfection in the proper pronunciation of the Arabic word is a noble and original work, and he is confident that he will return the good reputation of his satellite channel, which provides his services first, and then trust him and rely on his culture and his great knowledge of the levels of eloquence of the Arabic language, and it may be useful for the media institution to develop special strategies for the context of performance accompanying the pronunciation of Arabic words, the performance is necessary significantly improves the rhythm of eloquent words and increases the impact and brightness and enjoyment while listening to them by the recipient. The researcher concluded that there are two principles that determine the ability to achieve the integrity of the Arabic language and its sustainability in ascending to the forefront, the first requires success in maintaining the attraction of students and holders of a master's degree in Arabic language and literature at least in order to ensure reassurance when assigned to the task of collecting and preparing programs or news and the second principle is the sense of belonging to the Arabic language in addition to pride in it and a sense of value directed to the listener and full belief in its interconnection and links with the meanings of the language. We woke up hopefully when we found our children who follow satellite channels directed to them talking among us and among themselves in classical Arabic, we feared the good of the near future to make our children more passionate about the eloquence of our Arabic language and mastery better than all of us, so that gospel quickly faded when mobile devices penetrated into the palms of their hands and began to use colloquial words in their correspondence and communication, "From here we find that it is necessary to develop information technology for the benefit of language education, Since this technology affects the Arab child and is a double-edged sword"(8).

Such important channels direct guidance to the child is a good choice for the numbers of Arab generations distinguish actions and expressions and differences between the meanings of words when installed and raised, became the lack of distinction effects in the language trait sweeping a large category of this generation, and Arab drama moved away a lot from the production of educational programs on parsing and focus on grammar, in a period of periods Iraq produced important series such as (City of Rules), (where is my place from the expression) (Alfiat ibn Malik) and the program (In the Rehab of the language), and often such programs are keen to educate and educate generations and attract them to follow and enable them to formulate sentences in addition to getting used to hearing them makes them easy to understand and realize in the future.

These sentences that are heard in these dramatic productions are often characterized by their rapid perception because of the shortness of the sentences and their phrases and their lack of reliance on prolongation, which made it easier for the recipient to understand the meaning in short because they were prepared to be presented visually with the efficiency of the sound completely different than if they were printed to be presented to the recipient, so this illustrated message does not cause confusion as caused by printed texts that contain restorations and verbal improvements that may keep the recipient's mind away from perception. The use of classical in directed programs has the characteristic that all phrases are clear in pronunciation and away from ambiguity and ambiguity, but we are here in the midst of metaphor that conveys the identical and rapid meaning of image and sound. As for reading numbers, especially large numbers, they are also a major obstacle to workers in audio and visual programs, we rarely hear full mastery of reading numbers, they need continuous preparation to read numbers correctly and the use of experienced people in the language because it is in fact difficult and complex, "This depends on the number of teachers and teachers who excel in their studies successfully, and the need to reform, change and develop curricula for teaching Arabic and simplify its methods" (9).

- Third / Radio and the Unilateral Challenge

In view of the characteristic that radio enjoys in the radio, which is its direct transmission from the radio to the sense of hearing, and despite the decline of the bright star (radio) in our time, it is an important and effective means of transmitting the spoken sound in a pure and direct form to the recipient, even if listening to it, i.e. to radio broadcasting, is compulsory as an entertainment means when the listener is in the car or some places that use radio broadcasting, it can be greatly exploited to put forward communications, ideas and programs in classical Arabic. It can be relied upon to narrate literature and novels and the coup on the spread of colloquial pronunciation, the dimension added by the radio and if it is monolithic, but this dimension refines and leaves the attention of the listener and achieves his sobriety and seriousness of the spoken content unlike the dispersion and dull feeling produced by the sounds used by the colloquial language. Despite the difficult task in such a case to highlight the role of radio as a means to make a way to compete with what is presented in the colloquial language, but it remains a sharp tool that can be exploited and usually looked at because it is able to weaken the colloquial language because the negative effects produced by the colloquial language began to expand and it will be difficult to limit and process, as for television, it is natural that its interests differ in relation to the sound, because it accompanies the image and cannot be separated from each other because the recipient sometimes, unlike radio, attends and prepares for viewing and follow-up, and the percentage of wandering eye viewer towards what is displayed on the screen is very large, because the eye is initially heading to the center of the screen and then begins to wander towards the group of things distributed right and left and in all corners of the screen, the assets displayed acquire the visual sense more than the sense of hearing, the verbal and audio connotations weaken sometimes and emerge at other times.

