

TELEVISION PROGRAMS TRENDS TOWARDS PROMOTING SUSTAINABLE DEVELOPMENT VALUES: AN ANALYTICAL STUDY

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Abstract

Purpose: Determine TV program trends towards promoting sustainable development values, and analyze program content, and clarifying the role of development media in supporting the values of sustainable development to the public.

Methodology: The descriptive method was used to analyze the content to test the variables and analyze them quantitatively and qualitatively. The number of samples used reached (24) episodes from two TV programs. Reliability tested using retest with Spearman stabilizer.

Main Findings: TV satellite channels are concerned with sustainable economic, environmental, social, cultural, religious and health issues of development, countered by the weak interest in educational and educational issues, programs seek to achieve the goals of media, news, awareness, and guidance, as well as providing various TV forms, Most notably the interview and the report.

Implications: This study found in order to develop the work of television programs towards new issues that are sustainable development and the importance of public awareness of the necessity of employing them in areas of life and improving plans for managing countries towards attention to sustainability and its impact on setting a good future for society.

Novelty/Originality of this study: This Research raises the topic of sustainable development and the trends of development media and television programs towards their promotion in the society.

Keywords: *Programs, Development, Television, Sustainability, Environment, Media.*

INTRODUCTION

Development media is one of the types of specialized media that deals with one type of issues of concern to society, and the presence of development media has become a necessity in our time due to the growing industrial and technological development in societies, and countries have become indispensable for the effective role played by the media in their economic and environmental development Health, social and cultural (Al-Dagher, 2012); therefore, the developmental media requires the availability of advanced means of communication and information in its various forms, as communication has become one of the main links in our daily life and the media has contributed to the development of the individual, collective and mass communication, and the highest development requires the presence of these means of communication (Al-Hasanat, 2011). The economic and cultural divide that occurred in the world and the technological revolution and scientific development produced a disparity between countries in all respects, and there was a need to achieve sustainable development processes through multiple channels, including the media, which contributes to shedding light on the various issues that develop and develop society through informative, educational and informational functions (Nejadat, 2012). So, it achieves through the communication channels used. The issue of sustainable development has become one of the priorities that the countries of the world seek to achieve and has become the most discussed topic at present. This term has appeared to protect the environment and seeks to achieve social, economic, and environmental compatibility in societies.

Therefore, the Research addresses the study to analyze the trends of television programs on the topics of sustainable development that they present, determine the values that address their presentation as a model of sustainability and study the dimensions and goals that they seek to achieve.

LITERATURE REVIEW

Since 1945, the United Nations has sought international cooperation in solving the world's problems of human, economic, social and cultural dimensions and promoting human rights, and the efforts made to achieve this have changed the global concept of sustainable development in recent years and realized that development is the way to flowers, luxury and improve the lives of the world's population (<https://www.un.org>).

The concept of sustainable development: The concept of development is related to sustainability for continuous work to preserve and preserve the rights of the future generations, especially with the tremendous technological Development and Development of the industrial sector in various countries of the world, which has caused great risks to the human right to live in a healthy environment so therefore development in various fields requires sustainability For its continuation (Adeeb, 2008). Sustainability is the growth achieved by aligning human needs with social and economic and other needs and optimizing the use of environmental resources and preserving them from industrial pollution and

misuse (Shafei, 1998). It is also the principles that define the behavior and behavior of people and their actions (Al-Qurashi, 2017).

The concept of development has become a common concept in the economic, cultural, educational and social fields, working to raise the levels of societies and eliminate the suffering of poverty, destitution, famines, economic decline and the low level of education, and the countries of the world are working to support local and international efforts in development to achieve prosperity and development, which provides a positive development towards a better future (Shukry, 2005).

