

Women's Potential and Challenges in the Local Algerian Radio: The Case of «Al-Hudhna» Radio (Content Analysis)

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ABSTRACT

According to the importance and their multiple contributions to development in society, there are communities where women are still disproportionately affected by media inequality. Especially through the kind of programs that have been ignored by the mass media, despite a smaller amount of content featuring their lack of expertise and views or even their attitudes, and due to the lack of academic research in this field in Algeria. In addition to the Algerian women's needs in media contents, this inquiry aims to discuss the contents of Algerian local radio «Al-Hudhna» for women. This study aims to identify their various media issues and essential needs, including economic, cultural, health, entertainment needs, to constitute a platform for media strategic planning and to employ the media message to meet those needs for Algerian women.

KEYWORDS: Algerian Radio, Women's Media Needs, Journalism Practices, Content Analysis.

Потенціал жінок та виклики на місцевому алжирському радіо: кейс радіо «Al-Hudhna» (контент-аналіз)

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Резюме

Відповідно до важливості та їх значного внеску у розвиток суспільства, існують громади, де жінки все ще непропорційно страждають від нерівності у медіа. Особливо через ті програми, які ігноруються засобами масової інформації, незважаючи на меншу кількість контенту, що демонструє їх недостатній досвід та погляди чи навіть їхнє ставлення, а також через відсутність академічних досліджень у цій галузі в Алжирі. На додаток до потреб алжирських жінок у медіа-вмісті, це дослідження має на меті обговорити зміст алжирського місцевого радіо «Аль-Худхна» для жінок. Це дослідження має на меті визначити їх різноманітні проблеми ЗМІ та основні потреби, включаючи економічні, культурні, охоронні та розважальні потреби, створити платформу для стратегічного планування засобів масової інформації та використати медіа-повідомлення для задоволення цих потреб для алжирських жінок.

Ключові слова: алжирське радіо, потреби жінок у медіа, журналістська практика, контент-аналіз.

Introduction

The status of women in Algeria is not different from their status in various Arab countries, including groups of women living in urban, rural, and desert regions that comprise a large share of Algerian society. Statistics show that Algerian women in general and those who live in rural areas, in particular, are the least economically, educationally, socially, culturally, and athletically developed. Despite that, the vast majority of them are engaged in agricultural activity. The number of women working in this field is estimated at 399 943 women. As the Algerian government pursued several policies for the development of society, especially for women in mass media, through 9,000 ongoing development projects (quintile 2004/2009) which aims to develop and improve the standard of living and cultural level for 800,000 families, including women in particular. These projects have developed urban and rural women's work in the field of agriculture and handicraft activities.

Literature review. Radio is by far the dominant and most important mass medium in Africa. Its flexibility, low cost, and oral character meet Africa's situation very well, yet radio is less developed in Africa than anywhere else. There are relatively few radio stations in each of Africa's 53 nations and fewer radio sets per capita than anywhere else in the world (Christopher, 2004, p 27).

Algeria, like many countries, is one of the first countries in Africa to use radio technology through French colonialism in 1924. Algerian radio has known three significant steps in terms of appearance and programmatic and linguistic diversity. The first was with the French colonial period from 1924 to the Algerian revolution, which began in 1954. It was addressed to the European minority and French colonizers by spreading colonial propaganda as French culture and language, regardless of the culture and traditions of Algerian people. Depending on several policies, alienation may be considered one of the gravest decisions in the field of culture during the colonial experience. As both the language and motive of colonial invasion did much to exercise a parallel form of harsh subjugation on Algerians, in addition to its military, political, and economic domination (Talek & Benouda, 2012, p. 2). The second step was the outbreak of the Algerian revolution in 1954, whereby Algerian radio played an essential role in reinstalling the national spirit. That induced Algerians to change their perception of radio due to the changes in the content of speech on it (Noureddine, 2011, p. 140). After independence in 1962, the journalistic and technical team in charge of the program "The Voice of The Algerian Combatant" led by the journalist Aissa Messaoudi, presented and managed to meet the challenge. By ensuring the continuity of the broadcast of radio and television programs after the collective departure of French staff and their technical team. While October 28, 1962, is the date of the recovery of national sovereignty over the audiovisual sector in Algeria. Then Algerian radio has been assigned the public service mission under the authority of the Ministry of Information based on the decree of August 1, 1963. Therefore Algerian radio starts to provide programs in two national languages (Arabic and Tamazight) and foreign languages (French, English, and Spanish). In 1986, the establishment of Algerian radio and television (ART) underwent a restructuring that established four National independent companies. One of them is The National Sound Broadcasting Company (NSBC), a public industrial and commercial institution by executive decree N 91-102 of April 20, 1991 (Algerian radio, 2020). The ultimate objective behind generating these companies was to promote social communication and the protection of national identity in all its diversity (Smail, 2014, p. 21). Thus, the purposes of this kind of media company are probably to disseminate information through a variety of programs.