Therefore, the recipient is also a contributor to the replacement of the colloquial language, such as classical Arabic, but subconsciously, many of us and at various levels of science have tried writing or even listening and learning in the colloquial language because we believe delusion ally that it is any (colloquial) broader and more comprehensive, and at the time that we find speaking as a mixture of colloquial and classical has found a bad linguistic form that would cut the loving relationship between supporters of the use of classical Arabic as a word, And between its letters as writing, and can be indicated deviations during the control of visual media in the Arab world when some channels behave when putting forward their programs for colloquial extravagantly as if addressing the classical deficiencies so that in this scarcity in the use of classical increase its deficit and weaken its resistance to the unjustified spread of

colloquialism, And the gap grows between a large segment of intellectuals and academics who support the status of the classical Arabic language and the need to use it in various cultural fields and satellite programs and between a segment that began to grow like a snowball that supports and listens colloquially and responds to it many satellite channels, the default is clear by workers in the programs provided by the media "The Arabic language complains of a satisfactory condition in its curricula, contents and teaching methods in university education , This has led to a clear decline in listening and speaking performance , reading and writing , because individuals speak in their normal colloquial state and then use eloquent in rare cases "(10).

It is true that the use of the eloquent Arabic language completely seems impossible in various programs, but at least it is used in the introductions and the beginning of dialogues and formulations prepared for visual embodiments, it comes with a positive impact and benefit for some followers , but the percentage of followers increases when hosting

celebrities such as artistic and sports figures because they leave a positive imprint when speaking in eloquent Arabic, and it is necessary to cherish those famous personalities when asked for a dialogue that borrows classical Arabic vocabulary and terms, However, these elites have infiltrated them clearly colloquial branches and are far from the sound Arabic language instead of strengthening their status, Since the impact is clear and evident by celebrities on their followers and fans, they are like the impact of cartoon characters on children's thinking, so that we find the child repeating long sentences that he has memorized by heart because he simulates what his favorite character presented by watching his favorite cartoons , and this consolidation came in the child's mind by repeating those sentences, especially as they are issued from the mouths of the characters that attract them to follow, Even the advertisements promoting some products that children love, they leave a positive impact on memorizing some of the sayings that accompany the product written in eloquent Arabic.

It is not possible to upgrade the recipient unless the written notice of the songs that are broadcast intensively for satellite channels is modified and evaluated unless the subtlety of the sense and artistic taste of the recipient improves by pumping enough poetry and literature in various artistic fields that have the largest share of followers, if the news bulletin is the only one so far maintaining its permanent and continuous radio to the present time in eloquent Arabic and free of colloquialism, But it is often cracked, and permeate the news bulletins some workers in the Arab satellite channels, including the Egyptian so far is not to pronounce some important letters in their correct form , such as (ث) pronounces (س) and pronounce (ت) at other times, and this means that there is no pronunciation originally in the colloquial language they have, as well as the literal (ض) (ذ) is pronounced (ز), and the letter (ذ) is sometimes pronounced (د) , Not to mention the letter (ج) known as colloquial Egyptian Pronounced as in the letter j.

The colloquial language dominates all the current communications in the media without paying attention to its disadvantages at the linguistic level for the near future or at least for the next five years, and we do not know the extent of this transition and what will lead to the developments of Arabic speakers, which is a hidden flow that harms the eloquence of the Arabic language and the clear problem in this matter is that the print press is the only one who has maintained the printing of texts in the Arabic language in all its topics However, it cannot reach the recipients who have moved away completely fused with the visual media very fast to reach them and touch their ears and wake up to the image and sound of two models that cannot be overlooked, there is no doubt that the media performance has been negatively affected by the Arabic linguistic performance, which is marred by deficiencies, so it does not accept and does not become effective. "The weakness in the practice of the Arabic language has become a familiar phenomenon and went beyond that to the media language, as university professors can only declare their distress at the level of university students, especially the humanities and social sciences

and students who study in Arabic, as the weakness appears in practice and at the level of the primary language tool"(11).

The decline of the Arabic language eloquent sound in the news and the press only enough to emerge pessimistic view of the future of the Arabic language, and if we rely on the media, including television, in addressing many cultural, political, social or other issues, it is basically suffering is the other and needs special treatments very important after we were apprehensive of it good because of its proximity to the recipients of all segments, levels and age groups, "and this does not mean that there are no good students, However, they need more practice on the rules and methodology of media writing, and some of them answered that the problem appears in the presence of colloquial in students' linguistic practices, especially in discussion and oral expression"(12).