The development has characteristics that humans are their primary goal and means for achieving development and achieving the development of natural and human resources in a balanced manner without wasting according to planned and current plans that meet the needs of society and achieve the highest level of progress and maintain the cultural identity of the societies themselves (Abu Al-Nasr, 2007). Contributing to the eradication of poverty and unemployment and the development of the educational process, which is considered a criterion for development (council, 2012).

The sustainable development has economic dimensions and social and other environmental dimensions represented in increasing production versus limiting the harmful effects of productive activity at the expense of the environment and rationalizing consumption and renewal of energy sources and waste recycling and equitable distribution of wealth between individuals. (<http://www.aljazeera.net>)

The sustainable development is characterized as sustainable development that focuses on the importance of the reciprocal relationship between man and his natural environment from environmental resources and the development of his economic, living and social situation, and the countries of the world are accustomed to development programs in advancing their societies and reaching luxury within the goals of development. Sustainable Development aims to achieve balance in the countries of the world through the following: Eliminate poverty, Good health and well-being, Good education, Environmental protection and clean water, Decent work and economic growth, Industry, innovation and infrastructure, Consumption and production, Equality between members of society, Sustainable energy.

And sustainable development seeks to be global and that there be cooperation for progress and equitable prosperity, especially in the developing countries (Derek, O. & Amy, C., and Farooq, u, 2015).

The values of sustainable development are related to general behavior and principles in life and are considered constants (Abdel-Baqi, 2010). They also represent the standards and provisions that move human behavior towards the practice of his life and his relationship with others (Mustafa, 2010). Besides, the values give the individual a sense of responsibility, community participation, and positive vacancies towards the homeland (Journell, 2015).

Media and sustainable development: The media plays a positive role in supporting and implementing the goals of sustainable development through the functions it performs in awareness, guidance, education, and education so that it becomes a participant in the development process that is related to the political, social and economic system in the country. The positive efforts of these parties are united through the media in achieving the means of sustainable development in society, in which Media planning and prioritization of media programs are required to achieve development aims (Al-Dagher, 2012).

The media performs its role in development through the functions it performs and is concerned with political development by highlighting the developmental role The political system and its definition, as well as economic development through the provision of economic programs and the definition of economic activity through the publication of news and media and analysis in economic terms and the dissemination of information in numbers and facts, and the media also contributes to human development and social development through its guiding and awareness role and directing the attitudes and behavior of individuals towards the best and providing positive values For society, the media also promotes cultural development by developing cultural awareness of individuals by providing knowledge and culture programs (Al-Hasanat, 2011). The public's dependence on the media affects cognitive influences, including a change in individuals' knowledge and information through the number of topics that it presents, which contributes to determining their priorities, as well as affecting their feelings, feelings, and feelings of fear, anxiety, and tension, or moral and behavioral influences, hence the role Media in Development and transforming societies from backwardness to development, so the media contributes to shaping public opinion regarding development issues, and the media in developing countries are trying to adopt Western media theories in exploiting the media to achieve development in all its forms (Nejadat, 2012). The development media plays its role in achieving sustainable development through the jobs it provides, which are represented in the following: News and Media, Education, Community cohesion, Control, Form opinions and trends, Entertainment, Advertising (Al-Dagher, 2012). The media plays an important role in raising interest in development issues and contributes to their solutions and has always been associated with political, social and economic life as it collects, interprets, and provides information to people and works to spread knowledge and awareness of positive participation in the development of society (Shaban, 2017).

The media, with audio and visual means, brought about fundamental changes in developing societies by promoting development issues, preserving the cultural diversity of these societies, and achieving interactive participation of individuals by raising their level of cultural awareness (Patil, 2010). Studies on the impact of the media indicate that they

have an impact on local communities as a source of empowerment, particularly for marginalized and poor groups of people (Sullivan, 2007).

The importance of the media comes in keeping pace with the development plans of poor countries and gives the people a sense of participation in them, and studies indicated that there is a positive correlation between the means of communication and development and scientists linked them to theories of communication as the theory of ideas developed through the publication of modern ideas and inventions (Amin, 2005).

