

ACADEMIC TRAINING IN MEDIA AND COMMUNICATION SCIENCE AND ITS RELATIONSHIP TO MEDIA PRACTICE

(*READING IN THE NATURE OF THE RELATIONSHIP:*)
(*INTEGRATION OR SEPARATION*)

التكوين الأكاديمي في علوم الإعلام والاتصال وعلاقته بالممارسة الإعلامية
قراءة في طبيعة العلاقة: التكامل أم الانفصال

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Abstract:

The aim of this scientific study is to diagnose the nature of the relationship between academic education in the field of media, communication and media practice. The university offers theoretical and practical lessons to students on the concepts of communication sciences, theories, models, legislations, ethics, and techniques over three years or more. The diploma in the field of communication and Media Sciences, moreover, gives students the opportunity to work in the field of journalism and media in the future. This is what many academics and media thinkers in Algeria believe. While another trend sees the exact opposite: The study of information and communication sciences within the university in the form of theoretical lessons cannot contribute to the improvement and development of the level of the student who aspires to practice the profession of journalism. In this study, we will try to find out whether the academic experience in the field of media has a relationship with the media practice in the field, or that the professional practice in the field of journalism and the media requires other criteria and conditions that must be taken into account in the university stands.

*Key words: Academic Training ; Media and Communication Sciences;
Theoretical Training; Field Training; Media Practice; Training Courses.*

ملخص الدراسة

تهدف هذه الدراسة العلمية إلى تشخيص طبيعة العلاقة بين التعليم الأكاديمي في مجال الإعلام والاتصال والممارسة الإعلامية، فالجامعة وما تقدمه من دروس ومحاضرات نظرية وتطبيقية للطلبة حول مفاهيم علوم الاتصال والإعلام ونظرياته ونماذجه وتشريعاته وأخلاقياته وفنياته وتقنياته على مدار ثلاث سنوات أو أكثر، يعد ذلك تكويناً مهماً في مسار الطالب الجامعي، كما أن الشهادة في تخصص علوم الاتصال والإعلام تمنح للطلبة فرصة العمل في مجال الصحافة والإعلام مستقبلاً، هذا ما يعتقد به الكثير من الأكاديميين والإعلاميين في الجزائر، في حين هناك اتجاه آخر يرى عكس ذلك تماماً، حيث يرى أن مهنة الصحافة والإعلام تحكمها معايير أخرى، بعيداً عن الاحترافية والشفافية في اختيار الكفاءات الإعلامية داخل مختلف المؤسسات الإعلامية العربية والجزائرية، كما أن دراسة علوم الإعلام والاتصال داخل الجامعة على شكل دروس نظرية لا يمكن أن تساهم في تحسين وتطوير مستوى الطالب الذي يطمح لممارسة مهنة الصحافة. ومن خلال هذه الدراسة سنحاول معرفة إن كان للتجربة الأكاديمية المتخصصة في مجال الإعلام علاقة بالممارسة الإعلامية في الميدان، أم أن الممارسة المهنية في مجال الصحافة والإعلام تتطلب معايير وشروط أخرى يجب مراعاتها داخل مدرجات الجامعات. الكلمات الدالة: التكوين الأكاديمي في علوم الإعلام والاتصال-التكوين النظري- التكوين الميداني- الممارسة الإعلامية- الدورات التكوينية.

Introduction

University training is considered as an important stage in the path of the university student. This configuration allows him to enter the field of work in the future, and in many cases we find that the university training is the basis through which the student acquires knowledge and theoretical lessons and conducting experiments and theoretical courses within the university, it is easy for him to develop his abilities and skills when contributing to the production of ideas within the institution in which he works.

The talk about university training in the field of information and communication sciences and its relation to the field of work in the sector of journalism and media is the subject of our study, where the specialization of information and communication among the disciplines that have been given great attention within the Algerian University in recent years, where this specialization has been opened in several universities, in addition to the National School of Journalism, having been present at the University of Annaba and the University of Algiers.

The importance of this specialization lies in the fact that it is one of the modern

disciplines within The Algerian University. This has given great opportunities for students to join the media departments in the north or the south of Algeria. In addition, the specialization of media and communication is one of the specialties that appeal to young people due to the multidisciplinary specialization in this field. There are also those who believe that there are more opportunities to get a job in the media sector with the opening of the private audiovisual sector in Algeria in recent years. But the big problem that the students suffer at the level of various media and communication departments within the Algerian university is the lack of supervision and training by the specialized professors. There are a large number of media departments have been opened and then closed because of the lack of professors in the specialization. (Such as sociology, psychology, political science and law), in addition to the lack of material resources (studios, editing rooms, photocopiers, etc.) for training in certain technical disciplines such as editing, radio and television, a journalist, radio and television activation techniques.

In front of these problems and obstacles which are facing the media and communication specialization within the university, the students find themselves confronted with data related to the world of work, often different from the knowledge gained during their university formation. A large proportion of the students had the aim of studying media specialization; they are allowed to access the field of journalism and media in its broadest scope, with the aim of working on satellite channels, national radio stations, various paper and electronic newspapers. However, the practical and training differences between reality and training at the Algerian University are different. As soon as the students leave the university, they find themselves with a knowledge heritage that often does not help them to get a job in the local or national media outlets, as a results of the absence of partnership and harmonization between the outputs of the programs and the academic curricula in addition to the academic methods in the field of communication and information on the one hand, and the requirements of the labor market On the other hand. The work in the field of journalism both inside and outside Algeria is governed by other criteria related to needs that have increasingly developed with the existence of communication technology that created new challenges for the specialization of media and communication, it also created new professions and abolished others in return for the content of

the training programs at the university. This development was not accompanied by content that does not reflect the new environment requirements for the specialization of communication and the media. This is why many students are thinking of leaving Algeria for European or American countries, to get jobs in the domain of media organizations.

Algerian media organizations of all kinds and forms imposed a special form of training on the media in order to improve their performance in the various arts of journalism, whether in editing, presentation, directing, methods of dealing with the new media or in the arts of conducting press interviews and other arts in various institutions. But what many researchers do not know is that the percentage of employees in the Algerian media is among other specialties unlike the media and journalism, there are many media professionals who specialize in journalism and media. There are those who see this as usual because the profession of the press is practiced by everyone because of the development of the press in the world.

Through this study, we will try to present the views of a sample of Algerian media professionals in various media institutions, both inside and outside Algeria, on the relationship between the academic experience in the media, communication and media practice in various media institutions, both inside and outside Algeria.

First: The problem of the study and its questions.

Today, universities, especially in developed countries, seek to ensure the quality of the training and to create the conditions for upgrading it on a continuous basis to cope with the global changes taking place in the higher education sector from the perspective of the knowledge economy, which sees the university as a source of supply for different levels of comprehensive development that can cover the societal needs. Money is important in this type of economy.

The university as a space for the production and reproduction of knowledge has become a student of scientific and practical qualifications that responds to his aspirations and fulfills the needs of the society. This enables him to be an effective and influential element in the framework of comprehensive development. Within this intellectual perspective of the university and its role in the qualification of productive cadres, we can consider the academic training in communication

and information science an important stage in the path of university students in this specialization, because the first goal of entering the university is to obtain a university degree that qualifies them for a job in the future. The university is an important stage in shaping the success of any university student. Many students prefer to practice the profession of journalism and media within the various media institutions, which makes them clash with a reality that is totally contrary to what they were seeing when they were inside the university because the media practice focuses on skills and techniques Which the media is capable of preparing, editing or presenting television or radio programs or practicing written journalism. This makes students seek continuous training courses to develop their skills and improve their skills. Through this scientific study we will try to diagnose the nature of the relationship between the academic composition in the media, communication and media practice within the various media organizations from the point of view of a sample of media professionals in some Algerian media institutions. We will focus on the problem of this study through a major question:

What is the nature of the relationship between academic composition in the media, communication and media practice from the media point of view?

