ملخص مقياس التحليل السوسيولوجي لوسائل الإعلام.

مقياس التحليل السوسيولوجي لوسائل الإعلام هو إطار أو منهجية تهدف إلى فهم تأثير وسائل الإعلام على المجتمع والعلاقات الاجتماعية. يعتمد التحليل السوسيولوجي على دراسة كيفية تأثير الإعلام على الأفراد والجماعات، وكيفية تشكّل الأفكار والأنماط السلوكية عبر الرسائل الإعلامية. يتناول هذا المقياس العديد من المحاور الأساسية، مثل: .1 دور وسائل الإعلام في تشكيل الرأي العام: كيف تؤثر وسائل الإعلام في الثقافة المجتمعية والعادات الناس ومواقفهم تجاه القضايا الاجتماعية والسياسية .2 .التأثير الاجتماعية: دراسة تأثير الإعلام على مختلف الطبقات الاجتماعية، وكيف والتقاليد، وكيف يمكن أن يعزز أو يغير القيم الاجتماعية .3 .الطبقات الاجتماعية: دراسة تأثير الإعلام على مختلف الطبقات الاجتماعية، وكيف يعكس أو يعزز الفوارق الاجتماعية الاقتصادية .4 .الرسائل الإعلامية والمحتوى: تحليل كيفية توجيه رسائل معينة من خلال المحتوى الإعلام الوقمية وتحديد الأيديولوجيات والأراء التي يتم نشرها .5 .التكنولوجيا والإعلام الجديد: كيف تؤثر التقنيات الحديثة ووسائل الإعلام الموقمية ولنفسية والسلوكية: دراسة تأثير الإعلام على الصحة النفسية للأفراد، وكذلك كيف تؤثر الرسائل الإعلامية على سلوكيات الأفراد والجماعات .الهدف من التحليل السوسيولوجي لوسائل الإعلامية على سلوكيات الأفراد والجماعات .الهدف من التحليل السوسيولوجي لوسائل الإعلام هو تقديم رؤى حول كيفية تأثير الإعلام في المجتمع، ويساعد في فهم العلاقة المتبادلة بين الإعلام والجماهير الاجتماعية.

The sociological analysis framework for media is a methodology aimed at understanding the impact of media on society and social relations. Sociological analysis focuses on studying how media influences individuals and groups, and how ideas and behavioral patterns are shaped through media messages. This framework covers several key areas, such as: 1. The role of media in shaping public opinion: How media influences people's views and attitudes toward social and political issues. 2. Social and cultural impact: Examining how media affects societal culture, customs, and traditions, and how it can either reinforce or change social values. 3. Social classes: Studying the media's impact on different social classes and how it reflects or reinforces social and economic inequalities. 4. Media messages and content: Analyzing how specific messages are conveyed through media content, and identifying the ideologies and opinions being promoted. 5. Technology and new media: Understanding how modern technologies and digital media impact social dynamics and alter relationships between individuals and groups. 6. Psychological and behavioral effects: Studying the effect of media on individuals' mental health and how media messages influence behaviors and actions of individuals and groups. The goal of sociological analysis of media is to provide insights into how media impacts society, helping to understand the reciprocal relationship between media and social audiences.

Le cadre d'analyse sociologique des médias est une méthodologie visant à comprendre l'impact des médias sur la société et les relations sociales. L'analyse sociologique se concentre sur l'étude de la manière dont les médias influencent les individus et les groupes, et comment les idées et les comportements sont façonnés à travers les messages médiatiques. Ce cadre couvre plusieurs domaines clés, tels que : 1. Le rôle des médias dans la formation de l'opinion publique : Comment les médias influencent les opinions et les attitudes des personnes à l'égard des questions sociales et politiques. 2. L'impact social et culturel : L'examen de la manière dont les médias affectent la culture sociale, les coutumes et les traditions, et comment ils peuvent renforcer ou modifier les valeurs sociales. 3. Les classes sociales : L'étude de l'impact des médias sur les différentes classes sociales et comment ils reflètent ou renforcent les inégalités sociales et économiques. 4. Les messages et contenus médiatiques : L'analyse de la manière dont des messages spécifiques sont véhiculés à travers le contenu médiatique et l'identification des idéologies et opinions qui sont diffusées. 5. La technologie et les nouveaux médias : Comprendre comment les technologies modernes et les médias numériques influencent les dynamiques sociales et modifient les relations entre les individus et les groupes. 6. Les effets psychologiques et comportementaux : Étudier l'impact des médias sur la santé mentale des individus et comment les messages médiatiques influencent les comportements et les actions des individus et des groupes. L'objectif de l'analyse sociologique des médias est de fournir des perspectives sur la manière dont les médias influencent la société, en aidant à comprendre la relation réciproque entre les médias et les publics sociaux.



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Pedagogical publication of the module

Sociological analysis of the Media

Courses for first year master s students

Major: Sociology of communication

Elaborated by:

Missoum HAMIDAT

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Target level: First year: Master of Sociology
Objective of the measure: The aim of the
measure is to familiarize students with the
sociological analysis of the media and what
methodological steps are taken in the analysis and
the analytical tools for the media by focusing on
the definition of students on the method of
content analysis as well as the probing and
training of students in the application work.
Tribal achievements in students: To
understand this measure and to enable students
to use the media's psychological analysis tools,
they must have sufficient knowledge of general
sociological and specialized communication
theories as well as research methodology.

• Media Sociological Measurement Lectures Programme

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- I. An entry point for sociological analysis
- 1. Definition of sociological analysis
- 2. Sociological analysis perspectives
- 3. Sociological analysis levels
- 4. Socological analysis methods
- 5. Sociological analysis units

- 6. Sociological analysis requirements
- 7. Sociological analysis steps

II. Sociology, social and communication phenomena

1. Social phenomenon

- 2. Sociological phenomenon
- 3. The phenomenon of communication as a subject of sociology.
- 4. Sociological analysis of information and communication
- 5. Methods for research in sociology
- 6. Sociological analysis units

III. Sociological analysis in information research

- 1. Media content analysis techniques
- 2. Patience of opinions and sociological analysis of its results
- 3. Sociological analysis of the written press
- 4. Audio-visual analysis
- 5. Analysis of scientific documents
- 6. Sociological analysis constraints
- 7. Autonomy and objectivity in sociological analysis
- I: input fcor sociological analysis

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I. Introduction to Sociological Analysis

"According to the sociology dictionary, the term
"sociological analysis" refers to the partitions of the
whole to its simple components versus the structure that
means the reconstruction of the parts in total units."
"Dablah Abdel-Hali asserts that sociological analysis
benefits a social researcher in knowing the social reality,
deciphering its symbols and codes and the rules that
govern the interactions of its members and different
systems. The researcher also provides analytical and
explanatory models and theoretical and methodological
approaches that give a true picture of what is happening
within society and thus contribute to the interpretation
of the behaviour and actions of individuals and the
motives that govern social action."

"The term "sociological analysis" also refers to the model of theoretical guidance, which contains many different perspectives. Among these are Marxist perspectives, functional structural analysis and symbolic interaction, each of which provides researchers with specific orientations such as the identification of subjects for their research."

"The concept of sociology analysis is used to refer to the application of science issues, including theories, concepts and approaches to one of the social phenomena that are the subject of the study of the social context and that are the main units of sociological analysis in the first section: basic systems or complex organizational units of society, such as economics, family, industrial, political, etc., called microscopic analysis. In the second section, the analysis units focus on whole communities, which are taken by a unit of sociological analysis, the aim being to

explain how these communities have evolved and changed over time, called microscopic analysis."

- 2 Sociological analysis perspectives:
- These are the different ways in which sociologists understand the social world and social phenomena, and the general classification of perspectives includes a number of types:
- The perspective of action: this view is that the building of the social world is the result of a process in which the individuals concerned are attributed to conduct and attitudes. It is therefore individuals who create society. The social theories that follow this perspective are the theories of social action, the symbolic interactive and the anthomithologic.
- Structural perspective: The social world has its own existence independent of individuals whose behaviour is constrained by external social forces. This perspective suggests that it is society that creates the individual. The structural perspective is divided into two types: the perspective of reconciliation, and the view is that society is compatible and compatible with the system based on shared values. The dominant theory within the perspective of reconciliation is the functional structural theory. The perspective of conflict is that conflict is natural, and that order is imposed by the strongest on the weakest. The basic theories within this perspective are Marxist, Viperian (in relation to Max Viper) and female theories.
- The post-modern perspective is based on its rejection

2. Micro-biological analysis: Macro-sociology, which usually refers to studies on the social whole, as in the study of stages of social development, social conflicts, power structure, etc.

It must be pointed out that a sociological analysis can take place either from macro-sociology; or from microsociology, we cannot follow the definition of sociological analysis of a macro-social or a holistic society in particular without constantly referring to concepts and principles that have been acquired through the outcome of the imperatives and freedoms offered by microsociological research; for if it is true that the microsociological phenomenon should lead to the macrosociological compound in which it is integrated, then we must also recognize that the study of the macro-social world always and continuously refers to the microsociological realities that make up the macrosociological society as a whole. This going and going between the more accurate observational units and the larger social groups is the natural and necessary course of the social world, one of the most special features of

social science, and perhaps one of its greatest difficulties at the same time, and there is no social science of schizophrenia between micro-sociology and macro-sociology, but rather overlap and integration of two degrees of social reality and two levels of analysis.

Two scientists, Miller and Foram, state that there are four levels of analysis in the organization study, ranging from abstract to sensory, as follows:

- 1. To examine the relationship between regulation and the community in general, i.e. to analyse the relationship between regulation and its surrounding environment.
- 2. Study of the social pattern that characterizes the organization as a whole. This study may require the identification and interaction of formal and informal forms or forms of organization.
- 3. Study the pattern of personal relations between individuals within the various groups within the organization.
- 4. Finally, individuals are examined as members within the organization, exercising specific roles, and occupying different centres.

The two scientists, Miller and Frum, prefer to start studying social buildings or large units and then move to smaller units; they prefer to start studying and analysing social organization as a whole, and then to study patterns of social interaction and interpersonal relationships between workers within the organization.

4_Sociological analysis methods:

No single method of analysing social problems can be relied upon. More than one method can be used to carry out such analyses.

- _ Quantitative analysis: analysis based on the use of figures and statistics for the study of society, for example; quantitative analysis can be done by looking at people 's income, level of education or number of years of schooling.
- _ Qualitative analysis: The type that depends on integration into society to be analysed by identifying people and attitudes in detail, and then describing the outcome in words, for example, a qualitative analysis can be done by interviewing people about their experiences in the workplace and the labour market.

 5 Sociological analysis units:

The two American sociologists have revealed... Bali F.Baali, M. M.Moore - After learning and codifying all the definitions of sociology contained in 16 textbooks in the General Sociology, published in the United States of America in 20 (1951-1971) - eight basic topics of sociology: social interaction, social relations, group structure, social behaviour, social life, social processes, sociocultural phenomena, and human beings in society.

- **6_Sociological analysis requirements:**
- 1. Consistency in analysis with intellectual interrelationship and logical sequencing.
- 2. To move away from absolute provisions; because social provisions are relative and social phenomena are

dynamic, the provisions that apply to the phenomenon at this time may not apply to them shortly or in another society.

- 3. Not to use construction terms in the analysis in such a manner that the intended meaning is lost.
- 4. The researcher explicitly determines his ideological position, which helps to gain the reader 's confidence in the results of the study.
- 5. Thematic in the discussion of the results of the study, and the researcher must separate what is personal from what is relevant to the subject matter of the study.
- 7_Sociological analysis steps:
 Identification of the social phenomenon
 Set Subject

Identification of research objectives
Picking the right search method, data collection tools.
Gather the data on the subject.

Analysis and interpretation of the data according to the theories chosen by the researcher Results

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• II. Sociology, social and communication phenomena

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Sociology, social phenomenon and communication phenomenon

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- 1 Social phenomenon:
- 1. 1. Definition of the social phenomenon

The social phenomenon is defined as "the general behaviour of the community's environment, derived from its criteria resulting from the interaction of its members in their social relations, which has power over its members, attracts them, has relative provisions according to the age of development and is determined by the extent to which it is widely accepted and actually practised by the members of the group (Massim, "Differences between qualitative and quantitative approaches to social research."

"The social phenomenon is defined as the product of the influence of one person, community or group on another, and it involves all forms of behaviour that occur among people, whether physical or formal, and all social consent."

