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The Presence of Algerian Traditional Costumes on Algerian Private Channels

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Abstract:

The Algerian traditional costumes is varied and different, and with the emergence of private channels in Algeria, we have come to see this momentum of traditional clothing, which has prompted us to look into this subject, This descriptive and analytical study seeks to understand the role played by Algerian private television channels in the dissemination of these costumes.

This study reached several conclusions, the most important of which is that These channels seek to remind and preserve traditional dress, and raising awareness of its importance through several series and advertisements, using artists with a large audience base.

Keywords: Algerian traditional costumes, Algerian private channels television, private channels, the historical accumulation.

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1. INTRODUCTION

The clothing has been a necessity of life for a long time, Since man is on this earth, because it protects human beings from many hazards, including important natural weather changes, These clothing have evolved with developments in the world, each country has its own fashion culture, so the styles and sizes vary according to each country's creativity and values. Therefore, it can be said that it is a traditional heritage that reflects the civilization, history and culture of any country . (Saudi Ministry of culture, 2022)

Algeria has a rich heritage of traditional clothing for both men and women, on the one hand, due to its geographical size, and cultural diversity on the other hand, traditional clothing in Algeria is considered to be the cultural identity of Algeria a symbol of the country's rich history and successive civilizations through which Algerian, (APS, 2022) Algerian private channels have worked to promote traditional Algerian clothing and showcase its beauty, turning these channels into a broad platform for displaying and highlighting the elegance of Algerian traditional attire.

This descriptive and analytical study aims to discover the essence of the Algerian traditional clothes, their history, And know the role shouldered by Algerian private channels in shedding light on the Algerian Traditional clothing, Based on this, this problem has been relied upon:

- Do Algerian television channels play a role in showcasing the Algerian traditional costumes?

From this central question, several sub-questions emerge:

- What is Algerian traditional clothing?
- How has Algerian traditional clothing evolved?
- What are private television channels, and how did they emerge?

- what is The Implicit Meanings of Algerian Traditional Attire Used in Algerian Private Television?
- What is the role of private television channels in highlighting the traditional Algerian clothing**?**

The semiological analysis method was selected since it assists in determining the meanings of overt messages and revealing the consequences underlying these messages. (Saad, Saad., & Sabti, Obeida, 2011)

From previous studies that included the topic of traditional clothing and their promotion, researcher Dalal Mahzour's study (2023), which falls under the heading: The role of social media sites in highlighting traditional dress "Facebook is a model," where the researcher relied on the analytical curriculum and used a content analysis tool, to learn how social media users interact with algerian traditional dress subjects, and the researcher found that the clothes most present on social media sites were Karako and Bornus.

2. The Algerian traditional dress:

2.1 The algerian traditional dress definition:

It is a collection of inherited clothing and pieces that go from generation to generation, This is worn by the Algerians in different national or personal events such as weddings, circumcisions, Mawlid An-Nabi celebration and Eids, These dresses hold a great social significance, They mirror how Algeria society was sophisticated of old times, It is an essential part of Algerian history, These dresses represent the wealth of Algeria The heritage represents a mixed civilizations which passed through this country. (khider & dahmani, 2021)

2.2 The History of Algerian Costume Through Time:

Algerian costumes are proof of the rich history of Algeria in the context of Positioned at the crossroads of the Arab, African, and Mediterranean worlds, As such, the traditional attire of Algeria

experienced modifications under the influence of Amazigh, Arab, Ottoman, and Andalusian cultures: (Embassy of Algeria in The Netherlands, 2022)

The Prehistoric Era and Ancient Civilization: Algerians would primarily cover themselves with leaves and animal teeth, But the advances in civilization with the likes of Numidia and Carthage clothing evolved and became more beautiful and elegant incorporating metals into jewelry such as rings and bracelets like rings and bracelets, while Roman influence played a part in the development of dress. and ther are Two styles have been dominant: that of the country Amazigh, characterized by handwoven cloth and silver jewelry, and the urban style, with urban clothing and gold jewelry, in cities such as Constantine

The Byzantine Era: During this era silk made its way into the garments which were used with different florals and animals that were embroidered onto the outerwear like jackets and coats. Additionally, the first crowns which were embedded with precious stones, as well as pearl necklaces were worn around this time. and blossomed during this time was the decorative arts in particular mosaics.