Sub-questions:

- 1. To what extent can the journalist practice the profession of journalism without having received an academic training in the information and communication sciences within the university?*
- 2. How far academic training in the information and communication sciences could be considered as a basis for practicing journalism?*
- 3. What are the mechanisms for developing the relationship between academic training in information and communication sciences within the universities and media practice within the media institutions?*

Second: The hypothesis of the study:

Based on the study's questions, we can focus on one main hypothesis:

The academic composition in the information science and communication within the universities contributes to facilitate the media practice of students in various media institutions, whether written or audible or visible.

This hypothesis was formulated in terms of the lessons and lectures received by the journalist in the university training for the specialization of communication and information, which constitute for him a great knowledge base that allows him to develop his skills to join the job.

Third: The importance of the study:

1. *This study is important because of the importance of the subject in question, which discusses the problems faced by many Algerian universities in many disciplines, and not only the specialization of communication and information, which is related to the rift that distinguishes the university's relationship with labor market. Is essential in the overall development and transforms it into an effective producer in the knowledge economy.*
2. *The importance of linking the specializations and the outputs of their training programs at the university with the requirements of labor market.*
3. *The importance of providing a network of communication and information at the university to allow the establishment of new specialties required by the labor market.*
4. *The importance of clarification of the personality of the media student by raising his abilities and his practical scientific competence and linking them to the requirements of comprehensive development within the framework of the interaction between the university student and the labor market.*

Fourth: The objectives of the study:

1. *To know the nature of the relationship between the academic composition in the field of media and communication in vocational training in the field of journalism and media from the point of view of a sample of Algerian journalists.*
2. *To tackle the most important obstacles and difficulties faced by academic training in the field of information and communication sciences within the Algerian University.*
3. *To know the extent to which the training programs in the Algerian University are compatible with the needs of the graduates of the media and communication in the labor market.*
4. *Highlighting the importance of opening scientific disciplines in the field of written and audiovisual journalism within the Algerian University and the*

extent to which Algerian media institutions benefit from these frameworks.

Fifth: Concepts of the study.

5-1 *The academic formation: University training is the specialized study in universities, which is related to the subject of specialization and the related materials, unlike the study in general education that precedes university education. (Masoudi, 1996, p. 45)*

The university training is also defined as a high education and rehabilitation of high and high-level human forces in order to rationalize and scientific research, to produce knowledge and its direct scientific applications and to organize the management of society and the state politically, economically and socially. (Madhkour, 2000, p. 47)

The academic configuration is a combination of thinking and methods of development, in addition to the training processes that include the integration of all theoretical and applied, where the focus should be on how the student performs a job while receiving the applied side, because the acquisition of theoretical knowledge without controlling the performance related to the specialization makes the differences experienced by the student in the labor market large, and sometimes obstructive, because the knowledge of the skills and skills needed by the student in the actual practice of his profession makes it productive and creative.

5-2 *The academic formation is defined in this study as that which is obtained by the university student within the Algerian university in any specialization that was directed to him when he received the baccalaureate. This formation is at least between 3 and 7 years, and may exceed that in the case of continuation of the student for postgraduate studies, in addition, University training includes theoretical and applied courses, and this varies from one scientific discipline to another,. The training process is supervised by specialized professors who provide knowledge and skills to the student in order to prepare him for his professional future.*

The university training is the basic foundation on which developed and civilized societies are based. In creating competitive societies at all levels and fields, therefore, the world's superpowers are spending huge budgets on scientific research in order to create knowledge that transforms the processes of the knowledge economy into financial, social and cultural values that change

societies and their economies according to pre-determined targets.

5-3 Media practice.

It is the rules, principles, charters and standards that media professionals are committed to when practicing the profession of journalism, in both inside and outside editorial rooms. This practice is governed by ethics, charters and legal regulations. All media professionals are obliged to submit to them when producing media material. In order to benefit the public opinion, there must be multiple media values, in order to achieve the goals and objectives that were planned in the preparation of the media message, and through this study we will focus on the dimensions and indicators of the important practice of the media based on the nature of the sample that was relied on in the field study, because the media practice varies in nature and methods on which we focus on them in this study.

5-4 Information and Communication Sciences:

These are the sciences that are taught within Algerian universities in the Departments of Communication and Information Sciences, where this specialization contains several branches and different fields studied in theory and practice. Among these specialties, Radio and television, public relations and communication, written journalism and many other disciplines that have been taught within Algerian University, where students receive communication and many lectures and applications on the concepts and models of communication and contemporary theories, as well as editing techniques and methods of writing for various media outlets, the science of communication and information despite its modernity as a science within Algerian universities, but there is a demand by university students in recent years, and through our study we will seek to know the nature of the relationship between the theoretical and applied training of communication and information sciences within the university and media practice in the field.

5-5 The Journalist

The journalist is the person who creates and edits news stories, prepares and presents programs to the public whether they are readers, listeners or viewers through various media (Newspaper, Radio, Television or the Internet) because its role varies according to the nature of the institution to which it belongs. To adhere to the ethics of media practice in transmitting information to public

opinion, because the pursuit of the press may lead the media to publish false news and information that may be the cause of many crises, and this media profession is governed by honesty, truthfulness and the search for the right information.

5-6The academic training in the field of information and communication sciences:

The academic training in the information and communication sciences is defined as the training that the student receives at Algerian university within a specified time span of three to five years. The student will study several lectures and applications in the field of communications and information sciences during the academic training, and this choice will be according to the desire of the student most often, and oversees the composition of students a large number of professors and experts in the sciences of communication and information, and within this configuration, the professors try to provide the largest number of information and data, both related to the theoretical aspect of communication science and information such as theories and scientific approaches and communication models, as well as lessons and knowledge related to the methodology of scientific research and how to provide and conduct scientific research in the field of communication science and information, and the training includes legal knowledge, technical and technical, to find the student himself at the end of the course has a large balance of scientific knowledge in the field of communication science and information, he is allowed to pursue graduate studies or apply for a job to develop his or her theoretical and applied skills.

5-7Field training in Journalism and Information:

The field training in the field of journalism and media is linked to the regular training courses organized by the media institutions for the benefit of journalists to develop their abilities and skills in the various Arts of journalism, as well as ways of dealing with modern technologies used in the field of journalism either in news editing or production and delivery of television programs, radio or written press and electronic, training accompanies the journalist in his career because the profession of journalism is constantly evolving under the new used technologies, making this development necessary for all media professionals. When we talk about the communications and media sector, we find that the

impact is greater and the transformation is more inflective. Digital technologies have replaced their analogue counterparts in order to refer many of the teaching methods to re-evaluation and structuring.

The entries in the field of communication and education have changed when a digital alternative emerged for every analogy in the sense of a new media competing with traditional media and social networks, traditional media competing with new media and digital public relations competing with traditional public relations. Today's change transcends the content of academic programs in the field of communication and information to teaching methods and methods of training, where multimedia has become a major component of these methods. (Moussa, 2018, p. 8)

5-8 the cognitive orientation in the training of students of communication and information:

The knowledge explosion resulting from the information and communications revolution made the university academic training in the field of communication and media oriented towards the need for an intellectual orientation based on the multidisciplinary training, which makes the faculty member in need of a "cognitive orientation that qualifies for the integration of all knowledge of the educational process through focus on the prominent concepts and relations between different sciences, especially the inter-nature, especially with regard to the science of communication and its relation to other sciences, and the need of the media to approach a wide range of science and knowledge, even if only to ask questions to specialists and their interlocutors (Moussa, 2018, p. 7). In this regard we find what we call the internal training, which allows the student to identify the different dimensions of knowledge and practical interdisciplinary intervention in the work of media, where is known in the colleges of communication and information in the English term Internship, this is the method adopted by colleges and specialized institutes to give their students doses of real scientific experiences within the institutions, through the practice of actual students to work in the media institutions, in accordance with agreements concluded between the university and these institutions, where the daily students are monitored in the training institution and their supervisor reports daily on their performance, "In America, in addition to this method,

they use another method of training based on bringing a number of prominent journalists in various media institutions to become short-term visiting professors at university colleges, and organizing theoretical and practical lectures in the faculty's classrooms and studios. Professional Media in open sessions are closer to the Workshops system where they talk about every little and large details about programming and preparation through the students' practical experiences and practical models. The student has the right to inquire about all the programs, production, planning, and presentation. That comes within the framework of the specialty of this visiting coach. After these exercises at the university level, the students go with the coach to his institution, which came from them and here is the actual convergence between theory and practice, where the picture is completed in this unique training stage by holding students to all the details of the information process from A to Z.