- 1. 2. Characteristics of the social phenomenon:
- 1. Social phenomena are considered to be magnificent facts that can be observed in social life. They are models and methods of thinking and humanitarian action.
- 2. The phenomenon exists outside the feeling of individuals, in the sense that it is external things that require an objective study, rather than an analysis of the individual 's sense of time and space.
- 3. The social phenomenon is a new aspect of human life, and

- if, by virtue of its psychological nature, a human being feels, feels, hurts, delights and fantasies and, by virtue of its biological nature, eats, drinks and moves from one place to another, then its new social nature obliges him to live in a society and to deal with and live with its members, subject to political, economic, educational and linguistic conditions... Living in the community.
- 4. According to Dorcheim, social phenomena are a special combination of action and reaction between one 's conscience on the one hand and the collective mind on the other. They are not made by one 's individual, but by society and its creation and are inspired by the collective mind.
- 5. The social phenomenon has the advantage of being interdependent and interrelated, interprets each other and influences each other. It cannot be studied separately or individually. The family is, for example, a social phenomenon linked to economic and economic phenomena linked to politics. So.
- 6. The social phenomenon is characterized by generality and prevalence, i.e. the participation of most of the society.
- 7. The social phenomenon is historical, in the sense that it is a precedent for individual existence.
- 8. It is characterized by reparation and coercion, and by force majeure, which is why it can impose itself on an individual who wants it or not.
- 9. The social phenomenon is complex, i.e. it cannot be traced for one reason because it is due to multiple factors. Many have erred when trying to interpret it by geographical, political, economic, racial or psychological factors. For example, the phenomenon of crime can be the result of a combination of psychological, economic, educational,

religious and scientific causes. This complexity has been more difficult to study than natural phenomena.

- 10. The social phenomenon is relative and changing in time and space. Marriage, for example, varies in its forms over the ages, and it varies from society to society in terms of the number of husbands and wives and in terms of marriage traditions...
- 11. The social phenomenon is acquired, and individuals are raised within the family and society, from the exchange of views and communication of their views, and from the triumph of their wishes and will.
- 12. The social phenomenon has the advantage of being attractive, a quality that Dorkaim has added to respond to his opponents, who consider that the characterization of the social phenomenon by reparation and obligation makes it burdensome for people, because there is a stronger will than their will to control them, and Durkaim states that the obligation here has gravity and gravity of two kinds:
- Insensitive: because individuals get used to it, and once they get used to something, it becomes easy for the individual, but it's self-loving.
- Feelings: from time to time, on certain occasions, as in celebrations, holidays, etc.

These are the most important characteristics of social phenomena that have been studied by sociology and have made it a field and field of study and research.

2_Sociological phenomenon

Talking about the phenomenon of sociology means talking about sociology that is synonymous with the concept of sociology, "Virp's punch is one of the most important German sociologists who have taken the approach of understanding.

Max Weber's sociology aimed at understanding and interpreting the social act, with its causal interpretation by linking it to impact and results.

Sociology with Alan Torin embodies itself as science, practice and commitment as a "champional knowledge" with distinction. It is a science of freedom from the mechanisms of domination in all its readings and forms, "material and moral," when the sociologist dismantles them and explains them to social movements in order to move them towards change with a view to acquiring history, because it is because it is the act that determines the conditions and circumstances, and it is impossible to study social movements without socialization, because the cold objectivity of Alan Turin is very much at odds with the heat of social movements. Sociology or sociology is the science of society. Thus, it examines social phenomena, realities and humanitarian actions, in the light of various methodological approaches, in order to understand, interpret and interpret them. This means that sociology is concerned with the study of societal events and phenomena, social processes, interactive relationships ... the knowledge of the meeting is that of facts, phenomena, events and social realities on the one hand. It examines individuals 'actions, behaviour and behaviour in relation to others, on the other hand, in a particular social interactive context. On the other hand, social systems and institutions are being studied.

It is noted that there are two dominant methods of sociology: an objective scientific approach based on causal and scientific interpretation, and a subjective, deliberate, ethical and interpretive approach based on understanding, ... there are two ways of dealing with social phenomena, either by showing the established relationships between phenomena and variables, or by understanding and interpreting the societal dimension.

3 Contactual phenomenon as a subject of sociology: The concept of sociology and communication is essentially linked to the relationship between sociology and communication, where sociology is regarded as a branch of general sociology, where sociology studies social phenomena, and communication phenomena in the first place because communication is a form of social interaction through sender interaction and a future, where this is the final position of the sender, where the author tries to influence people 's lives and attitudes, attitudes, values, standards and behaviour patterns (public opinion, patterns of thinking, building a social perception of social life), which is why it is a social phenomenon. This is confirmed by James Vander Xanden, who said that sociology is primarily concerned with the social connections that people have, so is the science that examines relationships and linkages, or changes and resolves them, from family, groups, religious sectors, gangs and major organizations.

Social science also examines social processes such as cooperation, competition, conflict, excellence, specialization, education and compatibility, all of which are carried out through the communication process and regulate all elements of the communication process.

Society is characterized by the characteristic of social life. It generates, mature and mature, and during these stages the process of socialization is carried out through the consolidation of culture, customs, traditions, values, ideas and opinions. All of these processes are carried out with the help of the communication process and its means. This is why communication is necessary to understand the society 's flow and knowledge of the communication process, its components, its objectives are necessary in the field of sociology. ... Communication is one of the most important factors that make a difference in society and makes it impossible to study social phenomena without communication because it is one of its engines and the basis of operations among members of society, such as the development process.

This means that social science is the subject of a special communication phenomenon, with the development of communication and information at the level of means and content, as well as the scope of the impact that has come with what is known as globalization.

The mass media have been a tremendous and unprecedented success as a means of promoting and disseminating a certain reality of life that is more subjective than objective. That is why the flood of material published by the mass media requires each of us to sharpen our ability to receive and absorb that information material, if they are not to fall victim to the confusion between reality and the image of that reality conveyed to them by the means of communication.

The beginnings of interest in the communication phenomenon were the study of consumer tendencies about products and

goods, such as magazines, newspapers and cinemas, and even about goods and products declared in newspapers and radio, since advertising was an important source of funds for them. The effects of mass media on the development of these methods and the appearance of television have increased the importance of studying the media content (information message content) and the impact of the media on the public 's opinion, particularly with regard to the expectations of the election results. This has been done by studying the content of the political information message and the effects it has on the receiving public.

The research will then focus on comparative studies that compare the different means of communication by identifying the characteristics and characteristics of each method, its strengths and advantages for the others, and the study of the contact person as a late stage, even though the latter represents the first link in the communication process. Social studies will be further developed by focusing on all aspects of the communication phenomenon and changing this phenomenon with the technological and digital development that societies have known to date.

- **4_Sociological analysis of communication and information and its units:**
- 4. 1. The difference between the concepts of communication and information:

"Contact means the exchange of ideas, information and opinions through speech, writing, image or other symbols. It is also a joint process through which the sender and the future share knowledge. Communication is a planned process aimed at encouraging the public to adopt new attitudes and behaviours with media objectives, addressing the heart and mind of the human being, social goals and recreational dimensions. Public information is a communication function as defined by UNESCO studies. Communication is more comprehensive and more general than public information. Information is an integral part of communication and performs one of its functions by transmitting information to the individual or society through its various means, whether audio, visual or reading. Information is also a form of communication.

"Contact is the transmission of information from one party to another, regardless of the response or lack thereof. Public information is the body of communication. The meeter draws it after the sender can communicate it to the meeter. Some call this substance the underlying media. Thus, every transfer of information involving secure information and real information means that which actually reaches the meeter."

4. Sociological analysis of communication and information: The knowledge of the communication meeting is concerned with studying the communication process as a social phenomenon that plays a major role in the cohesion of

society, through the social relations that it is based on. Communication is one of the necessities of life without which society cannot be built. It promotes the transmission of information, ideas, attitudes and emotions between individuals and groups through a symbolic building based on language, which distinguishes it from information in that it does not always need the technical framework and may dispense with technical means such as telephones and others. It is concerned with the scientific, descriptive and analytical study of the mass media in terms of their presence in human society, which is influential and influenced by it. It also focuses on the use of a comparison in the investigation of the difference between societies in relation to these methods. Speaking of the psychological analysis of information and communication, we are talking about the psychological interpretation of the phenomenon of communication and information through a series of interpreted theories, whether they be general sociological theories or specialized sociological theories.

_ Functional theories: This theory draws its general intellectual origins from the opinions of a wide range of traditional and contemporary sociologists who have appeared particularly in capitalist societies, such as August Count, Emil Dorcheim and Herbert Spencer, and many contemporary American sociologists such as Talcott Parsons, Robert Mettron and others. It has taken care of the systems as social models with functions that contribute to the preservation of society. Since the media carry out frequent and similar activities in the social system, they contribute to the social balance of society, thus becoming one of the essential components of contemporary social construction. One of the most important

assumptions of this theory is that:

The media and communication media must essentially reflect general ideological and cultural orientations, which are the fundamental pillars of capitalist societies.

The means of communication have functional objectives from their earliest stages of development. Its importance lies in determining the interrelationships between mass communication methods and systems and between other systems and social patterns.

This theory presented a set of models known in communication and information studies as functional models or functional analysis models that focus on analysing the general characteristics, functions and objectives of the mass media, based on theoretical analysis on the one hand and field studies on the other.

:: I was interested in researching the impact of the media on the public 's taste, considering it responsible for the stability of the system as a whole, which may have a positive impact and is said to be functional, and may have a negative impact, which is said to have caused a job imbalance.

Conflict theory: This theory is rooted in the nature of the emergence of a social conflict perspective, where conflict is the most important social process. It has focused on the need to adopt the concept of conflict as a basis for social change and as the general essence of social life, as well as on the analysis of media communication systems as one of the intellectual and cultural means of production that plays fundamental roles in shaping public awareness. Among the subjects of concern are the competition between the media for interests, conflict and controversy over the rights of the media in the face of the right to respect for the privacy of

individuals and the right of the media to protect their sources in exchange for the right of Governments to protect their secrets in times of crisis and other issues relating to information systems.

Symbolic interactive theory: The symbolic interactive theory is one of the most important socio-psychological theories in the field of communication and information study. The basic elements and general ideas of this theory can be identified in: The symbolic interaction reflects the process in which an individual is in contact with individuals in order to achieve their goals, which are based on a purely symbolic basis and take different forms and images. Communication cannot take place without agreeing on a common meaning for symbols in the environment. This agreement entails a similarity of responses among individuals, increasing their interaction by increasing their communication expertise linked to the perception and meaning of these symbols. Understanding the symbol and defining the meaning is the mental communication process through which individuals view things and individuals in different communication positions. In this context, symbolic operations are linked to humanitarian communications.

The symbolic interaction is concerned with the nature of the language and symbols in explaining the communication process in its social context, where responses are determined by the system of symbols and the meanings of different attitudes and attitudes adopted by the individual. As these symbols are similar, responses are similar in the process of symbolic interaction, including the actual expression of social communication.

Communication is itself a symbolic interaction and thus constitutes symbolic behaviour produced to varying degrees of criteria and values common to the elements of the communication process. Hence the importance of symbolic interactive theory in the study of communication through its interest in the idea of social interaction and the use of common meanings as a basis for individual interpretation of what is happening in the ocean. Charles Coley emphasized that individuals ' understanding and understanding of the external environment depended on contact with its various components.

Communication here serves as a guide by guiding the concepts of self, role and attitude, all in a symbolic interactive context.

- The symbolic interaction focuses its attention on the fundamental point that communication is a prerequisite for social interaction. It is the individual 's contact that determines the way in which he interacts with the other. Communication is a source of indirect experience and highlights his role in guiding the individual, in familiarizing him with his environment and in understanding his society.

Critic theory: This school's analysis was carried out in the study of the media in the United States of America, Europe and the Soviet Union, which was particularly linked to the reality of these societies, since the information system and the means of communication are only subsystems linked to the public cultural system, which is the general knowledge and ideological framework of society. Given the importance of the means of communication and information, both in these communities and elsewhere, the school's leaders stressed the

importance of such means as one of the most important organizations in the information industry.

One of the most important assumptions of this theory is that: :: The function of the media is to help those in power to exert influence and act on the status quo, so their studies have been critical of existing media conditions.

The content of the media promotes the concerns of dominant groups in society and tends to be unbalanced in social relations.

The need to analyse the symbolic meanings of the content promoted by capital interests to attract the attention of the working class.

The myth of the neutrality of American media studies funded by business leaders to serve dominant cultures has been exposed.

In general, it can be said that this trend has been instrumental in clarifying the role of the media and communication in building and strengthening cultures, especially in capitalist societies, and how classes and stakeholders control and direct the media to ensure their sustainability.

Social outlook theories: The media are an important source of typical social expectations about the social organization of certain groups in modern society. In other words, the content of these instruments describes the norms, roles, ranks and penalties of all types of groups known in contemporary social life. Children can learn from these sources, the type of behaviour and the role expected of them, as well as the nature of the punishment or punishment that will be inflicted on them.

On this basis, this theory is concerned with the factors of the social development of the media, which are the result of the

image of consistent models of community life. Such models specify what is expected of individuals when they belong to the family or work group or go to places of worship and others. It thus helps them to determine the expectations expected of them before they actually contribute to the community 's activity.