The media can achieve this through the experience of communication, the awareness of the communication environment, and an understanding of the characteristics and nature of the audience (Faiq, 2007).

Also, the importance of development media in achieving development values comes by employing modern technology in presenting information (parkok, 2016).

Values have a major role in achieving sustainable development. They are among the most important issues of the present time in most countries of the world (Muijen, 2014). They also have a big role and they are supposed to address the problems that generations suffer and affect their social values and morals, which is what there is a need for educational efforts from the competent authorities, which guarantees stability in all its forms and contributes to support the normal life process (MacFarlane, 2004).

RESEARCH METHODS

Research Paradigm

Research Methodology: The Research relies on the descriptive and surveying method by the sampling method to collect data, analyze, interpret, and generalize it. The descriptive approach is defined as describing the phenomenon, and the survey is used by the media audience or surveying the communication material and analyzing its content to search for indications or values to achieve the goals set for the Research (Al-Qayim, 2012). as TV programs concerned with development have been surveyed The sustainable and collected the detailed information required by the method of observation and selected a sample of programs represented by the Estdama and My Environment programs by identifying rings that were statistically analyzed according to the analysis form.

Search limits: The search limits are:

- Time limits: The time limits for Research extend from 1/5/2018 to 7/30/2018.
- Spatial limits: The spatial limits for Research are represented on the Emirates Satellite Channel (Estdama-My Environment) program.

Research sample and description: Research Society: The research community was represented on the Emirates Satellite Channel, from which a sample of the programs from which its content was analyzed was taken:

Emirates Channel: A specialized channel for the Emirati family and the Arab Gulf region offering programs that suit the Arab Gulf region. In 2000, the channel started to evolve when the experimental broadcasting appeared on the frequency of the ArabSat satellite under the Emirates name with the image of a falcon until 2008 the name of the channel changed to the Abu Dhabi Emirates within a company Abu Dhabi Media In 2015, it was launched under the name Emirates Channel or Emirates TV and was in a new suit and programs to be the official channel of the United Arab Emirates (Emirates TV, 2019).

Estdama Program: It is a weekly program that establishes the concept of environmental development, intellectually and practically, through the transmission of environmental experiences and sustainable projects in a documentary form, intending to push the various segments of society to contribute practically to preserving the components of the environment around us.

My Environment Program: a registration program that deals with environmental issues and participation in sustainable environmental development, highlighting government efforts related to the environment and raising awareness of environmental practices applicable to community members in various areas of life.

Table 1: Shows the society and sample of TV programs that have been analyzed

Program name	Number of episodes
Estdama / Emirates Channel program	12
My environment / Emirates Channel program	12
Total	24

The research sample was represented by the Estdama program with (12) episodes and my environmental program with (12) episodes in a comprehensive inventory method within three months of the research period. A total of (24) episodes of the two programs were analyzed.

Data collection tool: Use in the Research a content analysis tool, which is one of the research tools and methods to describe the apparent content of the media article and describe them objectively, methodologically and quantitatively, and to discover meanings and correlations through quantitative and systematic Research of the content (Hussein, 1996), and used in the Research the subject unit category And the unity of time in analyzing the Estidama program and my environment program on the Emirates Satellite Channel.

Categories of analysis

Categories of the analysis included the following:

Subject category: It includes (environment, economy, agriculture, industry, social, cultural, health, religious, educational, educational).

- Content category: scenes of the two programs within the sample consisting of (24) episodes, setting their subcategories, and explaining their content.

Time category: It is the measurement of the time-space occupied by the program in satellite channels using the unit of time in minutes.

Believe the tool: The apparent honesty of the tool was used by presenting it to the experts who made their observations and the required amendments and proposals were made to achieve the purposes of the Research and evaluate the form to better modify the questions.