A Nota Been to be made attention to in this context, is that most of the training of media students in America are concerned with financial gain through media production, meaning that they are not engaged in training that does not lead to the greatest gains and guaranteed profits, but they are not preoccupied with what they consider to be irrelevant such as the issues of education, ethics and commitment to the nodal and other concerns of media professionals in our country.

The American universities' keenness to train their students in media organizations in this manner has stemmed from the need of the American labor market for highly qualified and specialized graduates to lead the media work that has become a highly profitable economic industry. (Awad, 2018, p. 3)

5-8 Challenges of university training for media students in the digital media market.

The revolution of information and communication technologies left its marks on all sides of life until we are talking about the digital era in which most of the technologies used from nature and analog performance have been transformed into digital nature and digital performance.

These new developments and the emergence of new media, as well as the new international media, have changed the concepts and practices of the latter. It also changed the principles and foundations of the media. Their

technological and digital manifestations were reflected in university education, especially in the field of communication and information. There was a growing skepticism about the ability of the university to produce outputs to cope with the acceleration and digital development and the needs of the media work, which allowed for differences in views and trends in the type of formative path between what is theoretical knowledge and what is applied in the field, and in this context emerged the difference between the programs and strategies specialized in communication and information, the change is not limited to the content of academic programs, but rather to the teaching methods and teaching techniques, digital presentations are the basis of lectures and multimedia. The main components of these presentations, as well as the ease of navigation in the WAP network as the largest library present in the media lesson and provided by fixed and portable digital devices of the possibilities for the success of the lesson scientifically and applied. (Moussa, 2018, p. 8)

The data of this new formative environment have formed and pose great challenges to many Arab and Algerian universities. These challenges are imposed by the material resources, the time required to learn and the readiness to learn, what must be learned, the constraints of the present and the immediate future of this generation that grew up in this digital environment and its characteristics And educational preparations, so we can stand up to some of these challenges, which can be mentioned as follows:

The biggest challenge facing the training in communication and information is related to the technological aspect, from the lack of Algerian universities to the technological possibilities that facilitate the faculty member to integrate in the digital revolution and keep pace with the type of information and how it is presented and the level of skills that are trained by students and allow them to contact the market developments the work. Technology cannot be understood and employed through the theoretical lesson only, especially as it develops and accelerates at a great pace that is difficult to maintain compared to the past, which had been held for a fairly long time, allowing the students to consider and theoretical. The results of the study by Walid Bakhouche in his study entitled: The reality of the use of information technology and educational communication from the point of view of the professors of Oum al Bouaghi University that

86.87% of the sample confirmed the absence of the Internet in the classrooms, and 43.81% believe that the computer equipment available in the lab is not commensurate with the number of students, and 71.75% of the sample said that the administrative climate does not encourage the use of these technologies. (Bakhouché, 2017, p. 539) To integrate into this digital revolution and cope with it, it is forced to deal with the phenomenon deeply away from the surface, in order to understand the educational reality that framed and allows him to transfer knowledge to students of communication and information in a manner that combines theory and practice, as well as the need for faculty members to understand the future of the digital future and to have a rapid response to the changes and dynamics of the media.

2. Some of the mediatic problems in the digital Media and the problems which stand in front of the flow of media messages produced within the digital media field have yet to be clarified.

Sixth: Methodology of the study tools and sample.

The study was based on a descriptive approach, through the selection of a sample of media professionals working in the media sector in the Algerian media. The purpose of this study is to know their attitudes towards the nature of the relationship between academic training in the field of information sciences, communication and media practice. In the collection of data, where a sample was interviewed by Algerian media professionals working in several Algerian media organizations, who hold higher degrees in the field of communication sciences, media and cooperatives to answer the questions.

Seventh: The Previous studies.

The previous studies are important research literature that researchers return to in order to strengthen their studies both in terms of methodological, theoretical, applied and field construction, and this is given importance when developing the methodological procedures for any scientific study, and through our study we will try to present some studies related to the subject of our study despite its rareness.

The first study, entitled "The job market of journalism and the inevitability of the applied training in media and press photography at the Algerian University, for the researcher Omar Yousfi, completed this study at the University of Algiers

(3), Faculty of Information and Communication, and to work to establish new foundations realistic in line with the Algerian market and global. Finally, he asked the main question: How can the Algerian University to move from theoretical to practical training in media and press photography in accordance with the requirements of the Algerian labor market?

The researcher adopted the field survey method by conducting a study on a sample consisting of (100) individual university students in the fields of media sciences and communication at the University of Algiers 3, the data was collected on the questionnaire and after the data was unloaded, analyzed and interpreted, the following results were obtained, the most prominent of which are:

The majority of university students believe that the university's knowledge in the field of information and communication sciences is merely a theoretical lesson away from the reality of living. They also believe that the contents of the standards they study at the Algerian University are not in keeping with developments in Western universities. (References in foreign languages, studios, editorial rooms, lack of agreements with media institutions.) , And the successful mechanisms for running the university. The study also found that the majority of the respondents believe that their level of science ranges from the weak to the average level. This is due to their lack of interest in the study, in addition to the lack of practical and field training on theoretical lectures. In addition, members of the study sample see that the Algerian University does not focus on the composition of the needs of the labor market, which makes the university training in this specialty, according to their belief does not keep pace with the reality of media practice within the various media institutions. (Amor, n.d., pp. 64-72)

The second study, entitled "The Problem of the Academic Training of Media in Algeria," was devoted to the researcher Mourad Miloud, who focused his theoretical study on highlighting the quality and importance of academic programs in the field of information and communication sciences offered to students within the Algerian University. To provide a description of the status of academic training within the media departments of various Algerian and Arab universities, the researcher reached at last to make a number of recommendations, most notably, the provision of material and human resources in the field of information

and communication in all disciplines within departments and faculties of media.

In addition to the establishment of agreements and partnerships between universities and media institutions to contribute to the development of students' abilities in terms of skills

The Algerian universities should also provide material resources such as studios, editorial rooms, etc., because this is important for the development of the level of students in terms of dealing with modern means, as well as learning the techniques and techniques of editing, presentation and output. The researcher stressed in his study the need to add scientific standards directly related to applied disciplines and field supervised by the owners of experience and experience within the media and university institutions. Finally, the researcher stressed the need for students to have training courses within the media institutions on a continuous basis before joining the field media work. (Miloud, 2018, pp. 308-318)

The third study, entitled "The Factors Affecting the Performance of the Algerian Journalist Media", by researcher Zaynab Yaqout, focused on the study of the nature of the factors influencing the media performance of the journalist on Algerian television. In her study, the researcher used the survey method, and adopted in her collection of data from the community of journalists on the form tool, the researcher concluded that the Algerian television workers have different academic disciplines (Arabic literature, foreign languages, sociology, psychology, information and communication sciences, etc.), and their experience in the field of media is medium. The majority of media professionals have poor media training experience. They also believe that the academic training at the Algerian University in the field of information and communication sciences does not focus on developing the language abilities of the students, which is reflected negatively on them when entering the media institutions. (Yagout, pp. 279-317)

The fourth study, entitled "The academic and training background" of the Algerian cultural radio journalists, was written by researcher Yacoub Ben Sghir. The problem of this study focused on the following questions:

What are the academic and applied qualifications obtained by the Algerian Cultural Radio? Are callers subject to training and training courses?