The skill of pronunciation (pronunciation) of the words of the classical Arabic language represents a measure of the main measures that indicate the efficiency of our students in terms of speech and communication, which we often feel that we do not make enough efforts in teaching them since the stages of primary school because it is recognized that children have the ability to memorize and learn quickly twice the ability of young people and adults, if they are taught from a young age on classical Arabic, they will become in the future tactful in speech and with a speaking and leadership personality, Down to the undergraduate level, especially for students of media departments in all Arab universities, which have a great role in preparing and graduating media professionals and journalists in various branches of media and preparing them strongly to become fluent Arabic speaking media and knowing all the pronunciation and expression exits of the words they are required to speak it , and not to include colloquial words in speech free of Arabic movements unknown to the recipient because they will provide a negative image of the channel or program in which the media and program providers. Many studies have also indicated the need to use technology, especially the computer in teaching Arabic, where educational lessons in the computer came to contribute to active learning, which is centered on the student to provide him with sound with image and movement, and watch some practical applications, and conduct dialogue and sequence in Many lessons, which makes the student live in the atmosphere close or real to the subject of the lesson, as well as the presentation in a fun, interesting and interesting way for students, which has a clear impact on understanding these lessons and consolidating them in their minds and enabling students to self-learning " (13)

Third topic / Language and Media:

There is no doubt that there is a close and eternal relationship between the classical Arabic language and the audio and visual media , with its various branches of radio , television , satellite channels and even the press, but there are some media channels that broadcast their programs via television that are almost neglected for the linguistic background of the broadcaster or presenter who works for them , and the reason for the tyranny of this colloquial and neglect of the advancement of classical Arabic and learning it is likely to several factors , Of which: -

- First – not feeling the importance and aesthetics of the classical Arabic language when speaking it and the great neglect of its role in increasing awareness and culture of the channel and the program presented by the broadcaster.
- Second - the poverty of the amount of information needed by the media to become a tactful speaker of the classical language, in other words, ignorance of the media and its importance and lack of practice of the required training, and the lack of adequate education for the Arabic language stages that he went through.
- Third - One of the reasons that lead to the low level of linguistic and cultural for some is their belief that if an entertainment program or news bulletin is presented in the local language (colloquial) it will attract the largest number of followers of their satellite

channel, and they also believe that the recipient does not care about the pronunciation and pronunciation of broadcasters and presenters of words.

□ Fourth: - The laziness of editors and those who fall within their competence in the Arabic language to prepare and prepare the classical Arabic language for broadcasters and presenters of news bulletins and not to work to improve it.

At the same time, there are media outlets that have a cadre that is almost ideal in speaking classical Arabic, and they have a prominent role in presenting the culture of the country to which they belong to the masses, and giving a good and positive image of the Arabic language and the extent of their interest and care for it, and trying as much as possible to maintain their satellite channel in which they work and increase the confidence of the channel's staff in them, and not to engage in the challenges and crises facing them to weaken the classical Arabic language and not to be affected by the colloquial that has penetrated into our work and activities. have dominated a big part of our lives. The media in all Arab countries, including television, radio, press and other media, play a great and prominent role in developing a positive or negative image of the classical Arabic language, and even of their state, whether it is a civilized country or a developing country, as well as a means of culture and an important link between Arab countries with different cultures and different languages to play a role that is not similar to a role in serving the classical Arabic language, spreading it among people of different nationalities and geographical areas, and encouraging them to do so.

Previous studies:

After reviewing the close titles in the central library and the library of Al-Farabi University College, and in the information network (Internet), the researcher found similar studies in terms of title and objectives and many articles that dealt with the Arabic language and the media, but it does not address the role of television programs as a tool to employ pronunciation in classical Arabic and stay away as much as possible from addressing colloquial Arabic in television programs.

Search Procedures

• First: Research Methodology:

In order to complete this research, the researcher relied on the descriptive analytical method, which is defined as "describing what is an object, and includes the description of the current phenomenon, its composition and the prevailing conditions, recording and analyzing it" to reach the objectives of the research.

• Second: Analysis Unit:

The sample analysis process requires the use of a fixed unit of analysis that should be clearly defined, so the researcher will adopt the listed material and formulations in Arabic, as well as some texts and pronunciations in programs in general in analyzing the overlap between colloquial language and classical Arabic.

Results and Conclusions

First / Results: -

First: - The topics of television programs came randomly on the one hand, and the neglect of texts written in classical Arabic improper on the other hand.

Second: - The place is employed as filming locations for some television programs as a façade, such as indoor studios or external sites as an element of visual dazzling to attract the audience without interest and address that audience in fluent Arabic.

Third: - The convergence of the ideas of many Arab satellite channels in terms of the content of entertainment programs and not relying on eloquent program providers is a negative indicator when relying on colloquial Arabic.

Fourth: - News sites are interested in their topics to broadcast news texts in standard Arabic, while those same sites are used in their dialogues in meetings on a high percentage of colloquial Arabic.

Fifth: - Many Arab satellite channels are interested in their priorities on the form without relying on the culture or academic reference of the presenters.

Secondly / Conclusions: -

First: - TV programs in many satellite channels depend on formal elements only.

Second: - Satellite channels wrongly use a group of workers who lack the foundations of professional ethics and insufficient knowledge of the proper uses of the eloquent Arabic lap.

Third: - Some television programs depend on entertainment only without relying on social awareness or educational programs.

Fourth: - Some media claim through their programs that they care about the taste of the public by placing short sentences in eloquent Arabic, but in fact they produce vulgar entertainment.

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