The stability of the analysis: the stability of the extent of the agreement in the results between researchers who use the same methods and methods in the analysis using the retest method, as the test is repeated on the same group twice with a time interval and under conditions very similar to the conditions in which the first test was conducted and in light of that the analysis was repeated after a month has passed On the same sample and to find the coefficient of stability between the first and second applications, a Spearman correlation coefficient was used and its value was (82.0), which is an acceptable ratio for the stability of analysis.

Definition of terms

Trends: A state of mental and neurological readiness organized by personal experience and guiding the individual's response to attitudes or issues, individuals, and things related to that state (Al-Tamimi, 2008).

Values: They are the behavior that groups or a person behave in his life and they are good enough to give value to those who follow them (Badisi, 2017).

Television programs: It is the flow of video and audiovisual materials in different types of television, an idea that is technically addressed using the technical means of television (Hijab, 2003).

RESULTS/FINDINGS

An analytical study of the trends of TV programs Estidama and My Environment on the Emirates Satellite Channel

The quantitative and descriptive analysis data were presented using the statistical program Spss, as the content of two television programs was analyzed, and simple statistical processes are used of repetitions, percentages, and ranks for the information obtained from following and watching the episodes and recording the data included in the analysis form for the main and subcategories and what we found to achieve goals Research, and investigate the relationship between television and development values.

The nature of the topics presented in the TV programs

Table 2: Shows the nature of the topics presented in the Estidama TV program and my environment on the Emirates Channel

The values of sustainable Development	Repetition	Percentage
Economic	52	37.2%
The environment	64	45.7%
Social	3	2.1%
Cultural	10	7.1%
Religious	2	1.5%
Health	9	6.4%
Total	140	100%

It is clear from Table 2: that the values of sustainable development in the TV programs Estidama and My Environment in the Emirates Channel were represented in the highest level of environmental issues with a total of (64) by (45.7%), while economic issues ranked second with a total of (52) with a percentage of (37.2%), then Cultural issues total (10)

(7.1%), and development programs also paid attention to health issues (6.4%). Religious issues are at (1.5%). In these results.

Television programs concerned a large level with issues related to the environment, which indicates the awareness of media institutions to the importance of developing and serving the environment in a way that develops society, as it is the basis from which other sectors start in development, and its interest in economic issues comes as considering that the development of society comes from the advancement of economic reality and revitalization of all its joints, While cultural, religious, social and health interests vary in varying degrees, according to what the results showed in the analysis.

1- Topics of sustainable Development in TV programs in the Emirates Channel:

Table 3: Sustainable development topics in Estidama and My Environment programs in the Emirates Channel

Topics	Repetition	Percentage
Agricultural investment	22	15.7%
Preserving the environment	17	12.2%
Waste recycling	13	9.2%
Development of national production	38	27.2%
Development of the national economy	24	17.2%
Attention to public health	7	5%
Rehabilitation of people with special needs	3	2.1%
Development of urban construction of mosques	2	1.4%
Development of land and maritime transport	14	10%
Total	140	100%

It is clear from the results of Table 3: that the Category (Development of national production) obtained a total of (38) iterations (27.2%), and the Category (Development of the national economy) obtained a total of (24) by (17.2%), the Category (agricultural investment) I got a total of (22) repetitions with a percentage of (15.7%), a category (preserving the environment) got a total of (17) with a rate of (12.2%), a category (developing land and marine transportation means) I got a total of (14) repetitions with a ratio of (10 %), Category (waste recycling), I got a total of (13) at a rate of (9.2%), the Category (attention to public health), I got a total of repetitions (7) at a rate of (5%), Category (rehabilitation of people with special needs) got duplicates) 3) At a rate of (2.1%), and the Category (Development of a To build urban buildings (mosques), I obtained iterations (2), (1.4%).

The topics presented by TV programs varied in the contents that I presented regarding sustainability, highlighting the development of awareness of environmental preservation and the spread of a culture of waste recycling, ways to develop the national economy and the importance of agricultural investment as one of the important sectors in the economy, as well as the health aspect and social issues through qualifying cases And benefit from them in building society, as well as building and architecture issues.