Algerian radio launched in 1991 its plan to diversify programs and redeploy geographically. Depending on the network of its local and thematic radio stations, which in 2012 enabled it to total 55 radio channels, including 3 national channels broadcasting in 3 languages: Channel 1 in Arabic, Channel 2 in Tamazight, and Channel 3 in French. Four thematic channels: Quran Radio, Culture Radio, Jil FM: and Internationale Algeria Radio (IAR) broadcast in 4 languages (Arabic, French, English, and Spanish). Moreover, 48 local radio stations located in Algerian towns such as Radio M'sila, which this current analytical study will be on. It is connected to the local community (The M'sila community, which receives «Al-Hudhna» local radio broadcast) in a geographically limited region. Algerian radio opened in April 2012; the training center of Tipaza providing several training and development sessions for journalists to drive up the profession of radio communication (Algerian radio, 2020). Its employees were convinced that the mastery of the professional quality of the journalism practice could only be if it is accompanied by a training and development plan.

Defining concepts and terms. To clarify for the readers early on exactly what we are talking about. We can define the concepts of this research as follows.

- *Radio Broadcasting* is an audio device for passing messages to a large audience. Radio involves the process by which messages move through electrical waves. In other words, the sound could be sent and received through these waves (Sambe, 2008, p. 75).

- *The Strategy*: Many authors have dealt with the word strategy, but they disagreed on a specific definition due to the various fields and scope. The term strategy is taken mainly from the military organization, and it means using force to make it more effective in achieving political goals (Mohammed, 2003, p. 48). Alfred Schindler defines it as: "Preparing the basic long-term goals and objectives of an organization, or choosing action plans, and allocating the resources

necessary to achieve these goals” (Naser, 1998, p. 263). In this regard, we would like to focus on how academics and researchers addressed the concept of strategy in media and communication. Academics agreed that the term demonstrates the working methods in media and communication. Vern Banks, who defines it as a method or an approach to dealing with a given problem, followed this approach. At the same time, others have adopted the foundations that represent the methods and procedures necessary for achieving media and communication goals and applied them to their research orientation. As well, Parker defines the concept as the process of building effective communications with the public, which needs an extended period in order to achieve its intended goals (Ali, 1983, p. 127).

- *Local Algerian women.* Generally, local women in media studies are those urban and rural women who experience violation of their social status and suffer from disrespect in their community. In addition, local women may have poor education levels, who do not use their electoral right, nor do they have the right to be elected. Besides, they become victims of the traditional view of their communities.

Based on the aforementioned, the following research questions arise:

RQ1: Has «Al Hudhna» local radio in M'sila town managed, through its programs, to meet the requirements of women?

RQ2: Has «Al-Hudhna» radio been successful in building a media strategy to meet these needs?

From RQ2, we derive the following sub-questions:

RQ2.1: What are the different types and genres of radio broadcasts adopted by «Al-Hudhna» local radio to satisfy the needs of local women in M'sila town?

RQ2.2: What are the media needs that local women seek to achieve through listening to the contents of the «Al-Hudhna» local radio?

RQ2.3: What are the contents of the political, social, religious, economic, health, recreational and environmental needs that the local radio in «Al-Hudhna» seeks to address in order to satisfy the wishes of the local women in M'sila?