Islamic Conquests Era: At this stage, there was a vigorous surge in the number of skilled craftsmen whose specialty lay in embroidery and tailoring, this era saw the combination of the Arab and Amazigh cultures gave rise to interesting garments such as woolen jackets and transparent shirts. In addition to the influence of the Andalusians on clothing, especially in Tlemcen and Fez**.**

An Era Under the Ottoman Empire: Throughout this period, it can be said that Algeria reached fully new levels of sophistication and elegance in their attire style, when they were under the Ottoman Empire. like The kaftan and ghelila jacket and jabadouli, which was different from the commonly known and worn Arab clothing. F. Further still were the Andalasian shoes, elaborate dresses, necklaces, and braceletsIt was prevalent at that time

The French colonialism: the French occupation had dire consequences for the traditional Algerian dress , Especially for the

women, the “caftan” and the usual bodices athe “caftan” and the usual bodicesall but vanished without a trace and Artisans either left the country,, thus the sewing and embroidery skills of this particular branch were virtually obliterated. (titou, 2013)

2.3 Types of Algerian Traditional Dresses:

Two types of attires in Algeria could be identified, Apparel which is worn by male that symbolizes honor, dignity and respect and women's clothing, which symbolizes modesty, purity, and elegance . (Ministry of Culture of Algeria, 2011)

1- the following are related to Algerian men's clothing:

The Barnous is a traditional men's garment consisting of an embroidered robe covering the entire body, of which the historical origins are attributed by some to ancient Berber culture, it is made from camel hair. (Ministry of Culture of Algeria, 2011)

Jellaba: Simple, long loose dress with one piece of fabric, long sleeves and hood mostly made either from leather or cotton dressed in urban areas (Al-Saleh, 2023)

The Kachabiya belongs to the same family of garments as the jelaba. Its use has been decreasing over time. (Ministry of Culture of Algeria, 2011)

The Djabadoli Jacket: It is one of the men's jackets that was popular in cities; it is unique in embroidery and buttons, inspired by Ottoman heritage and nowadays worn only at some traditional festivals and performances. (Ministry of Culture of Algeria, 2011)

Algerian Trousers: These are loose-fitting trousers, typically made from light, plain fabrics, They are secured with a wide fabric belt and were traditionally worn by horsemen and urban men.

The Shanghai Suit: The Shanghai suit was first associated with the working class and the members of the Chinese Communist Party. However, it has a different story in Algeria. This suit arrived in Algeria during French colonialism through trade and the exchange of goods between China and Algeria. Merchants brought this suit from Shanghai, China. It is made up of light, elegant blue fabric. (Ouimer,

2022)

The Amama is a long cloth that wraps around the head. Traditionally, it has mainly been worn by older men and is a distinctive feature of Algerian men. However, the mode of wearing this clothing varies from one area to another, for instance the way of its usage in urban and rural areas differs from its use in desert areas., a turban is wound round the head with the lower part being then pulled forward to cover the nose and mouth thus, of face veil. (Ministry of Culture of Algeria, 2011)

The Tarbouche is described as a red hat that assumes the shape of a short cylinder; it was quite popular in cities. (Al-Saleh, 2023)

2- Algerian women's traditional clothing is remarkably rich and varied, for each region represents a different way of dressing:

The Melhfa garments: are generally distinguished into three basic types : the melhfa, the hayek, and the fouta.

The melhfa has been said to have, according to many academics, origins from Greek-Roman habits; on the other hand, others argue it is Berber Amazigh. Again, has also been sub-identified into two types : Chaoui melhfia and the desert melhfia.

- The Chaoui Melhfa: This article of clothing embodies the cultural heritage of the Chaoui tribes located in eastern Algeria. The garment is comprised of a length of fabric enveloping the body, adorned with symbols that signify Amazigh identity. Throughout history, this attire has undergone significant evolution.

-The Desert Melhfa: This is somewhat similar to the Chaoui melhfa but differs in its embroidery and how it is worn, It is commonly used by women from the Tuareg tribes and the Greater Algerian Sahara. (Ministry of Culture of Algeria, 2011)

The Hayek is a fabric that is tied to the head and wrapped around the body. It has its origins in Numidian-Roman culture and is considered a symbol of the dignity of Algerian women. There are two types of this

garment:

- The Merma Hayek: Made of pure silk, it is reserved for the elite of Algerian women.

- The Chachachi Hayek: This particular variant is endemic to the Tlemcen region and is distinguished by its immaculate white hue.