2- The objectives of the TV program:

Table 4: Shows the objectives of the TV program Estidama on the Emirates Channel

The goals of the TV program	Repetition	Percentage
Media and news	35	37.6%
Outreach	23	24.7%
Education	19	20.5%
Guidance and counseling	16	17.2%
Total	93	100%

It is clear from Table 4: that the goal of (media and news) got the highest total of repetitions (35) by (37.6%), and that the goal (awareness) got a total of (23) repeats (24.7%), the goal of (education) got Total iterations (19) with percentage (20.5%), and the goal (guidance and guidance) obtained iterations (16) with percentage (17.2%).

Television program, such as one of the media, have lofty goals that they perform in the service of society, and that the highest level performed by the programs is the function of the media and the transmission of information to the public and informing them of what is happening, but it also focused on spreading awareness on various development issues, so the recipient must have environmental, economic, cultural and health awareness and realize the importance of sustainability By spreading the culture, guiding and guiding it, so that society reaches what the developed world countries have reached.

3- The technical forms used in Estidama programs on the Emirates Channel:

Table 5: Shows the technical forms used in the Estidama program on the Emirates Satellite Channel

Technical forms used	Repetition	Percentage
TV report	36	30%
TV talk	24	20%
TV interview	48	40%
Music and sound effects	12	10%
Total	120	100%

Table (5) shows that the form of (the interview) got to the total number of iterations (48) by (40%), the form of (the report) got iterations (36) by (30%), and the form of (hadith) got iterations (24) by (20%), and the format (music and sound effects) obtained iterations (12) at (10%).

TV program use different forms and media arts and have taken great care in using the TV interview template by hosting some people who have a relationship with the topic of the episode or conducting interviews with people, and the art of television talk was used to provide any information on one of the selected topics, and the TV report was also employed as one of the forms of presenting information, which is one of the most popular forms and arts of television in the audience, as it provides a large amount of information within a few minutes. Music clips and sound effects use breaks in the episodes.

4- The characters that Estidama hosted on the Emirates Channel:

Table 6: Shows the characters hosted by the TV show Estidama

Personality type	Repetition	Percentage
Officials	30	32.9%
Civil society institutions volunteers	7	7.7%
Scientists and innovators	18	19.8%
Owners of farms and nurseries	9	9.9%
Economists	5	5.5%
Trade unionists	6	6.6%
Researchers	16	17.6%
Total	91	100%

It is clear from Table 5: that the Category (officials got the total number of iterations (30) by (32.9%), the Category (scientists and innovators) received iterations (18) by (19.8%), and the Category (owners of farms and nurseries). The Estidama program hosts different personalities in the episodes it offers and the selection is made according to the topic of the episode and officials in different specialties were the highest percentage of guests in the program to talk about levels of Development and Development, as well as hosted the personalities of scientists, innovators, researchers, and various other personalities.

Analysis of the trends of my environment program:

1- The topics of sustainable development in the TV program My Environment in the Emirates Channel

Table 7: Sustainable development topics in the TV program “My Environment” on Emirates Channel

Topics	Repetition	Percentage
Agricultural and home farming Development	23	16.1%
Local industry development	26	18.2%
Sustainability of water resources	31	21.6%
decrease consumption	15	10.4%
Sustainable energy development	7	5%
Development of cultural heritage	5	3.5%
Knowledge development	4	2.7%
Food security	16	11.2%
Local tourism development	3	2.2%
Recycle glass waste	4	2.8%
Recycle wood waste	2	1.3%
Recycling wild and aquatic animal waste	7	5%
Total	143	100%