The researcher relied on the survey method using the questionnaire tool to collect data from the study society, which is represented in all the workers in the Algerian Cultural Radio, estimated at (23) individuals. After analyzing and interpreting the data, the researcher got several conclusions, the most prominent of which are:

All cultural radio workers hold bachelor's degrees (MA-PhD), most of which are in the fields of media and communication sciences. The researcher also found that the majority of workers in the cultural radio did not have a formation or training before joining the field of work, both within the university or in the media institutions in which they work, this is negatively reflected in the beginning of their career, because the university, according to them focuses only on theoretical lessons, concepts and theories, while training in the arts of editing, presentation, output and photography are few, due to the lack of material and human resources that can oversee these complementary courses to theoretical lessons. (Ben Sghir; 2015-2016) Based on these scientific studies, which dealt with different scientific problems, but being intersected in terms of some variables independent and dependent, we will try to rely on them in the analysis and interpretation of data, and draw the final results of the study.

Eighth: Analyzing and Interpreting the Results of Interviews:

The first topic: Analysis of the personal data of the sample of the study.

01- Research Sample:

Interviews were conducted with a sample of 15 journalists working in the print, audio and visual media. This type of samples was chosen in order to reveal the relationship of media practice in various sectors of the press to the academic experience in the field of information and communication. The profession of journalism has become practiced by many individuals who hold higher degrees in specializations that have nothing to do with the field of media.

02. Years of work in the field of journalism and media.

The experience in the field of media is an important element in the professionalism of the media. Working for years in a newspaper, channel or radio leads over time to gaining considerable experience in the field of journalism and media. The years of work earn the journalist confidence in himself, Radio and television, which was recorded on the sample of the study, where more than (93.34%) of the

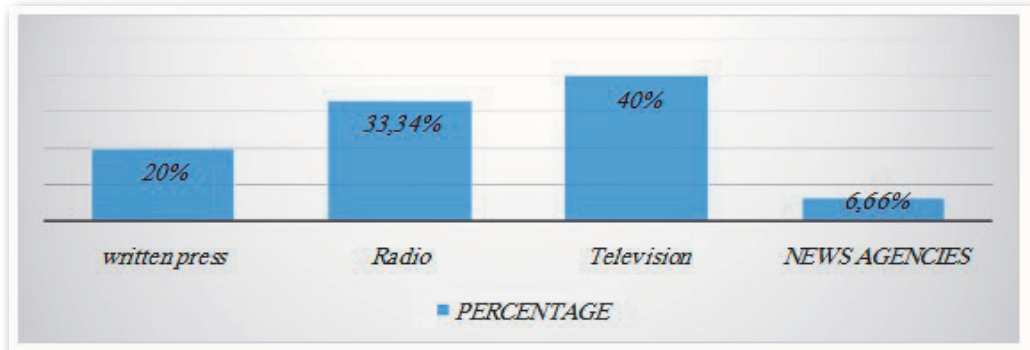
media professionals have experience in the field of work more than 50 years.

03 - Distribution of the sample items as per a scientific specialization.

The field study revealed that the majority of the sample of the study sample holds higher certificates in the field of media and communication from the Algerian university by (46.66%). This explains that the media institutions in Algeria employ individuals with higher degrees in the field of media and communication, but this doesn't mean that there are no media persons holding certificates and diplomas in literary, scientific and technical specialties, as explained in the table above.

The media profession can be exercised by any individual with a scientific certificate that qualifies him to present or edit the news, whether in the written or audiovisual media. However, the certificate alone is not sufficient to practice the media activity very professionally; continuous training courses are highly demanded to improve the level of the various Arts of journalism.

04 - Distribution of sample items by place of work.

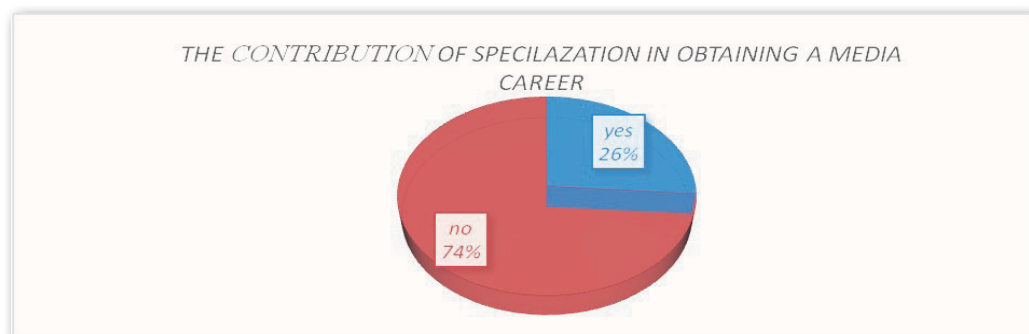


The figures in the table above show that the sample of the study includes journalists working in various Algerian media organizations, whether in television, radio or print media, in order to know the media attitudes towards the relationship of the field media practice to the academic study at the university in the field of media. This diversity in the sample of the study makes us reveal the different trends that are involved in the manufacture of several factors related mainly to the field experience and practice.

The Second Topic: Media trends towards academic training at the university.

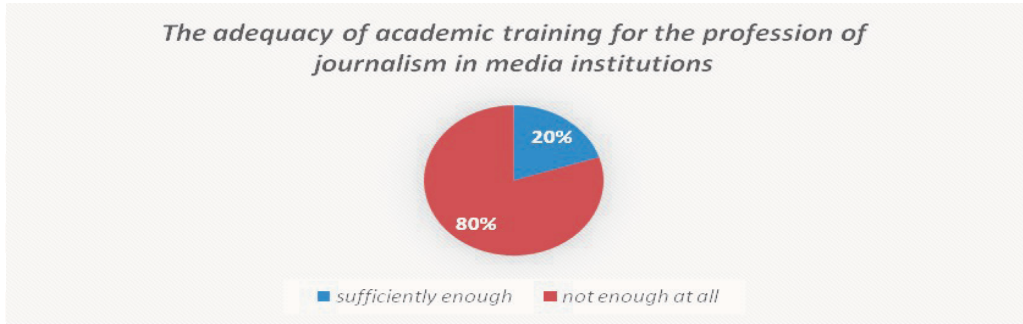
05- The extent of the contribution of academic training in various disci-

plines in the study sample access to the profession of journalism and media



The field study revealed that the profession of journalism is practiced by everyone who holds a university degree in any of the scientific disciplines by (73.34%). The profession of journalism is no longer restricted to graduates of colleges and departments of information and communication, but has become a turnout from different scientific disciplines, (All channels) where the profession of journalism staff graduated from the departments of political science, sociology, Arabic literature, translation, architecture and other disciplines (Hamdi, 2011, p. 132). This can be considered positive if we consider that the profession of journalism requires specialists in different fields to provide television programs of value and benefit to the community, because the specialized journalist can provide the greatest amount of information, whether in the written or audiovisual press, but this can be considered negative because the journalist The professional is not only competent to specialize, but must master the skills of writing, editing, presentation and installation, and these arts cannot be learned accurately, but through his specialization in the field of information and communication and conduct training courses on a continuous basis on these arts, who we conducted interviews with Al-Jazeera news, the channel has a large number of media professionals who hold higher degrees not in the field of communications and information sciences, including those who graduated from the departments of economics, foreign languages, sociology, political science, and even experimental and technical sciences from several Arab and foreign universities. Providing a variety of television programs with a high level of ideas and information. (Ben Guinna, 2016)

7. The adequacy of academic training for the profession of journalism in the field.



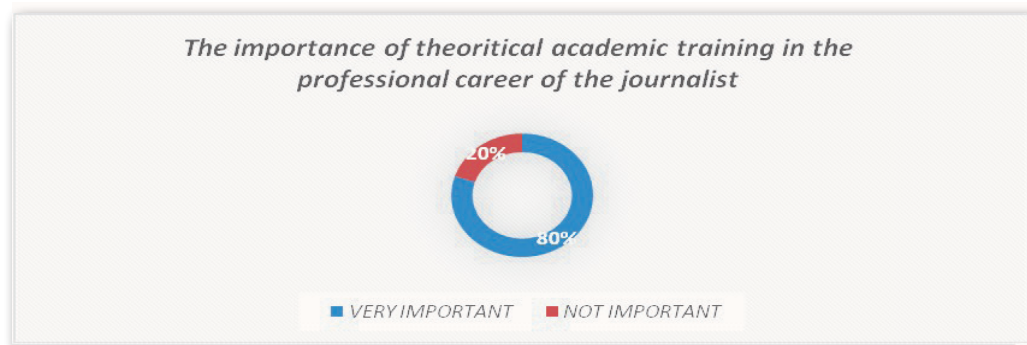
The academic training of universities in different disciplines is no longer sufficient to practice the profession of journalism and media, 80% of the sample of the study, because the profession of the press requires continuous training in the various Arts of editing, whether written or electronic, or radio and television editing, in addition to presentation, production and installation of various media materials.