5 Societal research methods

The methods adopted in sociology, information and communication are numerous and varied, the most important of which are as follows:

1. Methodological approaches:

The qualitative approaches have been used in communication and information psychology, especially since specialists in this field have become increasingly interested in qualitative approaches, because qualitative approaches use all types and methods of social research such as: observation, interview, research form, content analysis, case study, etc. The legacy of sociology in general, and the psychology of communication and information in particular, illustrate the extent to which the methods are used to study the problem or phenomenon of human communication, as well as public and media communication, in accordance with modern understanding and the evolution of the study of this problem.

Also read: Definition, methods and theories of political sociology

2. Quantitative approaches:

Quantitative approaches are those that rely on the use of numerical and statistical indicators to study and analyse social phenomena in a way that is easy to understand and to identify their problems and the factors that overlap them. In the field of study and information and communication research, the use of quantitative methods has increased under the influence of a variety of reasons, including:

The number of mass and media media has increased and become widespread worldwide, such as radio, newspapers, television and the growing demand of the public.

The distribution and production of the information and communication industry is widespread, requiring the use of statistics in a distinctive and fundamental manner.

The use of quantitative and statistical methods helps us to identify many manifestations, problems, interpretive relationships and different means of communication. For example, the world 's largest newspapers are identified in terms of their distribution and the number of readers compared to other newspapers. It has also been able to distinguish between the size of the public using a communication medium and not the other. The examination of the reasons for the public 's willingness and reluctance to use a method is based mainly on the use of quantitative means of numerical statistics.

In general, the use of quantitative approaches and statistics has greatly assisted in the development of communication research and advertising centres.

6_Sociology units for communication and public information Contact person

Media communication message, recipient or future Communication facility

Refurbishment (directions, opinions, behaviours)
Social responsibility for communication

Social processes such as cooperation, conflict and competition Social systems o

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Marquer comme terminé

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- III: Socological analysis in information research
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- 1. Media Content Analysis Techniques Marquer comme terminé
- 1. Media content analysis techniques
- 1.1 Historical overview of content analysis

"There is no precise history of the beginnings of content analysis, but it begins with Laswell Lasswell and his colleagues in 1930 when they were at Columbia Press School in America, followed by Speed Speed's study to compare the change in the nature of New York's paper limitations after the New York Times attempted to increase its distribution by reducing the price and increasing the volume and its tendency to stir up the editing of press subjects.

Studies applying content analysis have become distinct studies in which a content analysis model has been applied, including Willy's study of regional newspapers, in which the same categories and the same standards have been used to study the development of weekly regional newspapers, on which he relied solely during the American War of Independence." In the middle of the second decade of the last century, when publicity methods were identified, the study of Libman and Charles Mersse Charles in this regard was the first integrated scientific study to be used. Since that stage, content analysis has been widely used in the analysis of newspaper, magazine, radio, television and film materials, as well as in the analysis of speeches in their various forms, letters, talks and pictures. The content analysis was not limited to the scope of the analysis of the information material, but witnessed extensive developments in other areas of knowledge, such as social, literary, political and economic science.

In the Arab world, these concerns have been delayed, as the science of human beings and society, as conveyed by our teachers from the West, has not been established in late decades. Many of those teachers have been busy with transportation and translation to provide their students with study materials, while research concerns have been delayed. In Iraq, there were early research experiments such as that of the National Centre for Social and Criminal Research and the Communication Research Unit of the Institute of Radio and

Television Training, as well as research units found within the organizational structure of some newspapers. Early Arab studies included a euthanasia study on trends towards the death of the Arab Lumumba, which was presented to the International Centre for Community Development in Egypt in 1961.Dr. Mahmoud Al-Shaniti's study of the short story in Egypt's Javas, in addition to the analytical studies carried out by the Liaison Research Unit team of a sample of analytical and intelligence programmes, both domestic and international. Arab students have also analysed the content of newspapers in several Arab countries, particularly after the June 1967 setback. Reference can also be made to the study of Marilyn Nasr 1970, a doctor 's letter in the speeches of Jamal Abdel Nasser 1952 in Paris. We must document here the fact that the analysis of content has not found sufficient interest in the social, psychological and cloutology departments, but has also found growing interest in the science of public science and communication.

1.2 Content analysis concept

Kaplan is of the view that content analysis is aimed at quantifying a particular content in the light of a class system designed to give appropriate data for specific content hypotheses."

Pellerson Brelson considers that: "Analysis of content is one of the methods of scientific research aimed at the objective, organized and quantitative description of the apparent content of a communication material."

According to Maurice Angers Maurice, content analysis is "indirect technique used in digital, audio or audio-visual products from or about individuals or groups whose content appears in numbered form."

Abdul Basit Muhammad, where he says: "Contact analysis is a method aimed at the objective, structured and quantitative description of the apparent content of communication." Analysis of the content "a method or tool for scientific research that can be identified by researchers in a variety of research areas, particularly in media science, to describe the apparent content and explicit content of the information material to be analysed in terms of both structure and content in order to meet the research needs formulated in the research questions or basic hypotheses, in accordance with the objective requirements identified by the researchers, and with a view to using these data, either to describe these information materials that reflect the intellectual, cultural, political or ideological background from which the information message originates or to identify the purposes of the communicators through words, sentences, symbols, images and all expressions of form and substance expressed by those who communicate their ideas and concepts, provided that the analysis process is carried out in an organized manner, in objective methodology and criteria, and that the searcher of the data collection, tabulation and analysis is based primarily on quantitative method."

1.3 Importance of content analysis

The importance of content analysis varies in multiple areas of use (education, media, scientific research...) We can limit this importance to some points:

- Analysis of radio programmes to determine their trends and the intentions of enemies and competitors
- Analysis of television programmes and information materials published in books, magazines and Internet

networks for their directions and disclosure of evidence of the intentions of enemies and competitors to build on them in building counter-media strategies.

- An analysis of the content of the promotional materials in order to determine their trends and intentions.
- Criticizing the content of information materials with a view to their development.
- To correct the form in which the content is presented to the future and its ability to attract them.
- Identification of the characteristics and content of textbooks.
- To identify trends and concerns in textbooks.
- Diagnosis of strengths and weaknesses in the content of textbooks with a view to strengthening strengths and addressing weaknesses.
- To reveal the extent to which the content of the textbook responds to the objectives of the curriculum.
- Detection of the educational and psychological foundations and starting points adopted by the authors in the preparation of the content.
- Find out to what extent the content responds to the needs and interests of learners.
- 1.4 Principles underlying content analysis
- The success of the content analysis process in achieving its objectives requires impartiality, objectivity and impartiality of the researcher.
- Analysis does not mean certainty because the analysis diet ends when all are divided, returned to parts and highlighted in the characteristics of the parts without judgement.
- The objectives of the content are not all visible but present and present, and internalization may be more important than

the phenomenon and may not be authorized, but may be detected in the context in which it is stated.

- The content, whether heard or read, represents the intellectual signature of the author, and therefore the content analysis enables us to reveal the author's intellectual and scientific identity.
- In order for the analysis process to be of good quality, the value of the objectives pursued by the analyst should be balanced against the effort, money and time involved in the analysis process.
- Read or hearable content is a more visible linguistic behaviour in expressing the views of its author. Intentions and secrets not expressed by manifest behaviour are hidden and difficult to access and to identify may not be sufficient. Therefore, the analysis of content is essentially directed towards the visible material of communication that is read, heard and seen.
- Content analysis includes the motives and purposes of the authors they seek to achieve.
- A proven repetition rate or feature in the content is an accurate indication of its relative weight.
- 1.5 Content Analysis Characteristics
- _ Description: The role of the researcher in this method is to determine the categories of content (form and content), to list the frequency of each category and to provide an objective explanation of the phenomena involved in the content in the light of the laws that enable him to predict, develop and measure.
- _ Objectiveity and credibility: Deviating from selfdetermination, prejudice and adherence to the subject 's components and phenomena, a requirement of objectivity,

means that the content analysis tool should be honest and valid for measuring what has been developed for them and is consistent by giving the same results when reused, and that the procedural definition of all categories used in the analysis should be clear.

- _ Quantity: The combination of quantity and quality is necessary in content analysis. Statistical treatment in quantitative analysis is a means of increasing the adequacy, accuracy and comprehensiveness of the analysis in expressing the characteristics of content away from self-imposition. Quantitative analysis is the basis for qualitative analysis.
- _ Regulation: The feature of integration in content analysis means that it is done in the light of a progressive scientific plan, i.e., a gradual analysis of content according to systematically known scientific research steps.
- _ Science: It is intended to have objective requirements in the method of analysis because content analysis is aimed at studying content phenomena and is concerned with the development of laws to interpret them and to detect their relationships, and it complies with all the requirements of scientific research to conduct the analysis.
- _ Address form and content: The content analysis is characterized by the fact that it deals with content from two angles: first, the content of ideas, knowledge, facts, principles, laws, trends, values, skills and connotations, and second, the form in which the content is conveyed to the recipient on the assumption that the form has a significant role to play in communicating the content to the recipient and an impact in which it cannot be overlooked.
- _ Detection and prospecting: content analysis is a search method that helps to solve particular problems, which means

that there is a close link between content analysis and the problem of study.

- 1.6 Steps for content analysis
- 1.6. 1. Set the subject of the study and identify the problem of research:
- . The subject of the study is regulated by a theoretical exploratory study: in order for the researcher to be able to learn about a research subject, it is necessary to use a good time for theoretical research, which is through the reading process. At the beginning of his or her choice of research, the researcher must visit libraries (collegiate library, university library, other university libraries, electronic libraries) and collects various previous references and studies relevant to the subject of his or her research.

The theoretical exploratory study enables the researcher to: To reach a firm decision on the subject to be studied.

:: Access to the most important previous studies on the subject Identification of study variables and indicators Planning the theoretical debate for the study

Create a strong theoretical framework by familiarizing itself with a range of important scientific references and sources on the subject of its research.

Put the question of departure in a precise, frank and clear manner.

To build a good problem by defining appropriate sociological approaches and the most important scientific terms.

Create new ideas for future research

.Field survey: The researcher often chooses a research subject and theoretically sees it as good and fit for study, but when he reaches the data collection stage he finds the opposite and cannot test his research hypotheses on the ground, which is all because he did not explore the field at the topic selection stage.

The field survey is also a very important initial phase for the success of the rest of the subsequent research, as it enables the researcher to:

See whether the subject of its research can be studied on the ground or not.

It is possible to measure the indicators in question or not.

Know the amount of financial resources and the type of material resources required to carry out the research.

See whether the time available to the researcher is sufficient to complete the research.

Knowledge of the nature and composition of the research community.

Find out what fields of study the researcher has never thought of.

Knowledge of the characteristics of the research community. See whether research can be applied to all elements of society or asylum.

- . Identification of the problem of research
- "The problem of research is a gap we realize that we want to fill between what we know and what we need to know, and the real concern must be:
- . He has good reason and reason for the searcher to study the problem.
- . Doesn't currently have a satisfactory solution.
- . It's a scientific problem that we can solve through the scientific curriculum.
- . Problem concept:

The problem is the text through which the reader explains the

confusion that it has over the subject of the study. This text has a logical sequence of ideas, and the searcher starts by bringing the subject up in general and then gradually subtracting it to the very core of the subject and to the problem on which the study is based.

In writing, the researcher uses his previous readings and reconnaissance work, because this text contains sufficient information about the problem and existing relationships, which are presented in a scientific way that enables the reader to understand the searcher's view of how the problem is posed and how it is solved.

. Principles to be taken into account when writing a problem: The clarity of the problem is through the clarity and simplicity of the terms, and their precise definition.

Deviation from prejudices, personal considerations and adherence to scientific facts and theories.

Quoting scientific references and sources when quoting ideas from their owners

The quote does not override the content of the problem, but most of it is from the production of the Seeker and the literal quotes are only in the definitions.

It is written in a scientific manner and not in a journalistic manner.

The problem of studying does not have an answer.

The adopted sociological approach is evident in the problem.

. Problem formulation:

The problem is formulated across three levels, so that there is a sequence of ideas from the general level to the private level in particular, moving from the level to the level through the use of appropriate connecting instruments, with the need to consider not moving to the later level and then going back to the previous level (e.g. moving from the general level to the private level, then going back again and dealing with the subject in general).

- _General level: This is a general discussion by indicating the severity of the phenomenon, the reasons for the study of this subject, the reality of the phenomenon at a more comprehensive level, or the root causes of the phenomenon, while avoiding the formulation of the problem in the introduction.
- Special level: Let's talk about what we know about the phenomenon, citing scientific facts and the logic of the adopted sociological approach, and what we want to know or study about the phenomenon, reflecting the confusion that we have about it.
- _ More specifically: Through this level, we arrive at a definition and elaboration of the problem of the study or what is to be learned and how to deal with it, so that the problem of research is formulated in a key question that accurately reflects the problem of the study.
- _ Main question of the study (precise identification of the problem of research)

The end of the problem is by asking a problem question, this question is by going back to the start-up question and rewording it, given the theoretical data that the researcher has acquired and has employed in the text of the problem, this question has a very important role to play in the rest of the research steps, through which we are launching a new scientific research step, which is to make assumptions.