Methods

To find out whether those programs in “Al Hudhna” radio are appropriate to meet the requirements of local women in Algeria, we conducted a content analysis (Berelson, 1952). The content analysis draws upon the notion that verbal behavior is a form of human behavior, that the flow of symbols is a part of the flow of events, and that the communication process is an aspect of the historical process. Content analysis is a technique that aims at describing, with optimum objectivity, precision, and generality, what is said on a given subject in a given place at a given time (Lasswell, 1964). The analytical study data and information have been collected by listening to programs interested in local women broadcast on «Al-Hudhna» local radio in Algeria. We presented the content analysis form to a group of experts and specialists in the media and women to ensure its consistency and validity.

Sample Selection. We studied local women-oriented programs and content for over one year. Four specific programs as a comprehensive sample of content broadcast targeting local women from September 2018 to September 2019.

«Al-Hudhna» local radio station presents programs for rural women permanently and periodically, among which we find:

- Weekly: As it was not possible to record it in the comprehensive inventory method, a sample of some episodes of these programs was recorded.

- Bi-monthly: we chose two programs, the sample for the comprehensive inventory, reaching 24 episodes throughout the year; four of them we excluded. Thus our sample comprised 20 full episodes.

- Monthly: one evident sample program, which we limited to 12 episodes. After excluding three episodes, our sample contained nine complete episodes.

Categories of analysis in terms of form. Determining the analysis categories is considered the most crucial step to which the researcher must pay attention. Given its importance and what has been revealed by some studies conducted in content analysis, excellent and clear preparation for the analysis categories leads to remarkably practical results. We quote the analysis categories as follows.

* *The extent of interest in the local women's programs through the overall programs of «Al-Hudhna» local radio.* The value and the attention that managers and producers in «Al-Hudhna» local radio have given to local women's programs compared to the public programs in the broadcast schedule.

* *The time occupied by the local women programs on «Al-Hudhna» local radio.* It is the time allocated to local women's programs over four full sessions, compared to the total time allocated to public programs in «Al-Hudhna» local radio. We have calculated it by counting the minutes of each program targeting local women.

* *The periodicity of broadcasting local women's programs on «Al-Hudhna» local radio.* We mean by this the periodical and simultaneous broadcasting of the radio programs concerned with local women's issues in the rural areas of M'sila. We have also identified the periodicity of broadcasting as follows: Daily program - Weekly program - Bi-monthly program - Monthly program - Others.

* *The days of the week on which the local women's programs were broadcast on «Al-Hudhna» local radio.* The days of broadcasts adopted by «Al-Hudhna» local radio in M'sila (comprises all days of the week). We identified the days of the week which interest us and which are suitable for the analyzed subject.

* *The type of local women programs hosts in «Al-Hudhna» local radio.* We mean by the type of local women programs hosts every journalist who has covered and animated local women's programs. Whether the person who practices the profession of spoken and audible radio media and whose work includes collecting and disseminating information on current events, local women's concerns in Radio M'sila, and making reports on their issues is male or female.

* *The technical forms and patterns used to broadcast the local women's programs on «Al-Hudhna» local radio.* We aim to analyze the media and journalistic techniques used by «Al-Hudhna» local radio, based on covering news, ideas, or issues that the local media professional or broadcaster picks up from the local woman's living reality under conditions M'sila town. Furthermore, we collected data on the subject matter, information and opinions. We deem that appropriate to address the idea, problem, or issue the journalist raises. We have identified the most used patterns in «Al-Hudhna» local radio to cover local women's programs and other programs: Press talk - Question and answer - Expressive genres: reportage and portray - Other unspecified types.

Categories of analysis in terms of content or topics.

* *Types of the local women's programs' topics on «Al-Hudhna» local radio.* The topics that address women's concerns and worries, either by presenting them along with proposed solutions or by just shedding light on them and then leaving the task of finding solutions to local media. We identify the subjects that affect local women and refer to their social issues: Political Issues - economic Issues - health and medical issues - religious issues - recreational issues, historical issues, environmental issues.