In view of the great developments in the field of journalism and media, it is necessary for all media professionals working in various media to conduct continuous training sessions with experts and academics in the field of media and communication in order to develop their artistic and scientific abilities in the various Arts of journalism. The modern communication technology has produced a number of modern means and techniques used in the production and delivery of television and radio programs, forcing the workers in this field to conduct training courses to practice these methods and modern technologies. The media stressed that the academic experience is important for the path of the journalist, but it is not enough to practice the profession of media in a professional manner, where he believes that "media students should contact the field work through the conduct of training courses on an ongoing basis, this is doesn't mean that the academic experience is not important, but the student must obtain theoretical lessons in several important subjects.

The editing techniques, the presentation techniques, the preparation of television and radio programs, the television and radio output and other arts that must be learned within the university stands, thus, the development of the level of the student significantly, after leaving the university, media students

should not drop out of the training courses. It is important to maintain and develop the level, because stopping training will make the level of the student decline over time, and this does not allow him to join the media institutions to work. So we consider that academic training is important and complementary to the professional practice, it is impossible to bring anyone from the street and tell him to be an announcer. The way they sit and talk, how to present news, and how to formulate and streamline news so that the audience can understand the news and events (Boutamine, 2016). "The same thing has been adopted by the Media" Ouday El Katib"on Al-Jazeera, where he says that" the practice of the profession of journalism without the theoretical lectures on the profession of the media is a big mistake, where I practiced the media for years without access to theoretical lessons and this has created great difficulties in my career, so I decided to take a large number of theoretical lessons in various media arts, the academic experience has been useful to me in my professional career, so it is inconceivable that there is field work without theoretical lessons and vice versa. Media students should have the most theoretical concepts and lessons about the media profession. Theoretical lessons "Media work requires a continuous theoretical training with intensive training courses on what is learned from theoretical lessons.(Aday, 2016)

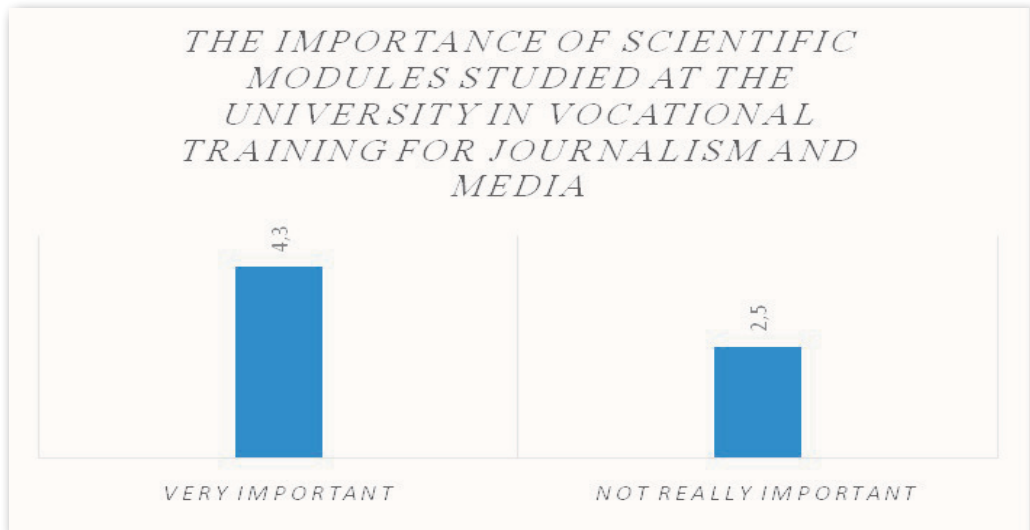
8- The importance of theoretical academic training in the professional career of the journalist.



The specialized academic training is very important to the media man, and this is revealed by the field study, where we recorded the proportion (80%) of those who see it. Academic training in universities in the field of information

and communication is an important base in which any media can learn through it many guidance and advice and take the theoretical information in various materials that allow it to enter the field of journalism by its wide gate, a journalist who does not have an academic degree will be exposed to many difficulties and problems at the beginning of his career in the field of editing, installation or output or provide and broadcast programs, quotas and interviews, in addition to ignorance of legislation and charters that facilitate the exercise of his profession. This is why academic training is considered one of the stages of building the path of a successful journalist, and one of the workshops to develop his intellectual, technical and scientific capabilities, this is what revealed by the media woman who works in Al-Jazeera (Khadija Bin Guinna). She says: "Her experience in the media in the Swiss state revealed to her that 90% of the journalists were not graduates of the media institutes. A training course through which he learns the world of media and tools and develops his skills according to the specialty that he prefers, he can develop its capabilities in the field of photography and output, and the reporter, news presentation and presentation of the dialogue in the programs (Aradha, 2013). "The academic experience is important in the course of the journalist, whether in the media or other disciplines, but this experience should be supported by practical courses of media practice in any Art of its multiple Arts.

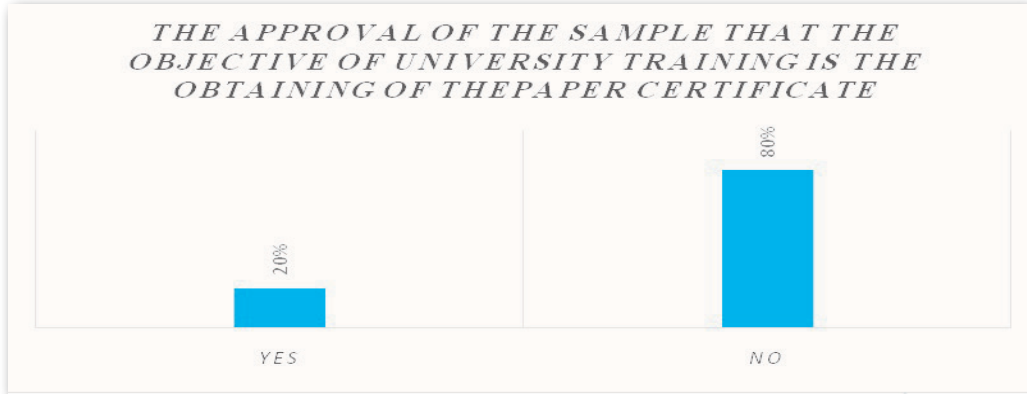
9 - The importance of the scientific modules studied by the journalist in the university in the profession of journalism and media.