The start-up question should contain the main variables of the

subject matter, as it should explain what is to be studied (role, relation, effect, degree...)

_ Sub-questions of the study:

The sub-questions are simple questions for the main question, which is to clarify the parts of the problem to be studied or the aspects and areas to be studied, since the searcher cannot study all aspects of the research, and therefore the same relationship that has been raised in the main question should be studied and no different relationship should be studied because in this case the questions reflect another problem.

1.6, 2. Formulation of hypotheses

. The hypothesis: "It is proposed solutions by the researcher to solve the problem of research or to explain the facts, circumstances or behaviour that are being observed and not yet supported by scientific facts. It is a possible answer to research questions. The hypothesis represents the relationship between two variables, an independent variable and a dependent variable. Some of the elements or relationships contained in the hypotheses are known, while others are imagined or imagined."

It "is a clever guess or conclusion that the Seeker reaches and holds on to it temporarily, it is more like the initial view of the Seeker in solving the problem."

. Types of hypotheses:

_ Zero hypothesis: It is the premise that the relationship between the independent variable and the dependent variable is denied and it means that there is no relationship with the diggers or there are no differences in the groups, so it's called the non-existence, meaning that it is the imposition of the zero relationship or the zero differences in the means "equal to the averages," and the searcher resorts to zero imposition in the event of opposition to previous studies or in

the absence of previous studies on the subject of his research. And there's a zero statistical assumption: when we express the zero hypotheses in symbolic and numerical terms,

_ Alternative imposition: It is also called a research or direct imposition, which is based on the proof of a relationship between the independent variable and the dependent variable, which is the opposite of the zero assumption.

And this assumption comes in many formulas:

- § The expression of the offer
- # The ripple formula
- § The form of the package
- § Reverse formula

Statistical formula

And according to the number of variables that the hypothesis carries there:

- _ One variable hypothesis: this hypothesis is in studies centred on the knowledge of the evolution of an independent variable at a time or place.
- _ Two-variable hypothesis: such hypotheses are used in studies centred on the study of the relationship between independent and dependent variables (relationship, impact, role, degree of engagement, degree of impact)
- _ Multivariable hypothesis: These hypotheses are used in studies aimed at determining the relationship between an independent variable and a set of dependent variables, or the relationship between a number of independent variables and a dependent variable.
- .Formulation of hypotheses

In order for the formulation of the hypothesis to be correct and measurable:

They should be formulated in a manner that can be measured

on the ground as proven or denied.

Its terms should be simple, clear and precise, i.e. to avoid vague and unspecified expressions.

It should be formulated in a concise manner and the variables should be clear.

It is based on a relationship between two independent and dependent variables.

The imposition must be based on the sensory, theoretical and mental facts of the interpretation of all aspects of the problem.

Don't be certain.

It must be based on scientific, factual and logical principles and facts, and must be removed from self-determination and prejudice.

Avoid formulating hypotheses that run counter to one problem, or contradict established scientific theories and concepts.

It should be a provisional answer to the questions of study.

The assumption of all possibilities and expectations of the problem is covered by the adoption of the principle of multiple hypotheses of the problem of research.

The researcher formulates research hypotheses by reference to:

Its knowledge and sociological imagination, through which it can link ideas in a logical way, can be linked.

Previous studies on the subject of his research.

Note, experience and scientific experience in particular with regard to the phenomenon under study.

- 1.6. 3. Previous studies and sociological approaches
- . Previous studies: "Previous research to which the researcher refers; in order to obtain data and information on the subject

of research, then to study them well, then to analyse them by scientific and methodological methods used in scientific research, and then to determine the extent of similarity and difference between them and the hypotheses of the scientific research provided."

The importance of previous studies is as follows:

Previous studies help to clarify the theoretical basis for the subject of scientific research to be carried out by the researcher.

Previous studies provide time and effort for scientific researchers by selecting the framework for the subject matter of the scientific research plan.

Previous studies are considered to be a warning bell for a scientific researcher when writing research; by determining how a researcher would avoid making mistakes by former researchers.

Previous studies present the correct methodological approach to the subject of scientific research in general.

Previous studies give scientific researchers an ideal method; in order to derive recommendations, conclusions and other research proposals.

Previous studies, literature and research assist scientific researchers in identifying references to scientific research and facilitate their writing process.

Previous studies play an important role in the scientific researcher's comparison of his research with those studies and sources.

Previous studies help to build up problems, formulate assumptions and define concepts.

It helps to interpret field results.

. Socological approach

The sociological approach is the basis on which the study is based. It accompanys the research and helps the researcher understand the phenomenon to be studied throughout the research. It provides it with the structured conceptual arsenal that predicts the phenomenon and determines the relationships between its variables. It also provides the research with the hypotheses that serve as the way forward for it.

It is the method used by the researcher in dealing with the subject of his study, based on theoretical basis, in the sense that his subject is studied through a social theory he considers appropriate in order to understand the subject.

Theoretical approach in the glossary of social science terms is meant as a synonym for intellectual and animation (approach), with many conotations, most of which are:

That intellectual trend towards a subject or position may be objective or subjective.

It also refers to the theoretical approach: the conceptualization of the subject in a theoretical format and the granting of the conceptual arsenal by which the search path can be charted and the results interpreted in the light of theory.

. Employment and use of the sociological approach to study: Socological research is not just a huge amount of information obtained from observation or from the researchers 'answers to the form 's questions, but must have a theoretical background, through which it can clarify the dimensions of the problem and determine the direction of the research methodology, and the student has access to social, psychological and economic theories. When he does a field research that is often systematically mistaken for splitting the research into theoretical and field sections, without linking them, field research becomes merely a process of gathering information through field research techniques, and theories he goes through and considers as unrealistic theories that are studied because they are only part of the planned programme, or are placed as a separate title from the research, whereas the origin in the use of the theory is to accompany the research from the beginning of the identification of the title to the end of the results.

The theory is used in research to suggest problematic research and to present hypotheses for discussion, in addition to providing conceptual models in determining the study, helping the researcher to choose the variables and data to be collected. The theory also contributes to making the results of the research clear. Thus, the theory employed in the research

is able to organize the sperm results, explain the phenomenon, and explain the variables and their relationship with each other.

- 1.6. 4. Identification of the study community and the sample of research
- . The research community and the comprehensive survey of the study community
- Research society: The meaning of the study society refers to "the whole set of elements on which the researcher seeks to circulate findings relevant to the problem examined" or refers to the whole set of elements on which the researcher will test his research hypotheses or through the information from which he can judge the hypotheses of the study, and the social elements of the communication society may be individuals or information material such as (papers, articles, television programmes, serials, etc.), and the researcher identifies the study community through the subject and purpose of the study.

A comprehensive survey of the study community: a comprehensive survey of the study community is the most important part of society as a research unit, and a test of all the hypotheses.

The conduct of a comprehensive survey of the study community is more credible because it enables us to obtain field data from all the elements that constitute the society, and thus to judge the hypothesis more precisely. However, this is not possible in any case. There are cases in which no comprehensive survey of all the elements of society can be carried out. This is why the sample is used.

When society is unknown and we can't reach all its elements # When we don't have enough time and resources to conduct the study on all the research elements, especially if it's distributed in remote areas

When a society is known and homogenous, all its components have similar characteristics, there is no need to waste the effort and money to study the whole society and the same results can be obtained by examining only a sample of it.

- . Sample: The sample can be defined as a partial sum of the study community chosen in an appropriate manner and then used and disseminated to the entire community of origin. The sample is part of the study community in terms of characteristics and attributes and is used when the searcher sings the study of all units of society.
- Reasons for sample asylum: As we said earlier, we can't always wipe out all elements of society, so we use the sample, and therefore the reasons why we have to use the sample are the same as the reasons why we can't scan all the elements of the research.

The selection of the sample requires that all characteristics of the members of the study community be available in the individuals selected to be members of the sample. If the members of the study community are homogeneous, any number of them represent the community of origin. If the members of the community are not homogeneous, a sample must be selected under certain conditions.

_ Types of samples and steps of selection of each sample
. Sample types: The sample types are multiple and are divided
into two types: the first, the random sample type, and the
second, the non-indiscriminate sample. The selection of the
appropriate sample type depends on the title, objectives and,
if known or unknown, the nature of the research community.
A detailed description of the sample types follows.

- Random samples: or probabilistic samples, used by the researcher if the members of the original study community are known and all the elements are accessible. In this case, random selection is made on the basis of equal choice for all members of the community without interference by the researcher and can be distributed to all the dictionaries of the original study community, four of which are mentioned in Miley:
- . Simple random sample: This type of sample is used in the case of two conditions:

All members of the research community are known.

There shall be homogeneity between these individuals.

The simple random sample is selected according to the following methods and steps:

The method of withdrawal: where members of the indigenous community are numbered from 1 to 1 and the number of members of the community, if the number of members is 300, the number of elements from 1 to 300, then we choose the size of the sample to assume that it is 20% (20x300/100 = 60), or 60 individual numbers, then we write these numbers into small and similar cards, then they are placed in a box and the required number (60) is randomly withdrawn from the box. And this kind of method is suitable for drawing only small samples from small communities, and the process of pulling is here either by returning or by not returning.

Table of random numbers: The number of members of the indigenous community is numbered from 1 to 1 and the number of members of society, if the number of members is 300, the number of elements from 1 to 300, then we choose the size of the sample to assume that it is 20% (20x300/100 =

60), or 60 individual numbers, and then we bring the random number table, which is random, which contains a set of random numbers that can be obtained from the statistics books or downloaded from the antidote, and then we choose a random box of the table which contains a number if it is less or equal to 300 that we take as the first single sample, and then we come to the next one and so that we reach the required number (60) so that the path is either vertically or horizontally, and the numbers that are larger than the size of society are eliminated.

We're looking at the elements with the drawn numbers.

. Regular random sample: We use this sample in case:
All members of the research community are known.
There shall be homogeneity between these individuals.
The homogeneity in this case is lower than in the previous type (simple randomity)

So this type of sample is used in the study of homogeneous communities whose vocabulary is not very different. It is called a regular sample of regular distances between the selected vocabulary of the study community.

The regular sample is selected by counting the original school community's vocabulary, then ranking the elements of the society according to the nature of the variable considered, ranking the members of the community, and then giving each element a serial number from 1 to N. And then you choose the size of the sample to be drawn, like we choose 30%, and then the number of the search community's vocabulary is divided by the size of the sample required, and the number that will separate each individual selected in the study sample and the following single. The first item is usually selected randomly. The most important feature of this type of sample is that it

may be less biased than a simple random sample in the event of significant disharmony of the study community.

- . Class sample: We use this type of sample when:
- # The research community is known
- # The research community is incoherent (with different characteristics)

This type of sample is used in incoherent societies, whose vocabulary varies according to specific characteristics, such as the educational level of the subjects of the study community, gender, type of specialization. The study community can be divided into layers according to these characteristics, and the vocabulary of the one layer is usually homogeneous and different from each other. This type of sample is the most appropriate for different societies where the sample is representative of all categories of the study community. The random stratification sample is selected through the following steps:

Specify the size and class of the total society. Let's say the size of society is 1,000, and the number of layers is three.

The division of society into homogenous layers according to a particular characteristic. We have three layers.

Specify the size of each layer. Class size 1 (500), Class size 2 (100), Class size 3 (400)

The numbering of each layer from 1 to 1 is the size of the layer. Class 1 (1 to 500) and so on with all layers.

Specify the number of total sample items to be withdrawn.

We choose 30% or 30 times 1000 over 100 is 300.

Specify the size of the sample to be drawn from each layer.

From each layer, we take 30%, that is, from the first layer

(30x500/100 = 150) and from the second layer (30x100 = 30)

of the third layer (30x400/100 = 120), and if we add 150+30

+120 = 300, which is the size of the total sample.

We randomly select each layer (the same steps in simple randomity to select the sample of each layer).

. Cluster sample: it's also called multistage, and we turn to this type in case of

Knowledge of the research community.

The research community is spread in different geographical areas.

The researcher chooses this type of sample if the study community is at the level of a large state. It is difficult for him to use a simple sample, a regular sample or a stratification sample from the outset. In this case, the researcher follows the division of the State and randomly chooses one of the authorities, then divides the entity into states, randomly selects one of the states, then divides the chosen state into districts and so on until it reaches the individuals required for the sample, who are fit to represent the study community.

- Non-indiscriminate samples are also called non-chronic samples, which are chosen in a non-indiscriminate manner and are not according to different probabilities, but according to certain grounds, estimates and criteria established by the researcher, in which the researcher intervenes in the selection of the sample and the assessment of who chooses and who does not from the original research community. We resort to such samples in the event that the research community does not know or has no access to its components.

The types include:

. Purpose sample (intentional): This sample has been named by this name, since the searcher selects it according to the purpose of the search, and is selected on the basis of specific characteristics in the sample vocabulary that are the characteristics of the particulars of the community in question.