- The Safari Hayek: Frequently found in eastern Algeria and Tunisia, this type is composed of silk and is available in a range of colors, including white, yellow, and black (khider & dahmani, 2021)

The Fouta is a piece of cloth usually wrapped around a woman's waist, mainly used in the region of Kabylie, and is worn over a dress. (khider & dahmani, 2021)

The Kaftans: These garments are regarded as some of the most refined attire, from which they were embraced by the Ottomans and subsequently brought to Algeria. Initially, kaftans were worn solely by men before evolving into the primary clothing for Algerian women. In Algeria, kaftans are categorized into various types, each characterized by distinct regional styles; (Hamdouch & Dahdouh , 2023)

-The Tlemcen Kaftans, also called the Arfatan or El-Chadda El-Tlemcenia, and used in the Annaba and Algiers regions as El-Lekat, consists of several parts. The vest is a short-sleeved jacket down to the thigh, embroidered with golden threads, and characterized by the considerable weight and numerous decorative ornaments. This outfit is usually worn over a blouse, made up of parts of silk material. (Ministry of Culture of Algeria, 2011)

-The Annaba Kaftans, exclusive to the city of Annaba, are also known as El-Dallala and sometimes as the Carnation Kaftan. This outfit is described as a long coat decorated with Eastern patterns and has several flaps on its edges. It is usually worn with a headgear. . (farouk, 2023)

- Constantine Kaftans This is more famously called the kadi Kaftan, it's only reserved for women of Constantinople, made of

velvet with golden thread it is said that only male judges. (Hamdouch & Dahdouh , 2023)

- Algiers kaftans: In Algiers, when we want to talk about Kaftan, we can not limit it to one species, because there are several types:

- The Badron: Also known as Kaftan El-dey, this outfit is made of satin fabric and is characterized by its shiny texture.

- The Karakou: This type of kaftan is well known among the women of Algiers; it is a velvet jacket embroidered with gold and is traditionally worn with loose-fitting wide Algerian trousers and a fouta. This outfit is divided into two pieces :

- The Round Trousers: These pants have a pear-shaped form.

- The Chalqa Trousers: These trousers are slim-fitting and have divisions up the side of the legs, revealing part of the leg

- The Ghila: This outfit is yet another type of jacket; though, this one is characterised by its shortened length, much like a vest or a shortened jacket. It is made of Damask silk or brocade and is usually worn with the Badrone and the Algerian trousers.

- The Algiers Laqat: It is similar to the Tlemcen kaftan, but it is worn with Algerian trousers instead of the blouse. ((Ministry of Culture of Algeria, 2011)

The Algerian dresses: It is divided into

Blousa: One of the principal attires that highly worn by women of Western Algeria, coming from Andalusian establish. originating from Andalusian origins. and It is a fitted dress styled at the chest and waist. The distinctive embellishments on the chest and the short sleeves characterize it. It is worn without a fouta or jacket.

The Nayli Djeba; its traditionally worn by women from the cities of M'Sila and Boussaâda, is considered expression of the cultural heritage of the Ouled Nail tribes of Algeria. It consists of two separate pieces of cloth: one is made of cotton, and the other is embroidered. It has long, thin sleeves that are open at the wrists. (Ministry of Culture

of Algeria, 2011)

The Setifian Djeba; also called Setifian zedaf or Setifian binwar by others, is the traditional dress of women from the city of Setif. Although it resembles the blouse, it is unique in its fine embroidery designs on the chest region.

The Tagndurt: Also referred to as the Kabyle djeba, it is worn by women from the Tizi Ouzou and Béjaïa regions. It is a long Amazigh traditional Algerian dress embroidered in Amazigh style with colors symbolizing Amazigh culture. It has shoulder and chest decorations and is tightened at the waist with a belt. It is also worn using a fouta. (Ministry of Culture of Algeria, 2011)

The Gandura; also known as El-Fargani, is a loose garment with short sleeves or sometimes no sleeves at all. The outfit usually is tightened at the waist using a belt. Some of the embroidery patterns used for the kadi Kaftan are similar to those used for Gandura (Hamdouch & Dahdouh , 2023)

The Chamsa Djeba: This is a traditional garment famous among women in Jijel, It is said to have come from Constantine, It resembles the Constantine dress but is distinguished by the type of fabric and decoration. It is made of satin and embroidered with precious stones. (Kaddach, 2023)