* *Radio contents addressing women's issues: The Selection Strategy.*

- *Local radio and local women: importance and interest.* Given that women are among the most critical segments of the local and rural community, women in M'sila town have received great attention from all media outlets, especially radio. However, this interest is still minimal (Interview with Mr.Bouzid Rahmoun, 2019). Meeting the local women's media needs is the cornerstone for building decent, safe, and stable societies. Any

imbalance in the rights of local women results in negative outcomes that reflect themselves on the development of the local community. However, local women have made steady steps. They have gained a share of their rights. Rural women still have their rights violated, especially compared to urban women and organizations that support women. Programs and projects often target only urban women without worrying too much about local women. Media have a great responsibility in raising societal awareness of the risks and effects of rural women's problems; in this respect, the local radio director Mr. Farid Radawi, says, "With regard to the conditions of local Algerian women, especially in the governorate of M'sila, we find that there are many successes and accomplishments for rural women, which can be attributed to the effective presence of the local women and the repeated request to implement the rights guaranteed by the Constitution and the law" (Interview with Mr. Farid Radawi, 2019). Regarding the local women's share in women's programs in radio broadcast media, Mrs. Faiza Farhat says: "Actually we used to have programs, and in the future, we will design programs that translate the media policy, and we will grant them broader opportunities than before to work on developing plans and strategies that aim to promote local women status, and we will broadcast programs and topics that address their issues so that rural women would be able to benefit from their chance and share. There is an existing trend to intensify the media works through local radio stations to reach local women's places. The radio stations can address the local woman in her dialect. Thus they will be the voice that expresses her issues and concerns and meet their needs. We will work in the future to give more attention to women in general and local women in particular" (Interview with Mrs. Faiza Farhat, 2019). In addition, the local radio in M'sila confers excellent importance to media professionals training to develop their skills and abilities to deal effectively with the local women's issues which deserve full care and attention as a local woman is the basis of the local community (Interview with Mrs. Bahlouli Ashwaq, 2019). The media professionals also have a prominent and awareness-raising role in sending clear media messages that lead to a positive behavior change towards the local women's problems and suffering.

- *The target audience of the local women's programs on «Al-Hudhna» Local Radio.* The target audience is the main component of the media and communication process; media campaign designers seek to reach and influence the audience. Identifying the target audience is the basic principle in the communication process that contributes significantly to media success in general and the local radio in our study because if one cannot reach out to the audience, one cannot influence it. When identifying the target audience, in this case, it is the local women in M'sila that receive the «Al-Hudhna» local radio broadcast. Most studies indicate that the "information, education and communication" strategies do not include what has been termed "the general public" because the strategic activities have to deal with a specific and precise audience. Here in our study, we define it precisely. It is the local women in M'sila town. We have identified their levels as follows: Local women stay at home - Local working women - Rural and urban women - The rural family - others.

* *Language levels used in rural women's programs on «Al-Hudhna» local radio.* The linguistic level is the difference that appears when speaking or listening to «Al-Hudhna» radio while reporting rural women's issues.

We have defined more than three levels as follows: Standard Arabic Language - Local colloquial dialect - Combining them - Other languages or dialects.

- *The extent of resorting to guests in presenting rural women's programs on «Al-Hudhna» local radio.* In other words, do the programs targeting local women on «Al-Hudhna» radio host figures enrich the discussions and analyses in these programs' episodes? In this respect, we relied on only two variables: Getting help from the guests; not getting help from the guests.

- *Types and specialization fields of the women's program guests on «Al-Hudhna» local radio.* We looked into the field of specialization of these guests and we identify them as follows: Political - Medical and health - Religious – Sports - Art - History and Revolution - History.

- *Persuasive methods adopted in women's programs on «Al-Hudhna» local radio.* The radio broadcasters and producers have used the methods and skills in «Al-Hudhna» radio to persuade local women in M'sila. Here we provide an academic definition mixed with an operational one appropriate for this study: "the words, phrases, methods, and instructions used by the local media professionals in «Al-Hudhna» Radio and every saying that bears general meaning to build or change attitudes and behaviors to directly or indirectly change the emotions and feelings of local women in M'sila". We have identified the following persuasion methods: Statistical and data - presenting arguments and evidence - Deception - Temptation techniques - others.