Segregation: This type of sample is selected in the case of an unknown as well as a homogeneity of society, on the basis that the study community is divided into layers according to the characteristics associated with the phenomenon in question. The researcher then selects a sample of each of these layers to consist of a number of vocabulary commensurate with the size of the class in society. This sample is very similar to the random class sample in the division of the study society into layers. However, the difference between the two is the method of selecting the members of each layer, since the random method of selecting the quota sample is not used, but the method of coincidence and intent.

Synthetic sample: The sample consists of individuals that the Seeker encounters by chance. If the Seeker wants to measure public opinion on a case, he chooses a number of people he encounters by chance on the street. This sample is based on the fact that it does not represent the indigenous community and its results cannot be disseminated to society. The sample represents itself only, but is user-friendly and gives an idea of the opinion of individuals on the researched issue and quickly, and the greater the size of the sample, the greater the accuracy of the results.

. Iceball sample: This sample is used in the event that the research community is unaware of and unable to reach out to the elements of society (when the search elements are hidden and invisible to the searcher), and here the searcher is looking for the first element of his research, through which he reaches

another element, which in turn reveals other elements and thus the size of the sample is as large as the searcher wants, so it's called the snowball.

1.6. 5. Preparation of analysis tool

The tools used in the content analysis are called an analysis form, which the researcher prepares after the above steps have been completed. In addition, the categories of analysis that are often based on the dimensions and indicators of the study are defined and thus differ according to the different subjects and objectives of the research, the identification of units of analysis or the so-called registration or measurement units.

- . Analysis categories:
- _ Form categories: those that describe the formal content of the content to be studied, and usually address the answer to the question: How was it said? ... The most common and used in the world's studies:
- Area category: the category that measures the available volume of the newspaper, magazine or bulletin ... As the element of size or time refers to the interest in the presentation and presentation of the topic so that the greater the space or time, this is evidence of increased interest.
- Time class: this category overlaps with its predecessor and is concerned with the contents of which it is impossible to measure or which do not work in the study, meaning audiovisual contents or direct communications... That's an unmeasurable size.

Site category: The subject matter or idea analysed in the material considered is of great importance to the impact of the content on the reader, listener or viewer, and therefore the material 's location is intended to place it in one location

but not another.

- The category of form of words: it is concerned with the manner in which the phrases and sentences contained in the article in question are adopted, or the rules governing their composition.
- The category of material used: this category takes care of the arts of press writing or any other type of writing and seeks to divide the content to be analysed into such written types as news, article, talk, investigation, press talks, editorial, press column...It can also be included in this category by category, such as: films, songs, drama, diversities, special programmes, talks, sports events, serials ...
- Language category: the language is certainly the organ in which the mind is cast, and is thus the main engine of the language. This is all the more important in the content of mass media, since the message is heard by the sender and the recipient. The message is often jammed by the language used, the most important classifications being: (verbal, general, mix); (direct language, indirect language); (current language, non-current language).
- :: Topographics: This category refers to the way in which the aerobic material is produced. This aspect is considered to be highly illiterate in influencing the psychology of readers, listeners or viewers. This category can be divided into a large number of subcategories, the most important of which is the category of titles: the researcher attempts to analyse how it is presented in nature, such as headlines, subheadings in question form, heading D. If the content of a television, radio, television or radio course is being analysed, the category of topographic elements is repeated, rounded or slowly moved to show its importance, and in radio it can be in the form of

repeat information or tone of voice.

- The category of artistic production: this category is included with its predecessor in terms of drawing the attention of the reader, the viewer or the listener to certain ideas or topics. This process is carried out in this category by means of artistic methods such as sounds, music and private footage associated with certain passages in order to increase attention to them, or whatever may fall under the ceiling of artistic extraction. Color group: The colours are not only used in mass media content to increase the beauty of the subject, but also to increase the attention of readers or viewers to a particular idea or subject. In terms of attention, the colours are the most attractive because of their influence on the individual's psychology and awareness of the objects, as well as more evidence of memory than anything else.
- Images are a form of expression of part of the reality in a graphic or photographic way, and they are highly qualified in communication alongside language. As the example says, images are the most authentic of a thousand words. The aim of the analysis of the picture here is to confirm the essence and significance of the content.
- . Content categories: The parts of the content to be analysed are divided into parts with common features and recipes, which are determined by the searcher from the problem and purpose of his research, and usually try to answer the question: What was said... Most commonly:
- The subject category: the researcher attempts to identify the most prominent topics in the subject, in which case he or she will begin by classifying the topics that he or she wants to study and which can answer the problem of his or her research. He or she will then divide each subject into sub-

themes by which he or she can calculate the control of the main subjects.

- Directional category: In order to determine the direction taken by the subject matter in question, which is one of the most frequently used groups in the study of media content, the researcher usually chooses many studies based on this category which divide the trend into supporters, opponents, neutral, positive or negative.

The category of the perpetrator: This category seeks out the main drivers of the content, i.e., three groups of persons, bodies, parties or organizations. This category is important in determining who is involved in any content, how they think and how they speak to others.

Value category: Value has a subjective and relative concept, making it the most difficult to deal with, because what is different from one individual to another and from one society to another and from one culture to another. Although content analysis has what its procedural definition can define, its difficulty remains. Nevertheless, it is very useful to study it in the content of the media because it often shows the dynamics of values in any society, i.e. how some values appear and how others disappear.

- Category of objectives: This category is used to search for the various objectives that the subject matter in question wants to communicate or reach, of course, to each subject of a particular objective or objectives.
- Category of characteristics: the category that seeks the characteristics of individuals and personalities contained in the content in question, and may also include the characteristics and characteristics of institutions, groups and

policies ...

Source category: The content is often dependent on several sources through which the material ultimately constitutes the bulk of the substance submitted. Accordingly, the source category or sources are searching for the various sources that feed the substance in question. The most important of these sources are correspondents or envoys, news agencies, other media, and the Internet.

The target audience: This group helps the searcher to know the nature and characteristics of the audience to which the contact person wants access. The searcher should not only mention the types of audiences to whom the message is addressed, but should analyse the characteristics that will help him/her to arrange for the whole audience.

. Identification of analytical units:

The size unit of the information material considered is a basic unit used to quantify the volume of the information material considered in its physical form, such as space and time. It can be repeated by recording the reappearances of a particular characteristic or characteristics, such as how many times a particular word has been used once in an article or letter, or how many times the same meaning has been repeated, or the same subject matter... and the most important units used in the measurement can be such as:

- Word unit: it is the smallest analytical unit used by researchers in the process of analysing the content, taking into account the reference. The concept (the word) applies here to its components, such as sentences or passages, and this unit is used to refer to some of the concepts of things that explain attitudes and events.

Personality Unit: The personality is used as an analysis unit

when analysing the content of stories, walks, stones, dramas and theatre.

- The unit of content or idea: the backbone in the analysis of scientific materials, trends, values and beliefs, and the unity of the subject matter consists of a sentence or phrase containing the idea or meaning of the subject matter of the analysis. The unit contributes to the analysis by dividing the content of the communication into material units, with the number of pages, pages of the story, the number of columns published in the newspaper, theatrical hours, the film, the radio series, the number of minutes of the talk, the programme or the number of seconds of commercial advertising and radio and television awareness.
- 1.6. 7. Design of the analysis form with data collection In this step, the searcher sets his procedural definition according to the selected categories in a form with encoding boxes, to be distributed to the coders and after retrieving it tests honesty and consistency.

_ Truth and consistency test:

The tests of honesty and consistency are a necessary stage in any scientific research, since the searcher, using the content analysis tool, uses them to ascertain the extent to which the measurement tools and methods used in the analysis of the studied phenomenon are complementary and to ascertain the extent to which the information he has obtained in the analysis on measurement tools and methods (Ben Morsley, Ahmed, 2007) is resigned. The methodology for research in public science and communication, third edition, Algeria, University Publications Office, p. 268.

The truth of the analysis means that "the analysis should be valid for the translation of the phenomenon that it analyses

faithfully (Radi, Taima, 1987), the analysis of the content in the English sciences: its concept, its foundations, its uses, Cairo, the Arab think tank, p. 171) and the persistence of the fact that, in theory, there is a need to reach a full agreement in the results among researchers when they use the same bases and methods with the same information material, which, as in the case of the same information material, "There are many ways in which researchers analyse the content to measure persistence, from the lack of building the mathematical disability between the levels of agreement and variation, and the sum of units tested by coders, to produce the constant coefficient that is accepted or rejected, according to the searcher's vision of the desired level of persistence. Danielson provided a model for the assessment of the persistence factor from the non-calculation of the percentage agreement between the results of the analysis for analysts A and B. This method is based on the following steps: Account for the total of units that have been coded by the two arbitrators. This does not account for the total of units that have not been coded, and add this total to the number of units agreed in terms of coding.

- After receiving the sum of the units that the two shops have encoded, we set the agreed rates corresponding to 100 per cent, and we calculate the rate of agreement according to the trinity base.

In the case of multiple characterists or arbitrators, Hollisti has presented a model for calculating the constant coefficient based on the following mathematical formula:

Persistence factor = n (average agreement between arbitrators) / 1+ (N-1) average agreement between

arbitrators. 2

where: n = number of arbitrators or codes." (Zenp Yagut, Nature of Content Analysis in Public Research: Analysis of Sample Sports Programs on Algerian Television, Ibn Khaldoun Journal of Studies and Research, vol. I, No. III, pp. 605-585, p. 597-598)

1.6. 8. Socological analysis of quantitative piant and interpretation of results:

The methods of analysis and scientific proof of the results obtained by the researcher are numerous, so they must mix the methods of analysis with a view to the objectivity, relative accuracy and possible dissemination of the results. These methods are based mainly on the imagination of the socioscientific researcher in the function of handling, subtracting, practice, linking, proving, or using it to interpret its findings. This is often known as the psychological opening of the researcher by informing him of the research achievements that qualify him to link those findings and give her the psychological significance of the various dimensions of the findings.

- Analysis according to previous studies. The importance of previous studies lies in the structure of the searcher's path, since the origins of knowledge are cumulative. This is why they should be used in research and their results should be used in the analysis and analysis of the field data of the study in the direction of difference and agreement (i.e., when analysing and discussing the results of the research, using the results of previous studies, whether those that are different or agreed).
- Theoretical approach analysis: theoretical approaches are two types of macrosological general approach: functional,

interactive, symbolic, conflict, cultural, historical, ethnotic. The second is microscopological approaches, which are microscopic or specialized in terms of sociology. Each social science specialized has its own theories, for example, in which social science specializes in many explained theories, such as: (e.g. the theory of the status of embryos, the theory of opinion and other opinion, the theory of uses and saturation...)). The way in which the conceptual approach is used to analyse field data and to interpret the results obtained, for example, through the compilation of these statements and theoretical concepts, which are unique to theory leaders and which are used to analyse and discuss research findings. If the functional approach is relied upon, for example, its concepts (function, integration, functional difference, role, balance, adjustment, integration...)In other words, this method is based on the sociological fiction of a researcher in the process of obtaining and proving evidence and evidence in order to give precision and objectivity in his analysis of the dimensions of the research phenomenon, because the social phenomenon is being studied in a multidimensional context. Finally, it can be said that a searcher can do good sociological analysis and must be familiar with and aware of major sociological and sociology theories.

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LEÇON

2. Prospective opinions and sociological analysis of his findings

Marquer comme terminé

2. Prospective opinion and sociological analysis of its findings

2-1. Public opinion:

The term probing opinions is strongly linked to some other terms, which are closely related to it and therefore before we approach the probing, we will provide some general definitions associated with it.

- . Personal opinion: "It's an individual's opinion of himself on a subject of meaning according to the degree of his culture, experience, interaction and contacts with society" (Mathadi Mohammed Al-Bayai et al., "District surveys of public opinion in terms of theory and practice,"
- . Public opinion: the tendency of the majority of people in a society to have a unified attitude towards issues that affect, concern or are brought to the attention of society. Public opinion, if it expresses itself, would advocate or fail a particular cause or proposal and would often be a force directed towards the governing authorities.

Floyd Alport FLOYED ALLPORT defines it as "the expression by a large group of individuals of their views on a particular situation, either on their own initiative or at their invitation, of support or opposition to a particular situation or person or of a proposal of great importance if the proportion of supporters in the number and their degree of conviction, persistence and persistence is sufficient for the possibility of influencing - directly or indirectly - the taking of a particular action towards the subject matter of public opinion."

In his book "Public opinion and psychological warfare," the Chosen Inspirationist considers that public opinion is: "The prevailing view among the majority of the people conscious of one or more issues in which debate and debate are necessary and whose interests or fundamental human values are directly affected."

To deal with the concept of public opinion and to understand it correctly, the following observations must be taken into account:

- Public opinion is not a private opinion because it is limited to one individual. The special opinion is that of the individual on a matter of his or her own and not his or her own. Public opinion is related to and stems from society as a whole and concerns a general problem on which there is a multiplicity of views and discussions.