The field survey revealed that the majority of respondents agree for the point that the standards they study at the University of Algeria are very important when they join the position in the field of journalism and media, 60% of those who believe that. This result can be explained by the fact that what is taught at the University of Algeria in the field of communication and information sciences is the basis for every media person who wants to form himself theoretically and practically because the profession of the press is not only an exercise, because when ignoring the theoretical rules in the standards of journalistic editing techniques, Radio and television presentation will find it very difficult to learn and train on these techniques because of the lack of time to conduct training courses in such matters within the media organizations, in addition, there is a great shortage of such training courses within the Algerian media institutions, compared to some Arab media institutions, which hold periodic sessions in various Arts of production and management of television and radio programs. This is confirmed by the media "The majority of journalists working on Al Jazeera are conducting training courses inside or outside the channel in order to keep abreast of the major developments imposed by modern communication technology and media in the news rooms (Aradha, 2013)." Media journalist Hossam Attali said on Al Jazeera television that "theoretical modules taught at Arab universities must be matched by an application within the studios, the fact that everyone should know that the specialization of the media has existed in the past years in most Arab universities on theoretical subjects rather than the process, and this can be considered as a defect or a defect in the programs, because the media is primarily a practice, and this profession needs a lot of field practice and experience in dealing with situations, and this does not mean that theoretical lessons are not important, there are many materials that the media should obtain from the university. We believe that the media colleges in all the Arab universities have begun to realize that the media practice needs theoretical and practical lessons, where they have provided studios, editing rooms, cameras and various modern devices that allow students to practice them continuously. If we want to form a successful media, we do not only teach him theoretical lessons, concepts, dates and legislation, and keeping him separated from practice and training, because the media work needs the skills acquired by the student through continuous training. The media profession needs to write daily and continuous,

what has been learned from the theoretical material must be embodied in the work of application on the ground, and this makes the media students acquire many experiences before joining the work within the media.(Attali, 2016)

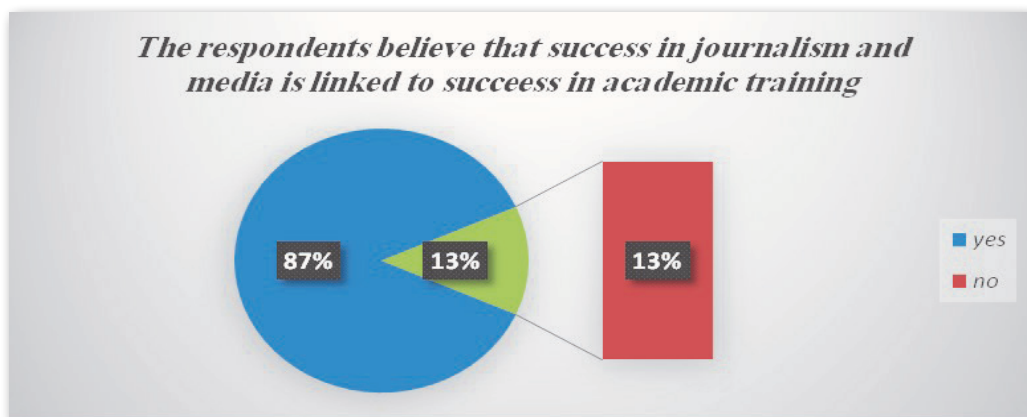
10 - The extent of approval of the sample members of the study that the academic training aimed at obtaining a paper certificate.



The study revealed that the majority of the respondents (80%) considered the academic degree in the field of communications and information sciences to be important and necessary in joining the profession of journalism and media. They do not consider academic training as the purpose of obtaining the certificate only. The academic certificate is not enough to enter the media institutions, because experience, training and understanding of the science of the press and media has become a necessity in the course of any media, there are a lot of things the media person should learn at the university and train on it before reaching the field of work. Many media professionals believe that the university degree in the field of media has a big role in entering the field of journalistic practice despite the difficulties that surround it in several Arab countries, because the profession of the media does not need only scientific degrees, there are many competencies still suffer from unemployment despite their superiority in Media, this is the reason for the policy of marginalization and exclusion prevailing within most Arab media institutions. This is confirmed by the media, "Biba Ould Oum Hadi." The journalist who graduated from the Institute of Journalism and Media who has a paper or a scientific certificate, but cannot determine his future journalist, the media person, who receives an academic degree and has many training courses in

the university track, is much better than that of the student, who only obtained the certificate through theoretical lessons without strengthening his training courses within the media institutions. The first student has great opportunities to enter the media profession, and field application. We know that university institutions within the Arab world do not provide students with the necessary equipment and means to practice theoretical lessons before obtaining the certificate in the media specialty. Therefore, the university student must use his personal potentials to develop his abilities before leaving the university. This is important for us when we join a job in any media organization. “(Ould Oum Hadi, 2016)

11- The extent to which the sample of the study believes that success in the profession of journalism and media is strongly related to the success of academic training.



The majority of the sample of the study (67.86 %) believes that success in the profession of journalism and media is highly dependent on excellence in the academic aspect.

The outstanding student in his specialization in the university we find him as an innovator in his profession when he enrolls it with excellence, discipline, perseverance, diligence, the same qualities that this student can maintain when joining his profession in journalism and media, if given the opportunity to appear on the screen or radio presentation, or within editorial editing rooms. However, it is very unfortunate that recruitment within most of the Algerian media institutions is based on favouritism and the criterion of exclusion of outstanding talent, which has resulted in poor quality in the contents of these

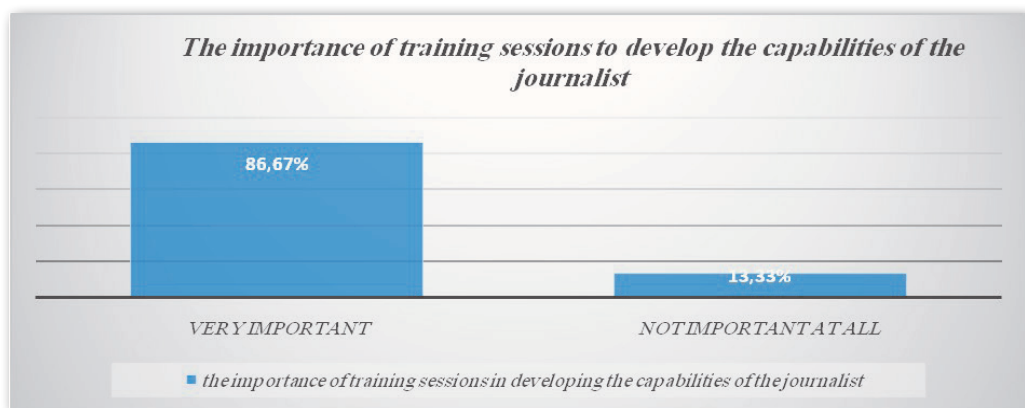
various means. Most of media professionals of Al Jazeera News believe that the successful student inside the university stands must have great abilities and skills to maintain his success in his career, because the professional practice in the field of media requires the availability of many conditions and the most important according to a sample of journalists on Al Jazeera News:

1. *Be fully aware of what he wants to say, and be fully informed about what is happening in the field of specialization.*
2. *The media person should be familiar with the background of the television work that he needs in his day-to-day work, both from technical skills such as dealing with videos, pictures and cameras, the distribution of roles, and from the administrative side such as the ability to manage and distribute media teams, that the viewer needs to know from the topics of his daily work.*
3. *Have multiple language abilities in speaking, writing and drafting, and skills in dialogue and discussion, and the art of casting and presentation.(Ould Oum Hadi, 2016)*
4. *Proficiency in foreign languages, especially English, because many news and events arrive in a fast and urgent way through the international news agencies and need a quick translation for them to be broadcasted directly to the public.*
5. *The speed in completing the work required of you within the media organization, because time is a success factor if it is exploited in a systematic and organized manner.*
6. *Have a broad culture on various political, cultural, social and economic issues and international and regional events.(Attali, 2016)*
7. *Ability to carry out any task entrusted to the journalist, whether at the headquarters of the media institution or outside.*
8. *- A journalist is a lover of his profession and must master it. He must also listen to his predecessors to gain experience. In addition, he must stay away from vanity.(Obayish, 2016)*
9. *- Journalist should provide and display media material in a beautiful language, and a decent appearance. Success in the media profession starts with humility, then mastering the work, and finally the ethics of honesty, credibility, patience and honesty in the performance of your task.*

10. *A news presenter should have a great ability to diversify his voice during news broadcast so the listener or the viewer is not bored, as well as the good shredding of sentences so as not to distort the meaning of the text. (Boutamine, 2016)*
11. *The use of body language is important when presenting news such as head movements, and the way of sitting.*
12. *Variation in visual communication when dealing with the paper version of the bulletin and the electronic version on the Autocue Unit so that the presenter does not appear as a robot when reading the bulletin. The journalist must have multiple skills to manage the dialogue, because newsletters are not without hosting guests in various disciplines. (Ben Guinna, 2016)*

The third topic: Media trends towards professional training in the field of journalism and media.