Analysis of the radio content on local women's issues on «Al-Hudhna» Local Radio. We deal with the results of the analytic study of the women's programs content in «Al-Hudhna» Radio from September 2018 to the end of September 2019. The special analysis programs comprised 4 programs, 91 full episodes of programs intended and directed to women on the same radio as follows:

- Program: "Women and rural life" 48 episodes presented, six (6) episodes deleted; thus, 42 episodes remained.
- Program: "Spotlight on the Governorate's Women" 24 episodes presented, four (4) episodes deleted, and thus 20 episodes remained.
- Program: "Women's Voice" 24 episodes presented, four (4) episodes deleted, and 20 episodes remained.
- Program: "Women is the fortress of the Revolution": 12 episodes, three (3) episodes deleted; thus, 9 episodes remained.

Results

Analysis of women's content on «Al-Hudhna» Radio in terms of form

Table 1. Level of interest in women's programs through «Al-Hudhna» Radio

Frequencies/ Percentages	Frequencies	Percentages %
«Al-Hudhna» Radio Programs		
The overall broadcast programs	18	81.82□
Programs targeting local women	04	18.18□
Total	22	100 □

From the above table data, it becomes clear that the programs on local women's issues represent 18.18 % of the total number of programs. We can justify it because the local radio in M'sila attaches great importance to programs that concern women in general. It goes in line with what is called the development of the local community. Programs' producers of «Al-Hudhna» Radio consider this trend promising. It allows rural residents to listen, interact, and communicate with the broadcast issues, especially if they are connected and attractive.

Days on which women's programs were broadcast on «Al-Hudhna» local radio

Table 2. Days on which women's programs were broadcast on «Al-Hudhna» local radio

Broadcast Days	Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Total

Programs																	
	Fr eq	%	Fr eq	%	Fr eq	%	Fr eq	%	Fr eq	%	Fr eq	%	Fr eq	%	Fr eq	%	
Women and the Countryside																	
	4	4.39	08	8.8	8	8.78	8	8.8	7	7.69	4	4.39	3	3.29	42	46.1	
Spotlight on the Governorate's Women																	
	1	1.09	04	4.4	4	4.39	5	5.5	3	3.29	2	2.19	1	1.1	20	21.9	
Women's Voice																	
	2	2.19	03	3.3	03	3.29	6	6.59	4	4.39	1	1.1	1	1.1	20	21.9	
Women are the fortress of the Revolution																	
	--	--	03	3.3	--	--	3	3.29	--	--	3	3.29	--	--	09	09.9	
To tal	7	7.69	18	19.7	15	16.4	2	24.1	14	15	10	10.9 8	5	5	91	100	

The trend on Table 2 can refer to the fact that the midweek days are the most targeted days by «Al-Hudhna» local radio station for broadcasting local women's programs. In this period, women intensify their interests, and these days are also the governorate's market days. Therefore, women enjoy more freedom these days as men are always in the market at this time, which gives the women the opportunity to follow the women-oriented programs, unlike the weekend days when these programs are less broadcast.

The sex of the hosts of the women-oriented programs in «Al-Hudhna» local radio

Table 3. Types of the women-oriented program presenters on «Al-Hudhna» local radio

Sex of the Host Programs	Male Host		Female Host		Together		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Women and the Countryside	10	10.98	--	--	32	35.16	42	46.15
Spotlight on the Governorate's Women	02	2.19	18	19.78	--	--	20	21.99
Women's Voice	01	1.09	16	17.58	03	3.29	20	21.99
Women are the fortress of the Revolution	09	9.88	--	--	--	--	09	09.98
Total	22	24.17	34	37.36	35	38.46	91	100

When we examine Table 3, it becomes clear that the women's programs at «Al-Hudhna» local radio were presented by hosts of both sexes (38.46%). 37.36 % of these programs were with female hosts, whereas 24.17 % were hosted by males representing 22 full episodes. This can refer to the fact that «Al-Hudhna» local radio relied on both sexes to broadcast the episodes of women-oriented programs. However, the radio station prioritizes hosting programs by females as they relate well with the target radio recipient, who is the local woman in our case. In addition, women tend to receive content from a woman like her more than others.