Public opinion requires the element of publicity: without such an element, the generality of the opinion applies even if the other two elements are public or one of them. In such a case, the opinion remains private or individual.

- Public opinion reflects a common position shared or agreed upon by most members of society. Thus, if the opinion is particularly related to a particular issue, such as birth control and so forth, when it is spread in society and adopted by at least a large part of its members, it becomes public.
- The generality of public opinion is in any event incompatible with the possibility of opposing opinions that are contrary to public opinion as long as they are broadly agreed upon or participated in as far as public opinion is concerned. In the opinion of a public opinion exploratory exercise concerning any problem or decision, we usually end up including categories of public opinion in three basic categories or segments:
- The category of "approval" of any acceptance of a potential or actual political decision, with different degrees of approval or support.
- The category of "unacceptable" any opposition or rejection to this decision, with different degrees of opposition.

The category "knows" (not able to specify, or is not interested) who can decide whether or not to approve or who cares about the decision or problem, or in other words who has not yet been a specific opinion on the decision or problem.

- . Classifications and types of public opinion:
 Disaggregated by depth of influence and impact: A group of researchers divides public opinion into three types, depending on the degree of impact on society and the extent to which society is affected:
- leading public opinion: the opinion of the elite and elite of society is that of leaders, intellectuals, scientists and politicians, whose proportion is very small in society, who have great influence over others by being opinion leaders in society, ...Many researchers consider that this group is not influenced by the media and various types of media content, but rather by those who influence the media.
- Reading or educated public opinion: this is a significant proportion of society. They are educated in society, a group whose culture is lower than that of the previous group. The size of this type varies according to the educational and cultural degree it enjoys.
- Coordinated public opinion: the opinion of the vast majority of society, which enjoys a limited level of education and culture, may include illiterate people who are unable to follow events or attempt to follow them at a moment 's notice. This group is deeply affected by the media, in which the media do what they do and readily accept what the media disseminates or broadcast.

Disaggregated according to the degree of appearance: here, public opinion is divided into two types:

- A public opinion: it is he who expresses himself frankly in any

way possible without the various conferences, symposia, lectures and media.

It's an expression of a trend that hasn't developed yet on a particular case, or that hasn't happened that's what's driving these trends."

Categorization of public opinion according to the criterion of proliferation:

- World opinion: "There are six events that helped to promote world public opinion: the Bolshevik Revolution of 1917, the first world organization to maintain peace (the League of Nations), the global economic crisis that led to the emergence of world public opinion, many of the countries of the first world affected, particularly America, fascist aggression and the Second World War played a role in the emergence of world public opinion, the values of the United Nations helped to shape world public opinion, the Pandong-1955 Conference on Peaceful Coexistence, the Group of Non-Aligned States emerged at the beginning, being Asian and African States, and then developed and included South American States."
- Regional public opinion: a view of several geographical regions that share language, religion, customs and culture.
- National public opinion: within the borders of a particular country, this opinion revolves around national problems and issues and has the advantage that it does not depart from national customs and traditions, which are homogeneous and predictable in the behaviour of its members.
- Local public opinion: refers to opinion concerning local issues such as government tax or education policy," which is held in a street, village, city or state.

Classification by continuity and permanency:

- A permanent public opinion: it is the most established and

established basic rules of public opinion, and it is strongly related to the established affairs of the nation, such as religion, morality and traditions, that are based on historical, cultural and religious grounds and are rarely influenced by current or emergency events (e.g., Algerian public opinion towards the Palestinian cause).

- Provisional public opinion: it is formed after public debate and debate on a temporary issue or event, and it is removed by the disappearance of the issue at issue or by the achievement of the objective (e.g. public opinion formed by the public regarding the holding of legislative elections, where the opinion ceases after the holding of the elections).
- . Public opinion:

The expression of their views and the delivery of their voices to the people concerned may include the following manifestations or manifestations of public opinion:

- Revolutions: one of the violent methods used to express public opinion and to break out where the public 's conscience holds that there is no point in speaking out about their demands.
- Demonstrations: the people are using a means to inform leaders and Governments of their views on the problem.
- Rumours are spread: when governments do not allow demonstrations and the public does not find a way to vent public opinion, this is used as an expression of the view to disturb the Government.
- Seminars, meetings and public meetings: one form of popular assembly, where there is a meeting between the masses to study the problems of society and come up with solutions.

- Media: used by individuals to express public opinion and communicate their opinion to Governments.
- Elections: in which the public expresses its opinion by choosing the appropriate Governor.
- Negative boycott and recklessness, strike and picket, and protests: these are not democratic ways of expressing public opinion because they may be detrimental to the people themselves.

Two... two...

. Definition:

"is a survey of people's attitudes in a particular case based on a sample of them, a technical method of gathering information that is used to understand the opinion of a group of people in a given place and time on a given subject."

"The purpose of the opinion is to carry out a field activity of gathering information on a particular subject in a systematic and structured manner according to the specific concepts, methods and methods that collect the information obtained in the form of a useful summary of scientific research."

"that is the systematic method of collecting data, from the target parties, for the purpose of understanding or predicting certain manifestations of behaviour specific to the research community in question."

"Statistical technique that allows the survey to be carried out on a partial group of society, called samples, which can be withdrawn or obtained indiscriminately, or according to the characteristics and characteristics of society."

. Excavation of Views:

Social surveys and surveys have been known from the past, so thinkers and researchers have been and still are public opinion to figure out how people think? And how's Sean? And what's Rydon? And what do they see in the issue of socialization with me, economics, or syacism, or... Blah, blah, blah, blah. "In the past and even the present, rulers in Arab societies have resorted to simple ways of identifying people's views and conditions, including the Governor's coming out to hear from people and the release of some close associates to learn about people's conditions and opinions."

"The process of measuring public opinion is becoming increasingly important in modern times, where it is an essential step in the democratic process. In some countries, such as the United States of America, public opinion has been infected from the market for goods and trade to the market for politics and governance. The first attempt to measure public opinion dates back to 1774. The purpose of this survey was to determine the response of the American public to the proposed war against England at that time, and the survey involved 4,000 people from all colonies."

Newspapers have played an important role in the evolution of poll techniques with the 1824 edition when some newspapers and other institutions interested in commerce and marketing tried to poll public opinion by means of referendums in what was called initial suffrage, but these methods lacked the precision and proper representation of public opinion groups, as this method led to the bankruptcy of the magazine they followed (the literary abstracts), which relied on the opinions of socially unsympathized and biased samples of relatively high-income people."

"It was then possible to move from the spectacle to the science stage of measuring public opinion with an attempt to

obtain representative samples of communities. This phase began with the quota samples of its own under-expenditure and rapid achievement, with George Gallup, who established the Gallup Institute of Public Opinion in 1935 and Robert Crosley and Canterell. Public opinion measurement was very successful in predicting the results of the 1940-1944 presidential elections in the United States of America. However, the over-confidence in these measurements made Dewey's victory over the 1948 Torman competition too early, but it failed dramatically.

The 1960s saw a real start in the field of measuring and surveying public opinion. This activity extended to many member States of the Union of Soviet Socialist Republics and Eastern European States, and scientific bodies and research centres were established in public opinion. Perhaps the maturity phase began with the early 1970s. Public opinion surveys and their measurement addressed a comprehensive and integrated vision by focusing on the dynamic aspect of the process, not merely monitoring the attitude of public opinion at the moment.

. Steps to excite opinions

The procedure for probing opinions requires the following steps:

The subject of the study is precisely defined, and the study community is defined.

- "Shorting the sampling method: There are many sampling methods, and in general the purpose is to obtain the sample that ensures as much accuracy as possible of the results obtained, which is at the lowest cost (the term is precision that the results are removed from the sampling errors, resulting from the misrepresentation of the selected sample of

the community.

Overall, there are two types of sampling methods:

- Indiscriminate or contingent methods.
- non-indiscriminate or non-Possible methods

 After choosing the appropriate sampling method, we
 determine the size of the sample required, and then conduct
 the process of withdrawing its elements."
- Data collection, which begins with the preparation of the questionnaire and then its implementation after the selection of questions, based on a variety of methods, including direct interview, correspondence and others (via telephone or Internet).

"The formulation of the questionnaire is generally carried out in three stages:

- Preliminary formulation of the questionnaire (use, if possible, of results obtained in previous exploration and quantitative studies)
- Preliminary examination of the list of questions or questionnaire
- Finalization of the questionnaire, with question encoding to facilitate computer data entry."
- Process and analyse the data collected, so that the collected answers are processed on the basis of computer software specialized in data analysis. There are institutions that regulate the collection, analysis and disaggregation of data and then sell them to the competent institutions in this field that need them. In the light of all these steps, the researcher receives what he or she would have wanted or intended, whether the aim is to address a particular subject or to predict future data.

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LEÇON

- 3. Sociological analysis of written press Marquer comme terminé
- 3. Sociological analysis of the written press
- 3.1. Written press
- . Definition: "It is a periodic publication that publishes political, economic, social and other news, explains it and comments on it. It appeared with the appearance of the printing press and developed with the development of printing, so that the press does not exist without printing, and in this sense it means working in written newspapers, which are divided into several branches, the most important of which are editing, production, administration, advertising, photography, etc."

In the Oxford dictionary known as the presse, it is linked, of course, to the publication of news and information, as it also means the journal, which is meant by the newspaper. Each printed publication contains public news and knowledge, including the flow of incidents, observations and criticisms expressing public opinion, prepared for sale on periodic dates, and presented to the public through purchase or subscription."

It is defined as: "The field, specialization or profession which is based on the collection of news and the verification, editing or analysis of its friendship and its presentation to the public in daily or periodic newspapers on pages that may be political, social, economic, cultural or educational based on the names of the newspaper and the section within which the journalist

works."

- 3-2. Written press research
- . Definition of written press research:

"the scientific activities organized to detect, describe and interpret the facts relating to the press process, its parties, relations and objectives, and the social contexts with which they interact in order to achieve these objectives, or to anticipate the trends of movement therein"

.Phases of the development of press studies: It's from Jorgensen-Wahl Karin and Hanitzsch Thomas, four main stages of the course.

The history of the development of press studies is as follows:

- The stage of attention to standard theories: the so-called pre-history phase of press studies, in which the researchers were interested in studying the press from a normative angle with a view to exploring its roles in social communication processes and stimulating political debate without seeking to examine how content is manufactured and the variables that affect it.
- The stage of interest in the magnifying trend in press studies: in the past five centuries, interest has been shifted from the theoretical level to the magnificence level. In the United States of America, researchers have been interested in studying the public and measuring the impact of the media. In the area of journalism, attention has been focused on the study of the contact person and the variables affecting the exercise of the profession.
- Sociological trend in journalism studies: the 1970s and 1980s witnessed a significant impact of sociology and anthropology on journalism studies. Attention shifted from research of professional values of the author to communication and

routine of his profession to the study of the social and cultural dimensions of journalism. Emphasis was placed on methods of manufacturing and producing journalistic content.

- The stage of global and comparative studies: the 1990s have been defined around global studies and compared by the unprecedented convergence of researchers interested in studying the phenomenon of journalism in the context of rapid technological changes and profound political developments.
- . Press research functions:

 Press research carries out a number of functions, the most important of which are:
- Discovering the reality and identifying the characteristics of the press phenomenon.
- Establishment of knowledge in the area of journalism by studying the elements of the press process.
- Invest research results in building management strategies and planning editorial policies.
- Exploring the nature of the readers and identifying their characteristics and the reasons for their exposure with a view to meeting them and adapting the content to their requirements
- Study the movement, trends and components of the press process, analysing the relationships between these elements.
- To examine the place of the press process in the social context in which it belongs and to study its relationship with existing social systems and structures.
- Predicting the future of the press phenomenon through research and study of new and changing elements.
- Control the movement of the journalistic phenomenon and

control its trends through scientific forecasting based on the availability of information obtained through scientific research and study.

• Testing, revising and developing research tools, methods and methods in line with developments in the press phenomenon.

Three-three. Techniques used in written press research
Two of the techniques discussed earlier are content analysis
and op-ed technique, where the appropriate technical
researcher chooses according to the subject matter of his
study. The aim is to study the content of the information
message in the press article. He uses the content analysis
technique following the steps already mentioned. If the
research is to understand the opinion of the readers on the
content of the information message contained in a newspaper
article, he uses the information technology to explore the
views of the readers on the same content as previously
learned. He can combine the two techniques by analysing the
content of the press content on the one hand and exploring
the views of the readers on the content in the same research.

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LEÇON

Analysis of audio-visual speech
Marquer comme terminé

- 4. Audio-visual analysis
- 4.1. Definition of audiovisual speech

The speech is "a form of linguistic achievement, which is also a communication event; and that communication is done through language with the intention of communicating a content, we can say that the audio-visual text is also speaking because it also includes speech, as well as the image, music and accompanying sounds, which has a communication purpose with the audience watching this audio-visual material."