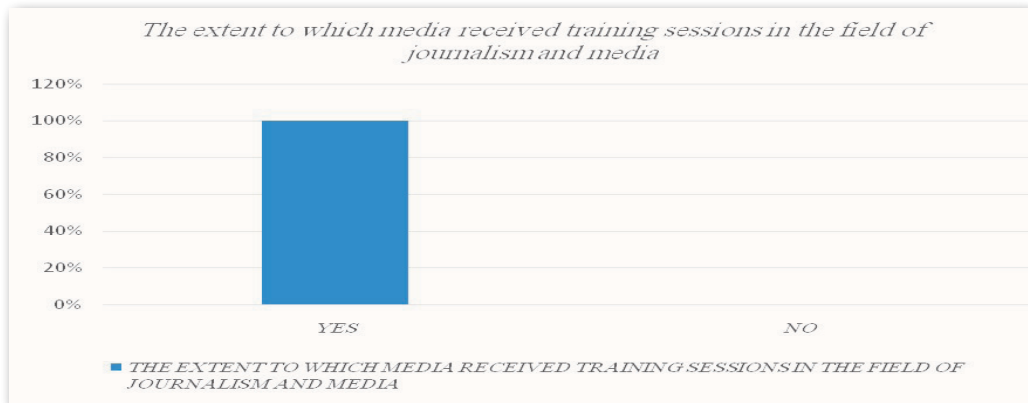
12 - The importance of training courses in the field of journalism and media to develop the capabilities of the journalist.



The training courses in the field of journalism and media are essential for all media professionals working in this sector. 67.86% of the sample members of the study sample confirmed this. We cannot talk about the profession of journalism and media without talking about training courses in this area, because what these courses add to the balance of media is very important in the course of composition, the distinction in the profession of journalism, whether in editing, presentation, program management, etc. is directly related to the courses organized by the channel or training and training centres in the world, but it is very unfortunate that the media in the Algerian media do not have many opportunities to do such

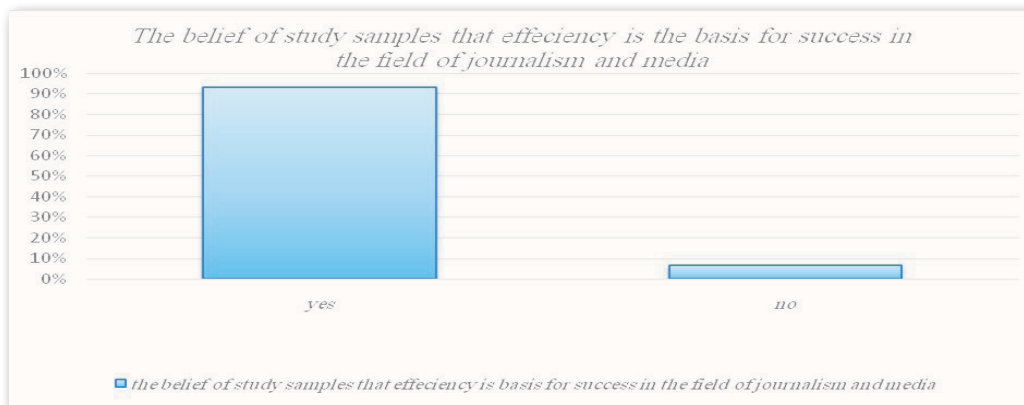
courses, in various media, Arab and foreign, and this has been confirmed to us by many media workers working on Al Jazeera News in Qatar (Ben Guinna, 2016). The media has stressed the importance of the training courses in developing the level of journalists and media people on Al Jazeera, because it is a major development in the field of television news production and presentation, where media professionals must keep abreast of developments in the field of news, Al Jazeera organizes several courses throughout the year, including various arts and skills, whether its content or means used in the production of news (Aradha A. , 2016).

13. The extent to which journalists and media professionals received training courses in the field of journalism and media.



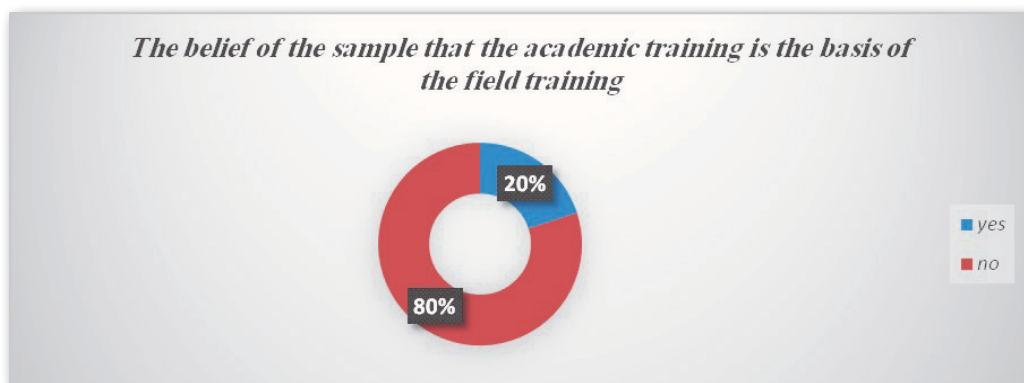
The field study revealed that all media professionals agree that the training courses in the field of journalism are important for improving and developing the professional performance in the field of media, and these courses vary according to the nature of the journalistic specialties. The journalist who does not conduct training courses continuously finds his media performance, whether technical or technical, does not improve. But with the passage of time, a significant decline is witnessed. This is why media organizations have become very important for such training courses. In addition, many media centres were established in several Arab countries to conduct training courses for journalists and media professionals to improve the level and learn new techniques and arts. Such courses are supervised by experts in the field of specialization. This is confirmed by many journalists on Al Jazeera News Channel (Abdelkader Arradha, Khadija Ben Guenna, Mariam Bin Alia, Majid Botamine, \

14. The extent to which members of the study sample believe that efficiency is the basis for success in the field of journalism and media.



(34.93%) of the sample of the study found that the efficiency in the field of media is one of the factors of success and excellence in the field of work. Efficiency is no longer the choice of media professionals to work in the field of journalism. The reality proves the contrary, because what we hear and note in various Algerian media proves that efficiency is not enough to win a job within these institutions, but you have to have a relationship with the influential personalities and money, because efficiency has become a nuisance among decision-makers within the media. And the same within the Arab media institutions, efficiency is no longer a criterion for selecting the best media professionals to practice the profession of journalism and media of various kinds.

15 -The extent of the belief of the sample of the study that the academic training is the basis of field training for the journalist



The majority of the study sample (80%) believes that the academic training in the field of media and communication cannot be considered the basis of the field training of the media, because what is presented to the student at the university are theoretical things in their belief, and the university is no longer a professional journalist, but many students enter the university for the purpose of obtaining a university degree and not for training in the field of journalism and information. The fact is that the practice of journalism and media requires a lot of sacrifice.

The media is not like the rest of the other professions. It is the profession of trouble, and the journalist, who thinks that university training alone is enough to practice a profession, is wrong, and the same with those who believe that the media is connected to the field only, Because academic and field training are both important in the life of the professional media. Media can only be obtained from the university stands and the experience of years in the field of media teaches the journalist a lot of things that benefit him in his career.

16. The extent to which the sample members agree that improving the level of the journalist is related to the number of training and training courses.



Analysis and interpretation of the table:

The majority of the respondents (80%) of the media feel that the improvement of the level of the journalist in both the presentation and the editing is related to the size of the training courses that he conducts both inside and outside his organization. In their opinion, these courses are important for overcoming many of the obstacles facing them in their professional careers. And called for the

formation of themselves to deal with modern technology, which has become a large part of the work of journalism, and most of these technologies have to do with the tasks carried out by the journalist in the field of work, and therefore the Algerian and Arab media organizations to pay attention to these training courses because of their obvious impact Improved level of media professionals.