3. Algerian Private Television:

3.1 Algerian Private Television Channels:

Private television channels are defined as channels that are privately owned, typically by businesspersons, institutions, or specific political parties. Their content may be specialized or general in nature. (Mohammed, 2015)

Private television channels in Algeria emerged with the introduction of media pluralism and the Organic Law of 2012, This was a response to the political turmoil in both the Arab and Maghreb regions, commonly referred to as the Arab Spring. The Algerian authorities sought to expand freedoms through media liberalization, leading to the creation of several channels such as Ennahar, Echaurouk, and El-Djazairia One. (Mohammed, 2015)

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These channels quickly gained popularity with the public as they addressed popular issues that Algerian viewers were not accustomed to seeing on state-owned media, with greater freedom of expression, They provided the Algerian public an opportunity to voice their opinions and problems, However, some channels had negative tendencies, prompting the state to quickly regulate and control their activities, ensuring they adhered to professional ethics. (Mohammed, 2015)

These channels have become very popular by the Algerian public, despite all the obstacles faced by these channels, but they continue to dominate the media scene, especially during the month of Ramadan, owing to the diversity of their programming network, its different approach compared to public channels, both in terms of program form and content.. (Masad Mushtari Abdul-Sahib, 2005)

3.2 Traditional Algerian dress on Algerian TV channels:

The increase in Algeria's private television channels is a positive indicator of integration into the global communications system, and this continued increase in private channels has increased competition among them to attract as many audiences as possible. Consequently, these channels have shifted their focus to content related to heritage and culture. (Korch, 2018), especially those relating to traditional Algerian clothing. The latter has gained prominence in these channels, and has become featured in programs and series and even in advertisements...

Many prominent channels seek to promote traditional Algerian clothing. For instance, Samira TV dedicates most of its programs to Algerian heritage in general, including traditional dishes, popular proverbs, folk music, and historical stories, The channel places significant emphasis on traditional Algerian attire, considering it an important element in many of its shows, One such program is Qaadtna Jazairiya , hosted by singer Manal Gherbi, which became one of the most-watched programs during Ramadan 2023, according to a field study conducted by "Media & Survey" The study, which covered more than 206 programs across 22 channels, revealed that audiences prefer

to watch programs and series on digital platforms, The same study also showed that private channels outperformed public ones, with Echourouk TV leading, followed by Samira TV and then Ennahar TV. (Montasser, 2023)

The same ranking was achieved during Ramadan 2024, according to the same source. (Lamia, 2024), In addition to this program, traditional Algerian clothing also featured prominently in Fawanis program, presented by Manal Hadli, and Kenooz Around the World program, hosted by the artist Kenza Morsli. Furthermore, the comedic series Dar El Fchouch, directed by Djaffar Gacem, also highlighted traditional attire, Similarly, Echourouk TV leverages various programs to highlight the beauty of traditional attire, such as the show Sabah Echourouk and Dima Rabhine, hosted by the artist Yasmine Ammari, Additionally, the show Project Runway Algeria, hosted by influencer Marwa Beauty, also showcases traditional Algerian clothing, El Bahiya TV also aims to showcase traditional clothing through its program Qaadat El Aayla , presented by the artist Bakhta Ben Youssef, with a special focus on the traditional attire of western Algeria, Additionally, Ennahar TV frequently airs documentaries that emphasize the diversity and beauty of Algerian traditional clothing, The Algerian attire also appears on El Hayat TV through the show Talk Neswan, hosted by influencers Mounia Benfeghoul and Nour Bouhlelssa, alongside artist Kenza Moussous. Furthermore, the program Alaab Maa Saho presented by the artist Souhila Ben Lachhab, also features traditional Algerian clothing, also The TV series Bent ElBelad has also contributed to showcasing various traditional outfits, as did the comedic series Aaylat Chouk and Akhou El Banat. (Amina, 2023)

In general, these programs are often aired during Ramadan in a talk-show format, covering various cultural topics related to traditional clothing, Whether hosted by Algerian artists or influencers with a notable following on social media or in real life, these shows tend to attract a wide audience, The channels compete to feature prominent and charismatic female figures, while the absence of male journalists is noticeable, There are also entertainment programs that promote traditional attire, often adapted from foreign shows, Such

programs are frequently filled with contradictions, as they attempt to imitate foreign formats but clash with societal values and the financial limitations of the channels.