It sometimes means the general area of the group of operatives, sometimes a distinct set of operatives and sometimes a third set of rules that indicate a description of a certain number of operatives and refer to them.

4-2. Audio-visual discourse research has emerged:

The concept of speech has emerged in the context of studies of language, language or modern language, where the analysis of speech intersects with linguistics on many points, both in terms of the subject matter and its framework, as well as its methodology and terminology, although the first Sunnis such as Do Susser Ferdinande de Saussure, Jackson, Hjemslew and others have not discussed the subject of the speech. The subject of the study at Dossier focused on the system of markings and his theory is concerned with studying the relationship between dualities, language/talking, society/individual, and thus researching linguistics is oriented towards studying the language system. In the 1960s and early

1970s, the symbolic psychology led the field of text analysis worldwide, providing researchers with a method of meaning analysis, while ideological analysis dominated the field in the late 1970s and early 1980s, providing researchers with a methodology for thinking about the relationships between the subject and the social structure. From the mid-1980s to the present, it has been the theory of speech that leads the analysis of the media texts. The theory of discourse has led researchers to rethink the relationship between meaning and social structure, by focusing on power from within and not outside the system. The systems of the subject themselves are power, and they do not appear easily as systems, such as language structure, but rather as meaningful practices. They are not simply the meanings associated with social practices, as Altocer says in the theory of ideology.

A number of world researchers in the early 1970s supported and used the qualitative analysis of the content from an ideological perspective. This approach was defined by the human trend, which focused on the power relations that texts attempt to express globally. It also sought to develop qualitative analysis tools, building on the development of linguistic and psychological studies and the analysis of the text. One of the most prominent representatives of this trend was Danish researcher Peter Larsen Beter, who emphasized that qualitative analysis was not an end in itself. ... Thus, in the 1980s, attempts at qualitative analysis were made to adopt the methodology of analysis of speech and analysis of critical speech. These attempts were influenced by the dominance of the post-structural trend, although the concept of speech was not agreed upon but was widely used in the analysis of media texts. The researchers in the field of speech

have expanded their definitions and uses of the concept of speech. The lack of agreement on the concept and uses of speech has not prevented the dissemination of research on the analysis of speech and its treatment of various subjects and areas, including the analysis of media discourse, which is an important development of the qualitative analysis of messages, the conditions for their production and circulation and their impact on the public, as well as their interactions with historical and societal circumstances."

4.3. Audio-visual speech types:

Audio-visual discourses vary in the nature of the audio-visual product, a television product (program, advertising, film, series, document film ...), a film product, an electronic product

They also vary with the diversity of the subject of audio-visual discourse (political, cultural, entertainment, sports, economic...).

4-4. Audio-visual speech analysis techniques
Two of the techniques discussed earlier are content analysis
and op-ed technique, where the appropriate technical
researcher chooses according to the subject matter of his
study. If the aim is to study what is contained in the
information message in the audio-visual communication, he
uses the content analysis technique following the steps
already mentioned. If the research is to understand the view
of viewers and listeners about the content of the information
message contained in the audio-visual communication, he
uses the sounding technique with the steps already learned.
He can combine the two techniques by analysing the content
of the audio-visual communication on the one hand and

exploring the views of viewers and listeners on the same content in the same research.

Section 6

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LEÇON

5. Analysis of scientific documents Marquer comme terminé

- 5. Analysis of scientific documents
- 5-1. Scientific documentation

Scientific documents are all sources and references containing materials and information, which together constitute the intellectual production necessary for scientific research, and what they actually embody.

Scientific documents are the scientific sources and references of different subjects and areas of use.

5-2. Types of scientific documents

Scientific documents have a variety of origins, if they are sources or references, and in terms of areas of use of textbooks relating to the curriculum of the various levels of study, published scientific articles, multidisciplinary scientific books.

5.3. Scientific document analysis techniques

The content analysis technique is used and the probe technique is used. If the relevant technical researcher chooses according to the subject matter of his study, the aim is to study what is contained in the scientific document. He uses the content analysis technique following the steps already mentioned. If the purpose of the research is to understand the opinion of readers, learners or professors on the content of

the information contained in the scientific document, he or she will use the information technology for ex ante reflection. He or she can combine the two techniques by analysing the content of the information document on the one hand and exploring the views of researchers on this content in the same research.

- 6. The challenges of sociological analysis of the media:
 The complexity of social phenomena and their change is
 recognized as having a dynamic and changing nature that is
 far from stable. It is therefore logical that these phenomena
 become complex. Their similarity will make it difficult to
 determine the situation and to judge them. Human and social
 phenomena are changing relatively quickly. This reduces the
 opportunity to replicate the experience in exactly similar
 circumstances, often with very negative consequences that
 cannot be relied upon in the classification and control of
 phenomena, especially as they are affected by complex
 human behaviour.
- The subjective and objective analysis of sociology is that one of the most difficult difficulties of sociological analysis is the objective commitment and, as far as possible, the absence of subjectiveity. This recurrent problem among some social scientists is that the separation of subjectivity and objectivity is a complex issue for a sociology researcher, and that it is difficult to investigate a specialist in sociology. Auguste Count and Dorkym have talked about the need for psychological analysis and objectivity, but they have been forced into many self-analysiss in their studies and have not been able to remove their personal feelings, religions or cultures from their studies. The same is true for Marxistine, who in their analysis have added the Marxist dimension to the interpretation and

understanding of different social phenomena. Their analysis was in writing one dimension. On the other hand, it is possible to break apart with subjective judgements if the researcher adopts the methodology of self-observation and self-criticism. In the psychological analysis, it is not manly or social injustice that must be fought, or that the superiors of the work are harsher on the workers, who claim discipline, and that there is a widespread influence of the means of learning on adolescents. This is a negative phenomenon that must be addressed in order to reduce this phenomenon. These examples are intended to be used as a warning to move away from judgements and subjective feelings that are not based on scientific grounds. We feel the difficulties of sociological analysis, especially if we look at the complex contemporary societies and the rapid and successive changes they are experiencing, especially taking into account their diversity and openness and the multiplicity of intellectual, social and economic trends.

Qualitative analysis techniques:

There are a variety of techniques for qualitative analysis of the text of communication materials as well as of information materials. There are fundamental variables to be considered in any attempt to analyse how they include:

Nature of the material: A audio-visual, audio-visual, audio-visual

Nature of symbols, shapes, language, colors, sizes, dimensions and line... For a component of matter.

This helps to select the type of analysis, because there are multiple qualitative analyses, of which we cite, for example, sociological/linguistic/information analysis/commental

analysis of research and communication messages. Basic qualitative analysis:

Interview: In the analyses, it is necessary to interview units appropriately or to reward them for analysis and comparison. For example, to analyze an interview with a symbol or person by a person or an event, place or time.

Dismantling: Dismantling depends on the separation of the types of vehicles and components that make up the subject or the communication material to be analysed, in a way that dismantles the text and separates its components, such as the heading, paragraphs, phrases, sentences, words, names, works, letters, numbers and images.

Classification: It is more like a combination of similar units in the material and the subject to be analysed, such as the classification of larger units in the text and the classification of titles and names. This helps to build a quantitative classification of the various units and contents, such as the classification of names of the explicit flags, then their nicknames, then their professions, and then what they are famous for, but which should be ranked to take stock of the qualitative repetitions of a single flag name in different formats: for example, Abdelhamid Ibn Badis/Ra ' ad al-Nahdha/President of the Association of Muslim Scientists. Identification of analytical units: as registration units/paragraph sentence... / Image color shape size...The meaning of the concept of an idea... The context units that carry them in order/by sentence text.../ Planned background view after.../ The idea of visual significance...

registration unit and the contexts that carry it. We can identify historical writings, diplomatic correspondence, in the newspapers, in the theatrical writings and novels, all of which are contexts in which we search for the subject of emancipation. We can also identify multiple registration units with a single context as an area of analysis, such as: the following registration units: the promotion of publicity, advertising, service announcements - and we choose the context unit in which the analysis is to be conducted. The chosen context unit would be, for example, the written press. The distinction between moral units: headlines/key idea/subideas...

The distinction between values, meaning, governance, role models, artistic aspects/calibrate metaphor...

Gradual and sequenced follow-up analysis/distinguishment between the axes, units and levels of analysis

Determination of the level of analysis: e.g., compliance with the evidentiary/symbiotic/symological/symological level, or combination of all levels to reverse the substance in different ways and detect all possible possibilities for understanding it. The applications of qualitative analysis are numerous based

on the multiplicity of communication materials, as we deal with written materials and audio messages and are now in front of the live audio-visual social media.

Therefore, a mixed analyst is required to be supported by units and methods of qualitative analysis of sound, image and appliances, such as:

The audio material/dispatch recording units - music news - advertising/ contexts carried by any context unit is a song, reporter, summaries, and leaflets./

Interactive materials/regislation units - viewing - position.../

Context units carried by cross-section scenarios

Justification of the findings and indications and provision of
the available underpinnings:

Lecture on 4 analytical techniques for the first year of Master of Sociology 2020.

This is done by organizing the presentation of available evidence, arranging citations to facts and events, and establishing factual/historic observations. Dissemination can only be achieved through the presentation of evidence and evidence in any analysis process.

The types of analyses available on the subject or the material we are in the process of analysing, such as socio-strategic socio-economic socio-biological analysis, can be used.

Changes in the whole or parts of the topic must also be monitored in terms of form and content and across the time and space variable, which greatly helps to build general conclusions.

In qualitative analysis, emphasis must also be placed on external variables of communication material, such as convenience, conditions, location, time, social actors and event, and its attractions before internal variables are addressed in the analysis of text or communication material. Susio-related qualitative analysis: interpretation interpretation understanding/levels of transition between interpretation, interpretation and understanding Basically, it is based on the identification of the event, problem or phenomenon - social actors - social conditions and environment - social variables - how/relations place interactions/social impact/ communication methods and interaction/act and social reaction/communication channels.

Max Weber/understanding and interpretation
- George Simmel/ Action and Social Interaction. Communication.

Shots/interpretation of the communication media phenomenon

Lecture on 5 analytical techniques for the first year of Master of Sociology 2020.

Quantitative analysis techniques:

Quantitative analyses are important in arranging the importance of material presented in the communication media and various communication topics. Quantitative analysis is intended to reveal the quantity of concepts, ideas, words, names or places. That the sender recorded as units performing meanings that serve the content of the communication.

Quantitative analyses are combined with statistical methods, ratios, repetitions and computational averages, and are similar to the quantitative survey of the components of communication messages. Quantitative analysis is not linked to the formal units and their frequency, but may go beyond monitoring, meaning and frequency of indicative units. Information and communication media and technologies and computer-based artificial intelligence have helped to conduct quantitative analyses in a timely manner according to programming for the monitoring of repeats of letters, words, passages, sentences, phrases, paragraphs and texts.

Quantitative analysis reasons:

Given the flow of various communications with an enormous daily volume, it is not possible to browse, track and take note of all published messages. Statistical and quantitative methods of tracking the matter have been required. For example, we can search for job advertisements and letters of employment from online searches, the result of which is contained in digital format. For example, there are 29 outcomes on the subject. We can select what we need, look at the subject matter and analyse its content. The need for quantitative analysis is also dictated by the nature of the changes in modern means of communication, where it has become impossible to monitor all publications, messages, comments and responses to one or more of the publications in traditional ways. It is not easy to analyse the content of communications on one subject by way.

Analysis of the quantity of topics, ideas and issues for discussion.

In addition, any repetition or amount of information mentioned in a letter must be changed many times and its recruitment tracked in order to see the aspects of its use, i.e. that the content of the vocabulary or phrase that we have used may change many times from one location to another, and that monitoring of explicit, implicit, metaphorical and similar quantitative repetitions allows us to track the meanings of those messages - depending on their form and number of repetitions.

Models for the use of quantitative analysis:

Addresses/letters/conferences/advertisements/comments/comments/discussions/discussions/advertising campaigns and mobilization/psychological warfare/analysis of rumours and

propaganda.

Images and methods of using quantitative analyses:
Simple quantitative analysis: The standard mathematical methods by which we monitor repetition and the nature of repetition and make conclusions in this light include the most frequently used or more frequent acts or the most frequent of times, the most important dates, and the least, most vulnerable and the least important.

Analysis of software: SPS or other software specially designed to record repetitions, ratios, indicators, curves and columns.

Measurement/measurement of correlation and deviation rates, idea or frequency ratios, depth and clarity.

Statistical quantitative analysis: number of social actors/number of actions/number of messages/flow/segregation of social data available - age, sex, occupations, social situations, social levels. Number of social situations, actions, events, crises and problems/social environments - number of social institutions occupied and social arrangements.

Francis Beacon/List of Attenaance															•	•	•	, ,	•																																									
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Arabi Abdulkader Abdullah, Social Sciences Qualitative Curriculum, Think House, Damascus, 2007. Abdurrahman Azzi, Social Thought and Communication Media Event, House of the Nation, Algeria, 1994.