It is clear from Table 7: that the Category (Water Resources Sustainability) got total iterations (31) by (21.6%), and the Category (Local Industry Development) got iterations (26) by (18.2%), and the Category (Agricultural and Home Agriculture Development) (He obtained iterations (16.1%), with a percentage of (16.1%), the Category (Food Security) got the iterations (16) with a ratio of (11.2%), and the Category (Rationalization of Consumption) received the iterations

(15) by (10.4%), and the Category (The Development of sustainable energy (and the Category (recycling of wild and aquatic animal waste) obtained iterations (7) by (5%), the Category (the development of cultural heritage) received iterations (5) by (3.5%), and the category (knowledge development) and (re Recycling of glass waste) I (4) iterations (2.8%), the Category (local tourism development) received iterations (3) and by (2.2%), and the Category (wood waste recycling) with a total of (2) iterations (1.3%).

The program focused on the aspect related to the environment, the Development of water resources, support for national production, publicity for the national industry and its development, and the effort to spread awareness of rationalization of consumption in all fields, which contributes to preserving existing resources in the country, energy development, and the agricultural sector, that this diversity in issues indicates that there are many areas have a role in the sustainability of society without focusing on one aspect and other neglect.

2- The objectives of the TV program My Environment:

Table 8: Shows the objectives of the TV program, My Environment in Emirates Channel

The goals of the TV program	Repetition	Percentage
Media and news	21	22.3%
Outreach	33	35.1%
Guidance and counseling	28	29.7%
Education	12	12.7%
Total	94	100%

It is clear from Table (8) that the goal category (awareness) got a total of 33 iterations (35.1%), the goal category (guidance and direction) got iterations (28) with a rate of (29.7%), and the goal category (media and news) got On iterations (21) with a percentage of (22.3%), and the objective Category (education) received iterations (12) with a rate of (12.7%).

My environment program is based on achieving many goals, the most important of which is raising awareness for people and spreading awareness about the various issues and values of development. It also provides guidance, praise, news, and media for various fields related to sustainability.

3- The technical forms used in my environment program on the Emirates Channel:

Table 9: Shows the artistic forms used in the TV program My Environment on Emirates Channel

Technical forms used	Repetition	Percentage
TV report	45	40.5%
TV talk	16	14.4%
TV interview	38	34.2%
Music and sound effects	12	10.8%
Total	111	100%

It is clear from Table 9: that the highest percentage came to the Category (TV report) with total repetitions (45) by (40.5%), and the Category (TV interview) got repetitions (38) by (34.2%), and the Category (television talk) got Repeats (16) by (14.4%), and the Category (Music and Sound Effects) obtained a total of (12) repeats (10.8%).

Bee' ati presents different TV shapes and arts, most notably the TV report, as well as the TV interview, because the program hosts different personalities dealing with the topics of the episode, and it is also used in fewer proportions as TV talk, music and effects between the commas of the episodes.

4- The characters hosted by my environment program on Emirates Channel:

Table 10: Shows the characters hosted by the TV program My Environment

Personality type	Repetition	Percentage
Officials	36	29.7%
Civil society institutions volunteers	11	9%
Scientists and innovators	20	16.5%
Owners of farms and nurseries	22	18.1%
Economists	10	8.2%
Trade unionists	5	4.1%
Researchers	17	14%
Total	121	100%

Table 10: shows that the Category of (officials) obtained a total of (36) iterations (29.7%), the Category of (farmer and nursery owners) obtained (22) by (18.1%), and the Category (scholars and innovators) received iterations (20) by (16.5%), the Category (researchers) received iterations (17) by (14%), the category (volunteers civil society institutions)

received iterations (11) by (9%), and the Category (economists) received duplicates (10) by (8.2%), and the Category (trade unionists) obtained duplicates (5) by (4.1%).

The personalities are an important part of the program, as it hosts personalities that vary between officials in various developmental fields, including officials, entrepreneurs, economists, and academics.