One of the most prominent programs is kadatna jazairiya, known for showing the beauty of traditional Algerian clothing, where the show blends traditional clothing culture with traditional music and Algerian architecture. The integration of these cultural elements has effectively attracted the public, because it reminds Algerians of their cultural heritage and the importance of their customs and traditions, In addition to TV shows, traditional Algerian clothing also appeared in commercials, such as those for Aroma, Optila, Chamia, Oscar Coffee and Hadna milk, as the latter is more creative in the use of traditional Algerian dress "in five different regions Algiers, Oran, Kabayel, Chawi and Sahara."

These commercials are usually presented in the form of music segments, and include traditional dances to further engage and attract viewers.

On the basis of the foregoing, it is clear that Algerian private television channels do not have a clear strategy or plan to promote Algerian traditional clothing. However, they try to take advantage of its beauty and highlight it, especially during Ramadan and religious events. By contrast, its presence diminishes during normal days, with traditional clothing appearing mainly in parts of morning shows.

The emphasis on promoting traditional clothing has never been as prominent as it is today since the inception of Algerian television, both public and private, Now, everyone producers, channels, artists, designers, historians, journalists, and directors competes to participate in the preservation, promotion, and documentation of Algerian heritage in its entirety, as though engraving it in gold. (Amina, 2023)

3.3 The role of Algerian private television channels in introducing Algerian traditional dress:

Since the advent of television, he has played an active role in promoting public education and cultural diversity. Traditional clothing is arguably one of the most important cultural elements in

societies, especially in Algeria, because it reflects its history and culture, and television is a powerful tool for creating culture and heritage are protected and promoted in the face of globalization and cultural onslaught, , (AbdNour, 2021, p. 272)Additionally, it plays a crucial role in countering attempts at distortion and theft of cultural elements. (Haddad, 2021)

In discussing Algerian personal television channels, it's miles glaring that they have positioned large emphasis on Algerian culture and heritage, especially tradiditonal dress in recent years. Observers of Algerian TV channels can note a considerable competition among private channels in producing programs that highlight the cultural diversity of Algeria, However, compared to Arab or Maghreb channels, the focus on this subject is relatively limited, and the time allocated to these programs is short, which is attributed to the budget allocated for these programs.

These channels aim to promote traditional clothing in its finest form by highlighting all its historical aspects, Typically, programs that emphasize the beauty of traditional Algerian attire are set in a talk show format that blends various historical elements of the clothing (Akila & bachir, 2017)

The role played by television in introducing traditional clothing, decorative tools and textile methods has increased the profile of popular life and arts abundant in the nation, (Al-Nairat, 2018, p. 19) These private channels also played a role in raising awareness, reminding and documenting the nation's past and present, (Al-Wazzan, 2022) The role of heritage historians and fashion designers specializing in the diversity of the traditional clothing landscape and raising awareness of the need for attention and defence was highlighted, Therefore, (Amina, 2023) these private channels promoted cultural diversity and contributed to the preservation of the national personality and became a broad space for the cultural treasure enjoyed by Algeria. (Dahbia Ait Qassi, 2010)

algerian traditional costume in Algerian private Television and Its Symbolism:

When talking about local dresses shown on Algerian private

channels, its diversity and richness become evident, reflecting the vast cultural heritage of Algeria, Algerian private television tends to highlight certain traditional costumes more than others, such as the karakou, caftan, and blouza, despite each Algerian garment carrying historical depth and cultural significance. These garments serve as symbols of the civilizations that shaped different historical eras. Among the most prominently featured traditional attire in Algerian private television are:

The Karakou: The karakou carries deep semiotic importance as an authentic symbol of Algerian authenticity, It dominates the traditional attire showcased on Algerian private television, appearing extensively in programs such as Qaadatna Dzairia, Fawazir Kunuz Al-Alam, and Fawazir Nal Maa Manal, Each television appearance highlights the refined design and exceptional craftsmanship of this garment, encapsulating both the essence of history and modernity, Its strong presence in Algerian private television embodies pride in national identity and heritage and at the same time evokes elegance and rebirth. The karakou is part of a bride's trousseau and is donned on national, religious, and celebratory events, and therefore it is part of Algerian heritage. In turn, it reflects the might and power enjoyed by Algerian women, and one that has lasted despite the country's multicultural background and passing civilizations on its terrain. (Mebarki, 2023)

The Burnous: The burnous is one of the most frequently showcased men’s garments in Algerian private television, representing national identity and heritage. It has been greatly promoted in progremes of cultural festivals as well as in the special national and religious celebrations, as a visible element that recalls Algeria's historic past and increases pride in its heritage, It is the connection between tradition and modern times, commonly worn during special occasions such as the 27th night of Ramadan, as a way of feeling part of Amazigh and Islamic cultures, and the barnus accompanied Algerians through moments of triumph and hardship, becoming a garment worn during joyous occasions such as circumcisions and weddings.