The technical forms and patterns adopted to broadcast women's programs on «Al-Hudhna» local radio

Table 4. Technical forms and patterns adopted to broadcast local women's programs on «Al-Hudhna» radio

Technical Patterns Programs	Press Talk		Question and Answer		Reportage + Portrait		Others		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Women and rural life	15	16.5	06	6.59	19	20.87	2	2.19	42	46.15
Spotlight on the Governorate's Women	06	6.59	04	4.39	10	10.98	-	--	20	21.99
Women's Voice	06	6.59	07	7.69	06	6.59	1	1.09	20	21.99
Women are the fortress of the Revolution	02	2.19	--	--	07	7.69	-	--	09	09.98
Total	29	31.8	17	18.68	42	46.15	3	3.29	91	100

The data indicate that almost half of the women's programs at «Al-Hudhna» local radio, in terms of their editorial form and technical pattern, are expressive genres - reportage and portraits – which characterize the audiovisual sector; they represent 46.15 % of the total number of programs. The technique press talks come second (31.86 %), followed by question and answer pattern (18.86 %), and finally, we find the other unidentified types of technique with 3.29 %. This may refer to the fact that reportage, portrait, and other forms are among the most suitable expressive genres for people with a low educational level. We find that local radio relied on them to communicate their content to local women. Women tend to prefer this form because it does not require a high educational level to understand its content and understand it.

Analyzing the content of local women's programs on «Al-Hudhna» local radio (Contents of what was said)

Table 5. Types of local women-oriented programs topics on «Al-Hudhna» local radio

Topics Programs	Political		Economic		Health		Religious		Recreational		Environmental		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Women and rural life														
	--	--	3	3.3	-	--	1	1.1	36	39.6	2	2.19	42	46.1
Spotlight on the Governorate's Women														
	--	--	--	--	17	18.7	--	--	--	--	3	3.29	20	21.9
Women's Voice														
	--	--	16	17.6	01	1.09	2	2.2	-	--	3	3.29	20	21.9
Women are the fortress of the Revolution														
	3	3.29	--	--	--	--	1	1.1	--	--	--	--	09	09.9
Total	3	3.29	19	20.9	18	19	4	4.39	36	39.56	08	8.79	91	100

The results indicate that most of the programs that aim to local women came in varying proportions. Recreational topics rank first (39.56 %), followed by the economic topics (20.9 %), health issues come third (19.78 %), environmental issues occupy fourth place (8.79 %). Then followed the historical topics at the fifth place with 5.46 %, then came the religious topics (4.39 %) and finally the political ones that are not much rural women-oriented with a share of 3.29 %. We can explain this because entertainment is the most crucial variable on which the radio relies

on its programs oriented to local women. This type of programs plays a vital role in rural communities due to the harshness of daily rural life. Hence, entertainment is one of the most significant variables that help to mitigate such an environment. Radio has also paid attention to the economic issues reflecting the importance of production in the local community. We should not also disregard health care in rural communities where the diseases spread very quickly and the lack of protection and proper treatment often has its toll. Political issues are among the topics that are not interesting for the local community, especially for local women.

The media language used in women's programs on «Al-Hudhna» local radio

Table 6. Media language used in women's programs on «Al-Hudhna» local radio

Language Level Programs	Standard Arabic Language		Local Dialect		Both		Other Language		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Women and rural life	06	6.59	29	31.86	07	07.69	-	--	--	46.15
Spotlight on the Governorate's Women	03	3.29	03	03.29	14	15.38	-	--	--	21.99
Women's Voice	03	3.29	05	05.49	12	13.18	-	--	--	21.99
Women are the fortress of the Revolution	--	--	--	--	07	07.69	2	2.19	2.19	09.98
Total	12	13.18	37	40.65	40	43.95	2	2.19	2.19	100

Reflecting on the data above, the great extent to which the local radio uses the linguistic levels, in general, becomes explicit. Especially the language that mixes standard Arabic language and local dialect, which ranks first (43.95 %), then comes the local dialect used in communication with the local women's audience (40.65 %), while other languages rank last at a rate of 2.19 %. This can refer to the fact that «Al-Hudhna» local radio broadcast addresses all local women by mixing standard Arabic language with the local dialect, which is quite appropriate for the urban and rural women in the governorate of M'sila and its suburbs to understand the radio content.