Lecture on 8 analytical techniques for the first year of Master of Sociology 2020.

Messages and audio analysis form in communication Hearing awareness: Its characteristics. The meanings and ideas derived from audio messages differ from the types of written or visual messages, for example, because of the different influence of visual senses than audio senses. Understanding may help to remember a person through a feature in which his or her image is retrieved, but audio senses are linked to the intensity, tone, tone and tone of sound, and tone of speech, rhetoric, or sad, or exciting music. It may recognize and identify a person by distinguishing his or her voice from the rest of the vote without seeing him or her, e.g. in the media, and it plays a key role in helping the analyst to track and capture many details in the audio messages on which he or she builds conclusions about the messages he or she hears. Our understanding of the written messages depends, for example, on what a journalist, a reporter, a writer or a social actor has selected from the vocabulary and words recorded and printed only among many of the words available, according to his or her dictionary, linguistic inventory, culture and personality. Thus, audio messages can make a difference in impact, which must be taken into account in the analysis of audio communication messages. Characteristics of audio means: The means of communication that are heard are effective and current in keeping with

events in comparison with the written means, where they can publish the information, message and news on time in the form of leaflets, extraordinary dates and breaking news. In addition to not robbing us of our freedom to do other business/eating, listening to walk and hearing yes, driving. They are also widespread even in remote areas where newspapers and publications do not reach them, and their means of reception on computers, telephones, radios and television are numerous and polarized from Earth stations or on satellites, and can be downloaded, recorded, sent and maintained. However, they rely on devices, media, radio stations, energy, Internet connection or fibres, and some technical, natural and human factors can disrupt and disrupt reception or broadcasting.

Communication context: components/discussive music/interactive/tone, tone and sound clips
Methods of analysis: Quantity/Kevy
Repetitions of words, expressions, names, places, numbers, ideas, arguments and proofs/statistics
How to display the narrative or mix the narrative with the music, or the advertising divides or the time-out/how to organize shares and audio communication messages and move from one subject to another and from one idea to another.

Duration Instrument Actors Appropriate Subject, Place and Time

Type of message registered directly
Impact and thrill/imaginary: Convergence through
presentation, introduction, introduction, guests, importance
of event and message, as well as the way in which the quota is
organized and the presentation/time and date of presentation

Interaction with the public through the opening of contact numbers and through social media and mail

:: Management of the debate, presentation or narrative by the journalist, programming and control techniques, questions, debate and interview dialogue.

Social actors in the communication message/receiver of the future audience of a specialist guest analyst...

Social actors in the communication process in terms of character/active reporter, broadcaster, technical witness, editor engineer...

It should also be noted that sound recordings are important in the analysis process, without which analysis is not possible, because the ability of an analyst to track what an broadcaster says is limited

:: Methods of thrilling, luring and polarization/important addresses/specific questions/hosting of an important person/special event/urgent news/send, decision or important speech.

Psychological, social and religious influences...The medium is the message/audience characteristics in influencing the individual in terms of:

Understanding/imagining/recovering/retrieving sound perception because movements, images and backgrounds are hidden from the recipient - the individual and the listener are shaping a scenario or images about what they hear based on the sound icon and its effect - and many factors play their role in this configuration.

- Speed of narrative, dialogue, radio and news flow
- Disorientation
- The cleanness and simplicity of the audio material/mixing

with factual data; Car noise. The sound of nature. Mix the sound with music...

• Organization, arrangement and return of audio packages General conclusions

Outcome around:

Transferred ideas/personalities/events/years and dates/numbers cited/targets for share, programme or encounter./Social and political dimensions...The one you carry.

Technically, we can also calculate the number of callers, participants, reactions and even the number of audiences attracted to radio waves, for example.

Lecture on 9 analytical techniques for the first year of Master of Sociology 2020.

Image and view analysis form in communications messages Images are considered among the main sources of information and are said to be the most true expression of books. The use of images has been reflected in ancient history. The first thing that mankind has learned in writing is graphic writing. The use of images in communication between peoples and between generations and civilizations has evolved. Images, hypnoties and statues have been found on the walls of temples, cemeteries and palaces, as well as statues, silences and coins carrying images of kings, gods, animals and planets. Many of those images have played an important role in transmitting basic information on the lives, beliefs, lifestyles and military, political, social and cultural systems of nations and peoples, and have used images to illustrate, clarify, stimulate, strengthen, communicate intellectual, cognitive, cultural, artistic and social media, as well as to teach, educate and thrill.

Image/ moving constant/real/fabricated

Volume Color Background content/dimensional: Far from close

Place of view/magazine video record book and film carving object and statue

Subject/data available on it/details/relationship with the future, sender and public interest...

Impact on the future in the picture: its features and details
The sender and the photograph/purpose of its use and
addition, need for it, is related to the subject-period-public.
Future and image/need to build an idea, clarify a case or
follow up an event

The audience and the image/need -- its location is important -- it raises the fantasy -- the questions about it.

Image flow/quantity type subjects followed and location of use

Follow-up, persistence, reminder of the image and persuasion Sensationalized images/sensation (eyesight) that are interpretable or can be interpreted in many ways.

Pull attention and lock it in the image/capacity to account for data and details using images

Psychological aspects of image/impact influence, fantasy, perception, feelings and feelings...

Role of the image in strengthening and guiding perception, withholding details and highlighting and blacking out Image impact/attraction and reflection/ subject-matter/discussion/transmission/incentive of interaction between individuals or the public

Source, date taken and timing of use/appropriate User

It's important that she's dangerous.

Image content and social actors in:

Photo/transfer/retention

Use/use/impact

Values carried/socially religious art...

General conclusions:

Content/use/objective/expected results of recruitment
Examples/image of the child Mohammed Al-Durrah - Image of
the abandoned and homeless Syrian child lying on the
seashore

We may be faced with a large number of images that shape perceptions of exposure to those images and establish a stereotyped image - for example, the social representation of the Jewish/Christian/French/Western/Hindu/Muslim image, which results in successive images of the perception and psychological interaction with those images leading to a social representation of the subjects of those images, which parallels the collective perception of the issues dealt with by the images.

In this respect, it should be noted that today 's technology is heard with the invention of images and their dissemination as having facts. It is difficult or difficult for the general public to distinguish between true and realistic images and those that are used in malicious propaganda, media misinformation and influence on social groups, audiences and peoples.

Lecture on 10 analytical techniques for the first year of Master of Sociology 2020.

Model analysis of interactive materials in communications messages

Interactive communication: A human being can exploit many patterns of communication with others, whether in time,

using instantaneous communication or by means and means after a period of time, such as contact with statues and carvings. With subsequent generations and nations, or interactive communication in which experiences, ideas and information are shared with others and done in a timely manner, directly or later, such as storage of registered messages - e-mails - or front-line without media, or using multimedia.

Characteristics of interactive analysis/knowledge of different types of analysis

Sociocultural perception/decoupling of facts and distinction/rememberment

Capacity to follow up, remember and link messages
Scene

Duration/actors/environment/text/time/time/persons/intelli gence/facts and evidence/conviction methods/provinces/colours/sizes/forms/backgrounds/lightin g/syncing angles/amplification/precise and focus on scene, image, event, act or message.

Model interactive face-to-face analysis/need to record, photograph and write

Astuteness, follow-up, understanding, knowledge of language, culture and belief...

Building findings/support elements, weighting/survey elements and low probability

Importance of the historical factor in the follow-up to and developments in the subject

Interest and conflict between actors
Ethnic, religious, political and ideological affiliations
Orientations, desires, allegiances.

* Interaction/roads/linguistic behavior/indicative

gestures/use of means and evidence in persuasion/expression/maneuvering/flavoration/prosecution: spreading lies with a view to obtaining facts/seat position or standing and treatment.

The frequency of action/letters: assurance.Speed.Confusion.Worrying and stress.

*Tech-interactive interview analysis module

Type of interview/- Subject of inquiry/discussion...Address:

Place/blatoon, studio, hall or public place/closed centre/open
centre

Duration/+ Period and timing of broadcast/person/attendant/background/target audience
Ideas and data/ quantity of information/intelligence/purpose
- sensitization - education, entertainment, publicity
mobilization.

Objective

Linkages: with reality, events, period, place, time and occasion Technical aspects: Lighting, zooming, miniaturization/blue/translation/conservation and retrieval... Focusing and highlighting in photography Influential personality of dialogue, comment, discussion or analysis

The duration of each actor's treatment of each notion/term of each scenario or presentation by content/time of presentation of necessity, videos, evidence and archive. It should be noted that the interactive analysis includes all the icons observed by the analyst, whether they relate to images, sounds, writing, symbols, colors, shapes, etc. The details must be traced and their passages linked to each other so that the conclusion can be properly constructed. We also use the means of recording the purpose of showing and returning, of

arresting scenes or of expediting the presentation so as to allow easy control, analysing and ascertaining the data. In this type of analysis, we can also use the techniques of decryption, type and composition of the recording. So we can verify his health or the technical and visual tricks in the recording.

Some references:

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Lecture on 11 analytical techniques for the first year of Master of Sociology 2020.

Model code analysis in communications messages

Symbol: The symbol is a fixed and inspired sign of a particular meaning, i.e. that the symbol may not be linked to its meaning, for example, the white colour of peace may refer to and symbolize it in a given culture, while in another, green may be inspired as a symbol of peace.

The symbols are a summary of different experiences and concepts that are evident in a social, cultural, religious and political environment. Certain.

All assets can live up to and occupy symbolic space: like humans/person, the symbol of struggle, sacrifice, resilience/the symbol of injustice, tyranny and violence - and animals, freezes and other things, forms, words and expressions can form symbols in a social environment.

The symbols are divided into language and non-language.

The analysis of the symbols requires access to the culture, religion, language and society of the symbols to be analysed, and the process of analysing the symbols carries many risks because sometimes their users do not adhere to the universal symbolic use, but rather take the symbols as an example that they generalize their use in all fields. It is therefore difficult to link what the symbol has inspired in the general use with what is indicated in the expression, communication or private communication.

The symbols can be used in the analysis process by recapitulating the experiences and information to which the symbol refers, which is a summation of long terms. Signal: The reference is evidence of the existence of the object, person or idea, and is a feature of what we use in social analysis of communication to arrive at the origin of the object, idea, act or event, and there are a number of types of verbal, explicit, implicit and borrowed signals that confirm the presence of the meaning and evidence of the meaning. Non-linguistic markings/languages: The characteristics of objects or people are marked with their marks, the mark is material to the object or person, the analysis is based on the detection of the various signs - linguistic or physical, and the signs contain true indications that the subject or idea is present - e.g. - we read to a thinker or writer without knowing his identity, and when we find signs in the text that the style and the words or words are exclusively for a particular writer, where we are weighted as evidence in the psychological analysis of communication to the presence of a substance. Sign of the symbol/public or social: Communication messages contain many code codes that require analysis and identification, since the human being has the ability to

express, encoding and encode to indicate the meanings that he or she conveys with a specific character and concept, which may be his or her first use or common to that of the general members of society, and the analysis process is often based on the second category around which the community is compatible - i.e., that the code analysis is based on the social compatibility of the encoding - the analysis of the special codes involves many risks, and social communication messages contain many symbols of puzzles, governance, examples and metaphors. The process of analysis requires social preparation or integration into social life to see the social interpretations and interpretations of various symbols: the symbol - social production - cannot be interpreted far from the sociocultural field.

The types of symbols/colours/forms/places/times/*
White/star/Clint/Mekka/Muhammad-Sillah-Peace/Hajj may
also produce numerous symbols in cultural, political, religious,
scientific, artistic and technical aspects./Sovereign
codes/sacrifice packages/stress codes/ Victory
symbols/carpets: Humans are bird animals...- Beauty
symbol/love symbol/racism and hate symbol...
Formats and methods of using codes: Communications are
analysed on the basis of the method, time, place and user of
the code and how it was used: code/time of
use/use/use/use/use.

After Germany's occupation in the Second World War of large areas of France, the French secret radio broadcast coded songs of resistance as ways to communicate and coordinate them on the fronts of fighting, and other songs of mass mobilization and public morale, including: after every spring winter / that is, after every victory defeat it is by resisting the

harshness of winter - the presence of the Germans.

Propagation of symbols: Messages of communication in society include promotion and propaganda of symbols as being reduced and shorter in terms of expression, which can be interpreted according to the social situation of the individual and society, making them the most informative in terms of expression. The symbols represent a purpose and means of communication promoted to avoid, at times, statements and explicit messages that receive opposition and opposition reactions, and propaganda of the symbol by which the sender can avoid awkward and reject the future of the message.

Sociological analysis of symbols: The symbols are analysed from a sociological point of view based on: the social reality on which the content of the symbol was built, the social environment produced for it, the social actors in the production and employment of the symbol, the social issue around which the symbol is based, the social event, and thus social knowledge is highly linked to the use of symbols of different kinds, and the science of social symbols should be established in communications.

Some references:

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