

الجمهورية الجزائرية الديمقراطية الشعبية

وزارة التعليم العالي والبحث العلمي

كلية أصول الدين والشريعة

والحضارة الإسلامية

قسم: الدعوة والإعلام والاتصال

جامعة الأمير عبد القادر

للعلوم الإسلامية - قسنطينة

رقم التسجيل: .....

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## القيم الثقافية في الدراما المقدمة في قناة إقرأ وأثرها على الشباب الجامعي - دراسة تحليلية وميدانية -

رسالة مقدمة لنيل شهادة الدكتوراه تخصص: الدعوة والإعلام

إشراف الأستاذ الدكتور:

نصير بوعلني

إعداد الطالبة:

زكية منزل غرابية

|                     |                      |  |              |
|---------------------|----------------------|--|--------------|
| أ.د عبد الله بوجلال | أستاذ التعليم العالي | جامعة الأمير عبد القادر للعلوم الإسلامية | رئيسا        |
| أ.د. نصير بوعلني    | أستاذ التعليم العالي | جامعة الأمير عبد القادر للعلوم الإسلامية | مشرفا ومقررا |
| أ.د. فضيل دليو      | أستاذ التعليم العالي | جامعة منتوري - قسنطينة                   | عضوا         |
| د. السعيد بومعزة    | أستاذ محاضر          | جامعة الجزائر                            | عضوا         |
| د. نور الدين سكحال  | أستاذ محاضر          | جامعة الأمير عبد القادر للعلوم الإسلامية | عضوا         |
| د. مفيدة بلهامل     | أستاذ محاضر          | جامعة الأمير عبد القادر للعلوم الإسلامية | عضوا         |

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## SUMMARY

Values perform an important role in both the individual and the society's life i.e , they help the individual to make judgements upon things regarding what is desirable and undesirable depending on the society's referential frame. Moreover ,these values represent a fundamental basis in forming social relationships among the individuals from one hand and in defining the nature of interaction from an other .

The different social and cultural institutions take part in consolidating values for the human and in conveying them to various generations. In this process , the mass-communication means play a remarkable role .

The television , for instance , is considered as one of the mass-communication means having a prominent role in conveying various values within very attractive colours ,images , voice and movement which make the human amused .Thus , t.v role is no more restricted to just entertaining , conveying news and know ledge for it went beyond towards affecting the ideas and values by introducing different models of behaviour through direct and indirect informational messages .

T.v drama is considered among the most important and the most influential contents that t.v introduces where it can take part in the process of forming the individual's behaviour or modifying some values .

Taking into account the great role performed by t.v drama in consolidating the values and influencing people ,

the youth in particular , the study below , named ; "The Cultural Values in Drama Introduced : An Analytical and a Practical Study" ,came to deal with analysis a typical example of dramatic exposures introduced by "Iqraa channel" so as to know the most important cultural values on which we concentrated . Furthermore , this study aims at recognizing the impact of these exposures on young people .

As a drawback , the study confirmed the ability of t.v drama , introduced by " Iqraa" t.v , to perform an effective role in conveying and consolidating values .

What should be noted here is that the rate of adornment values is superior than that of giving up cultural values . In this context , the study achieved the ability of drama t.v to influence the youth in several values among them : belief in Allah , fighting in the cause of Allah (jihad) ,children love consultation , helping the others , knowlege love and respect for its seekers , work love and its well doing .

Therefore , the following study views :

-The necessity to produce dramatic exposures that improve the public taste and provide importance to purposeful values .

-Choice of the acting field , figures of good behaviour for the audience .

-Giving importance to drama content I .e. , dealing with not only the past and glorifying it but also with matters of the Islamic society as well .