Persuasion methods used in the local women-oriented programs on «Al-Hudhna» local radio

Table 7. Persuasion methods used in the local women-oriented programs on «Al-Hudhna» radio

Methods of Persuasion Programs	Presenting Statistics and Data		Arguments and Proofs		Using Deception		Using Temptation		Others		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Women and rural life	09	09.88	11	12.08	-	-	22	24.16	-	-	42	46.15
Spotlight	10	10.98	08	08.78	-	-	02	02.19	-	-	20	21.99

on the Governorat e's Women												
Women's Voice	12	13.18	04	04.39	-	-	04	04.39	-	-	20	21.99
Women are the fortress of the Revolution	04	04.39	05	05.49	-	-	--	--	-	-	09	09.98
Total	35	38.46	28	30.76	-	-	28	30.76	-	-	91	100

By analyzing the data, we find that the presentation of statistics and data are among the most common persuasive methods applied by M'sila Radio to convince the target audience (38.46%), followed by presenting arguments and evidence in addition to persuasion (30.76 %). This may refer to the fact that local women and urban women are more interested in quantity than quality, i.e., the estimated value and clear data. That is why the radio relies on digital numerical forms based on statistics and data in its programs for local women. In addition, local women also tend to believe in proofs more than any other applied method of persuasion.

Discussion

By conducting this content analysis we concluded that the local radio in «Al-Hudhna» is among the first media outlets that local women in M'sila interact and communicate with. Moreover, works to take advantage of the content and, in return, as the radio makes a considerable effort to meet all their media needs.

Whichever special the local women-oriented programs we have analyzed, they remain incomplete and inadequate. Nevertheless, these programs empower local women and bring them out of their isolation. They help to change the traditional view towards local women in Algerian society. Intensifying such programs helps to meet the meaningful and diverse media needs of the local women.

Choosing the appropriate time for broadcasting programs targeting women is paramount to enable the local women to benefit from them. In this respect, «Al-Hudhna» local radio should opt for a suitable time for broadcasting these programs, which we believe shall be from 8:00 pm to 10:00 pm during which women would have finished their duties and could spend their time listening to the local radio.

Media workers should adopt the lack of diversified technical patterns for broadcasting local women's programs, which are limited to three types. At the same time, many others are disregarded, like features that definitely can help bring women's issues to the fore, especially their real-life challenges.

Through our analysis, we concluded that the time allocated to local women's programs is insufficient to address all of their social issues and to identify their daily problems in the harsh social conditions in which they live.

Animating the rural women-oriented programs by male media professionals would alienate local women from receiving media messages and persuasive messages simply because women tend to listen to women more than men in a closed local community.

Broadcasting programs oriented to local women throughout the week and intensifying them on midweek days is a strategic choice adopted by the radio station to persuade local women and generate interaction between these programs and the targeted audience.

We find that «Al-Hudhna» local radio has neglected many primary social issues both in urban or rural communities through our analysis. One of the most significant educational issues for

local mothers is literacy and its various programs on which the government has focused during recent years and substantive topics.

The positive use of the local dialect in the programs aims at local women. That would attract them more, facilitate the process of persuasion, and trigger responses.

We concluded that the local radio had paid noticeable attention to the topics closely related to the local woman, such as the political, economic, religious, health, medical, recreational, and environmental issues, but they remain incomplete.

Many figures and experts in various fields were hosted in most of the programs aimed at local women, which proves to be very useful to enrich the programs with valuable information and provide an opportunity for the local women to benefit from opinion leaders' experiences and expertise.

Conclusions

Dealing with the main issues of the local women-oriented programs on «Al-Hudhna» local radio, journalists should take into account the peculiarities of the local women. However, it also seems necessary, fundamental, and essential to develop a plan for the local women in our time. The great role of this plan is that it attaches families, especially those related to local women to radio. The concept of media philosophy confirms the leading role of local media, as we have noted in our content analysis of rural women programs on «Al-Hudhna» local radio. Besides, we should note radio's full responsibility in developing local women's potential.

In conclusion, regardless of the local radio failure to fully address local women's issues, it has worked hard to achieve social unity. In addition, local radio contributed to achieving local development through its continuous and permanent coverage of development programs in rural and urban areas, where the local radio has successfully oriented local women's minds and moods towards a single objective of serving development goals. In this view, we can admit that the local radio in Algeria has entered a new stage of development, growth, and professionalism.

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