In this regard, the Association of Algerian Media Professionals in Qatar, which is overseen by a large group of journalists from various Arab and foreign countries, is carrying out many training courses free of charge for students and media professionals in many Algerian universities and centres.

The fourth topic: Media trends towards the relationship of vocational training in academic training in the field of media and journalism.

Terms	Agreed		Neutral		Opposed	
	M	%	M	%	M	%
Training courses are important in the field of journalism and media	14	93.34	1	6.66	0	0
Academic training in the field of media does not complete professional training in the field of journalism	3	20	2	13.33	10	66.67
The profession of journalism needs to be practiced and imitated by experienced people	15	100	0	0	0	0
The profession of journalism and media is governed by standards of patronage and not efficiency	7	46.67	6	40	2	13.33
The profession of journalism requires talent and academic composition and intensive courses in the field of journalism	14	93.34	1	66.66	0	0
Training courses in the field of media are very expensive in terms of money, and do not offer an addition.	3	20	6	40	6	40

Training in the field of journalism depends on the will of the journalist only.	7	46.67	3	20	5	33.33
To improve performance in the field of media, it is necessary to emigrate outside Algeria	6	40	4	26.66	5	33.34
There is exclusion and marginalization of competencies in the field of media in Algeria	10	66.67	3	20	2	13.33
Academic training is an important part of the future success of the journalist.	14	93.34	1	6.66	0	0
University courses do not reflect field practice in journalism and media.	12	80	3	20	0	0

Analysis and interpretation of the table:

Through the above table we see the majority of the study sample (34.93%) believe that training courses are important for media professionals seeking to improve their level of journalism and media, as these courses are a means of developing the technical and technical capabilities of the journalist. We also noted in the table that a large percentage of the sample of the study sample (66.67%) objected to the statement that academic training is not important in the journalist's path. Academic formation is an important station in the successful media course. The theoretical and practical lessons and lectures in the field of information and communication a loop can be dispensed with. We also noted that 100% of the sample of the study believes that success in the profession of journalism and media is related to the extent of friction with the experienced people within the media institutions. This is what we lack in many Algerian media institutions. The TV or radio channel that employs young people without integrating them with experts and specialization will result in the passage of time to fall into many mistakes, both technical and technical. For this reason, many media professionals are keen to be present with experienced people within media organizations in order to benefit from their long experience in journalism and media.

Many media professionals (46.67%) believe that the profession of journalism is governed by the criteria of patronage and bureaucracy both within Algeria and in the Arab world. Efficiency alone is not sufficient to enter the field of journalism. This has made many talented and successful journalists leave Algeria for Europe and America. These methods will rot the situation more and more within the Algerian media institutions; Therefore, the criteria for acceptance of journalists within the media institutions, whether television or radio, should be reconsidered, especially with the emergence of satellite broadcasting in the private sector in Algeria (Hamdi M. , 2015).

The majority of media professionals (34.93%) believe that the profession of journalism is not suitable for all individuals who graduate from university, but those who practice journalism must be gifted in this field with academic training within the university and then to perform multiple sessions in order to learn many of the arts of journalism in terms of technical, or legal aspects. The results show that (40%) of the respondents oppose the statement that the training courses are expensive and not important in the field of journalism. This belief is based on the fact that the press profession needs periodic training courses to improve the level of new matters imposed by new technology and legislation, media and journalistic ethics; Therefore, the profession of journalism is among the professions that require permanent stay in touch with the field of training to improve the technical and technical level, and this is necessary for any journalist who wants to stay in major media institutions.

The study revealed that a large percentage of respondents (40%) believe that migration to Arab or to foreign countries is a solution for improving the level of journalism. The respondents also believe that the material and technical resources granted to the media within the Arab and foreign institutions are great, This is the opposite of what is found in most of the Algerian media institutions, and this is why hundreds of Algerian journalists preferred to emigrate and work within the major media institutions of all disciplines, because the policy of exclusion and marginalization is the prevailing pattern within the Algerian media institutions, whether in the public sector or And this is confirmed by more than (66%) of the respondents.

In conclusion, it can be said that the profession of journalism and

information cannot be exercised without academic training in the field of communication science and information, because this training will provide the journalist important information can be developed on the ground through daily practice and also friction with the owners of experience and experience.

Conclusion

The sample of the study finds that success in the profession of journalism depends on the many skills that must be learned and acquired before entering the world of the profession of journalism and can be limited to the following points:

- 1. Media students should love what they want to do in their scientific and practical lives, and expand their cultures and awareness, and read a lot of the latest scientific research, and the latest developments in the specialty of the media, and expand their perceptions, the more able to assimilate and knowledge as much as possible of knowledge has increased the chances of success.*
- 2. Proficiency in Arabic as well as foreign languages (English) because we have noticed a great decline in current generations in terms of their interest in foreign languages and even the Arabic language is no longer spoken very lightly. A man of information can not practice this profession without being able to write, read or translate.*
- 3. - Media students should pay great attention to reading in order to expand their cognitive perceptions.*
- 4. If a person feels that he deserves to be a journalist he has to work for this continuously, and who believes that the media profession will become a famous figure this is a sign of failure. It is the journalist who focuses on the story that succeeds and not the one who focuses on the person. The story is more important than the journalist. Your job depends on the success of passing the story with all professionalism, no matter what the circumstances (sleeping in the open, working at minus 20 degrees). If you do not eat for two days, Etc.), all circumstances try to overcome them for the success of your career.*
- 5. The media should tell the truth whatever is its shape and colour, and there is a say in this regard: Do not say all the right but not less false, and therefore the truth is required.*
- 6. Getting to the public and securing the path to success starts from the beginning.*

Are you a message carrier or not, if we are the ones who carry the messages and communicate the truth to the people, and do not aim behind this appearance or work to favor someone or serve a particular party or flatter the political side, and your ultimate goal is to reach all segments of society, away from all the challenges and pressures surrounding you. The first thing you think about is success in your profession and telling the truth. There are certainly material temptations, but the material value is not worth anything in front of the value of the message you carry and the achievement of your ultimate goal.

To conclude this study, we recall some of the findings of the analytical field study, as follows:

1. *The field study concluded that the success of the journalism profession according to a sample of media professionals is mainly due to the continuous training of the journalist in the field of his specialization. He also realized that the profession of journalism requires constant follow-up of various developments introduced by modern technologies to develop his skills in dealing with various modern technologies, As well as learning the art of dealing with the media material according to the requirements of the audience watching the channel.*
2. *The majority of the sample of the study considered that academic training in the field of communication and information sciences is an important link in the journalist's course, but it cannot be relied upon only for practicing the profession of journalism, because the professional practice requires learning new skills and arts that the student may not find inside the university stands, and many sections of the media focused on the core theoretical lessons, and neglected the practical side, and can be explained by the lack of material resources within the Algerian universities of studios and rooms of editing and installation and photography and the provision of radio and television programs, and found it is a personal effort by some professors, Besides the shortage of audiovisual specialists within the Algerian universities. Therefore, we find that the profession of the press has become dominated by many media professionals who have graduated from other departments.*
3. *The majority of the sample of the study believes that contact with the people*

of experience in the field of journalism and media is an important factor for developing the skills of junior media professionals. A media institution cannot dispense with their importance in transferring their expertise to the new generation. Journalists and universities should open the door for them to take advantage of them in the formation of students within the university before graduation.

- 4. The study found that the majority of the sample of the study believes that joining the profession of journalism is very difficult; efficiency is no longer a criterion for choosing the best media professionals, but rather cronyism, bureaucracy and manipulation of its law within most media institutions. That is why many Algerian experts have decided to leave the homeland to emigrate to work in Arab media institutions.*
- 5. - The majority of the sample of the study considers that the profession of the press is not only theoretical lessons and training courses, but that the media should have an instinctive readiness to practice the profession of journalism. This is an important factor for success in the field of media. The press profession is fraught with difficulties and obstacles. Great effort is to be exerted to gain experience to handle all new situations.*

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