



Department of Information

**Thesis submitted to obtain a master's degree in media
entitle**

**The persuasive methods used in covering
documentary channels topics' and the directions of
Egyptian audience toward it**

An Analytical and Applied Study

Prepared

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The study summary

The study aimed at the actual penetration of the work of broadcasting documentary channels in the Arab world, in terms of its handling of issues and its constant concern for growth and prosperity and what it seeks to increase its follow-up, and the importance of the method or means that is used to communicate the message, it must deal with them in the same way as the recipient, and act with the same. Their way is because it is an important part of accepting the message, and among these things that documentary channels are based on to increase its followers are persuasive methods used in the media message, which in turn is an important part in accepting the message and not accepting it and from this standpoint we sought to link persuasive methods to documentary channels

➤ **Title of the thesis:** " Convincing methods used in dealing with issues of documentary channels and the attitudes of the Egyptian public towards it" " An analytical and applied study"

➤ **importance of the study:-** The importance of the study appears through two main aspects, which are theoretical importance and the applied importance

- **theoretical importance through:**

- Enriching the media library with studies on documentary channels and persuasive methods used in them.
- Provide a great deal of information about the most effective persuasive methods used in documentary topics.

- **Applied importance through: -**

- Contribute to the identification of persuasive aspects in the design of documentary topics.
- Learn about the persuasive methods that documentary filmmaker uses to gain viewers' confidence and convince them of the content of ideas.

➤ **Objectives of the study:** - Through this study, the researcher seeks a main goal which is "Knowledge of persuasive methods used in satellite documentary channels" through a number of sub-goals, including - :

- **the objectives of the study analysis to identify:-**

- The nature of the documentary material presented at Al-Jazeera and National Geographic Documentary.
- Image source in the documentary channels under study
- Positive persuasive methods used in the films and programs under study.
- Negative persuasive methods used in the films and programs under study.

- Persuasive message strategies used in the films and programs under study.
- **The objectives of the study field is to identify :**
 - The extent watch the audience for the documentary channels.
 - The days when more documentary channels are watched.
 - Contents that the study sample prefer to watch.
 - The scientific persuasive methods upon which the channels in question depend.
 - The methods of persuasive non - scientific of t depend on the channels under study.
- **questions of the study:** - There is a major question of the study focuses on the quality of the persuasive methods used in dealing with documentary channels topics and trends of the Egyptian audience like? Several sub-questions arise from this question, including:
 - questions analytica study
 - What is the nature of the documentary material presented on Al Jazeera and National Geographic Documentary Channel?
 - What is the source of the image in the documentary channels under study?
 - What are the positive persuasive methods used in the films and programs under study?
 - What the A Salib negative Persuasive used in films and programs under study?
 - What persuasive message strategies are used in the films and programs under study?
 - **The questions of the study in the field:**
 - How popular are your documentaries?
 - What are the days when more documentary channels are watched?
 - What are the contents that the study sample prefer to watch?
 - What scientific persuasive methods rely on the channels under study?
 - What are the unscientific persuasive methods that the channels in question depend on?
- **Hypotheses of the study :-**
 - is the First hypothesis: There are statistically significant differences between the study sample on a scale that does not display satellite documentary channels according to persuasive methods used in documentary subjects.

Summary

- The second hypothesis :There are statistically significant correlations between the audience of the respondents according to demographic variables (gender, age, educational level (in their mean scores on the scale of their exposure to satellite documentary channels.

➤ **Society and sample of the study:**

- is represented in Analytical study community: The study community includes all the documentary channels that the audience watches and the films and documentary programs it offers.
- Analytical Study Sample: It is represented by the Al Jazeera Documentary Channel and National Geographic Abu Dhabi Documentary Channel during a television session for three consecutive months (March, April and May) in 2020.
- Community sample study field: The community Aldra Q of viewers of the documentary channels under study (Al - Jazeera, National) and the difficulty of conducting a comprehensive survey, the researcher conducted field study sample s and 400 single mother of the general public.

➤ **Data collection tools:** - They are:

- Questionnaire newspaper
- Content Analysis Sheet

➤ **Results :-**

• **First: The results of the analytical study: -**

- The study confirmed that realism is the most persuasive method used in all films and documentaries shown on Al-Jazeera and National Geographic channels.
- The study confirmed that the objective of the personalities' participation in the Al Jazeera Documentary and National Geographic Abu Dhabi channels is to explain and explain the elements of the episode or topic.
- The study proved that most of the films and programs of the National Geographic Abu Dhabi channel according to the topics presented are films and programs related to the world of animals and plants.

• **Second: The results of the field study:**

- The evening period is the most viewed period for the documentary channels of the study sample.

Summary

- The order of the arguments persuasive within the media message provided by the most persuasive scientific methods that Al Jazeera Documentary Channel is keen to follow.
- The study proved that the method of producing films and documentaries is one of the important reasons for the success of the documentary material in the channels under study
- Exaggeration in intimidation and intimidation comes from the most unscientific persuasion techniques in the Al Jazeera documentary channel
- One of the most unscientific persuasive techniques in the National Geographic channel is the focus on emotional aspects
- The study confirmed that the documentary channels are away from the excitement in their films and programs