5- The time that Estidama and My Environment programs took on the Emirates Channel

Table 11: Shows time in Estidama and My Environment programs on Emirates Channel

Program name	Time in minutes	Total
Estidama program	263.1m	505.62m
My Environment Program	242.52m	

It is clear from Table (11) All episodes of the Estidama and My Environments TV shows were calculated in minutes, which is the total of the episodes analyzed, which are within the unit of measurement of time.

DISCUSSION / ANALYSIS

The results in the Research clarify the importance of the media's role in achieving sustainable development and demonstrate the values that focus on it, which are consistent with the previous results presented (Tawfiq, 2016), and have proven the goals of television programs that agree to seek them all communication messages and media and TV and radio media programs with an analysis of the content Or from the viewpoint of the recipient audience and the results are shown in the data prior to the Research (Al-Jallad, 2018) in its field study to determine the values of sustainable development, and that the results that the Research came out with are focusing on development issues related to the lives of environmental and economic individuals and your Somewhat completely with social and cultural issues, as the study conducted by (Abdel-Qader, 2015) and (Nejadat, 2012) indicates, and there is a relationship between the media and the role it plays in development, the more focus on it, the greater the interest in development values according to what is consistent with previous results in (Al-Hamdani, 2019) study, that the results presented by the study prove the fundamentals of television in employing technical forms to present development issues in a distinctive and attractive way.

CONCLUSION

The media is a great and effective tool for accessing, disseminating, and most prominent information on satellite television. And the TV satellite channels are concerned, through development programs, with issues of economic, environmental, social, cultural, religious, and health sustainability. There are different trends of satellite channels towards the values of sustainable development, and this is evident by focusing on the issues of environmental protection and the development of the national economy and its sectors. The TV programs did not focus on educational and educational issues, and they are considered one of the important development issues for the sustainability and development of society. Specialized programs in development that work within the framework of the development media provide the receiving audience with information through employing news, information, and awareness of sustainability issues. And TV programs use the various forms and arts of television in presenting their media material, most notably the TV report and the TV interview. And the characters constitute an important aspect in preparing television programs, by presenting personalities who are specialized in the subject being discussed, to obtain the largest amount of facts and details, and to get acquainted with production processes closely. Increasing development processes is closely related to increasing responsibility for media professionals by upgrading their profession and developing their technical and intellectual capabilities in achieving development aims. and surely one of the important points to which the Research draws attention is that the media should be free and have the right to freedom of information flow to ensure the achievement of all development values.

So we conclude in the conclusion that the study aimed to examine the level of satellite channels for the values of development and Research in the role of development media and the extent of its impact on the continuation of the sustainable development process in societies. The environmental, economic, social, and cultural aspects depend on the existence of new ideas and public information.

RECOMMENDATION

order to support development issues and push the wheel of progress forward, especially in developing countries that need sustainability and development. And Holding seminars and conferences that develop knowledge awareness of development issues and their importance in society, especially for generations and youth, and the importance of their role in working to achieve development requirements, government efforts and civil society institutions must join hands by providing decent work opportunities for youth and existing energies, which contributes to eliminating unemployment and poverty in societies through setting a strategy and future planning for the economic situation and its growth, encouraging investment in various fields and achieving the principle of partnership and attracting foreign companies to develop the process of development and production, and providing competent media professionals who specialize in TV programs and who have innovations for the ideas and visions of TV programs that present sustainable development

fields in a modern way that provides different information and adds to the general culture, It also recommends conducting new future studies to study sustainable development programs and their impact on the receiving audience.

LIMITATION AND STUDY FORWARD

Use analysis of the TV's interest With values of sustainable development because it is the way to develop and advance societies. Therefore, the future study leads to attention to plans for development by supporting the media, especially the visual, which will contribute to spreading knowledge and awareness of the individual and makes him a contributing and effective member in eliminating ignorance and poverty. Preserving the sources of wealth for future generations and rationalizing consumption. Future studies can cover the impact of television on the public in sustainable development, and measure the level of awareness of the importance of sustainability among the mass media.

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