Historically, it played a role in Algeria’s resistance movements, as it was worn by leaders such as Emir Abdelkader and revolutionaries like

Ali La Pointe. Additionally, It was also used as a secret weapon in the hiding of weapons. Post-Algerian independence, it became part of the standard attire for Algerian presidents such as Houari Boumediene, Abdelaziz Bouteflika, and Abdelmadjid Tebboune on national events and official diplomatic missions, representing prestige, dignity, and tradition. (Abdelkader, 2023)

The jabdoli: The jabdoli is one of the most men's traditional attire to be worn on Algerian private television, that is, on cultural programs and festive specials. Media personalities such as Youssef Nekaa and Riad Ben Omar wear it as an expression of their identification with tradition and principles of the past, evoking strength, dignity, and Algerian masculinity, the garment reflects demonstrates the masterful talent of Algerian artisans, whose intricate designs have been preserved through generations,whose intricate designs have survived through the ages. Symbolizing authenticity and heritage, Symbolizing authenticity and heritage, jabdoli stands among the finest embroidered men's attire with Symbolizing of elegance, civilization, greatness, and societal status. As a representation of authenticity and deep-rooted heritage. (Rania, 2024)

The Caftan: Arguably the most ubiquitous symbol of Algerian authenticity and identity, the caftan frequently emerges on Algerian private television during religious, cultural, and entertainment shows, It is broadcast on "Qaadatna Dzairia", "Fawazir Kunuz Al-Alam", "Fawazir Nal Maa Manal" on Samira TV, and "Project Runway Algeria" on Echorouk TV, and "kaadat El Aaila" on Bahia TV.

This dress is a work of art that contributes to cultural heritage and speaks to the audience on a sophisticated and engaging level. It is not just a traditional dress—it is a symbol of Algerians' pride in their culture and maintaining Algeria's rich artistic heritage,the caftan is worn during religious and national ceremonies and is a crucial part of a bride's trousseau, symbolizing elegance and authenticity, It is a document of civilizational heritage and also a historical, social, economic, and political document. (Keichiouch, 2022)

The Constantine gandoura: The Constantine gown represents the identity and soul of the city of Constantine. It is an essential element in a bride's wedding attire, it was originally worn by the nobles of

the city, Beys' wives, and women of high social standing, This dress has profound symbolic and aesthetic meaning, dating back centuries of history and representing the glory and authenticity of Constantine, It is not merely an item of clothing but a symbol of Algerian identity and glorious civilization.Though While it was absent from Algerian television for decades, it is now back in the limelight, especially on cultural and heritage programs such as Qaadatna Dzairia on Samira TV, Its television appearance is a visual way of reestablishing the audience's link to the past and reminding everyone of the significance of tradition in the face of modernization. The gown is a bridge between the past and present, and its appearance on TV highlights society's appreciation for its cultural heritage (Zaki ،2023)

The Oran Blouza: The Oran blouza too is now among the most frequent on-air clothing on Algerian private TV, especially among networks like Samira TV and Bahia TV, which amplify its elegance through such shows as "Qaada El Aaila", The blouza is a living representation of Oran's cultural heritage, symbolizing the identity and tradition of Western Algeria. Wearing it on Algerian television signifies a commitment to tradition amidst modernization while highlighting Algerian women's refined and modest beauty.

The blouza bears rich cultural and social value, representing the historic role and position of Algerian women and their sophisticated embroidery craftsmanship. (Saadi, 2021, p192)

Kabyle Gown (Jubba Kabylia): Representative of Amazigh identity and worn mostly during Amazigh, national, and religious festivities. It occurs very infrequently on private TV, mostly on "Qaadatna Dzairia" and "Fawazir Nal Maa Manal", Each color of the gown carries diverse meanings: blue represents freedom, yellow represents the power of the

sun, and green represents rejuvenation and expectation. (Addar, 2022)

The Saharan Men's Dressing: Not typically on private TV, despite its deep semiotic significance representing the simplicity, modesty, and bravery of desert dwellers. (Kaddache, 2024)

The Naili Gown: Marginalized in private television, but of cultural and aesthetic value, symbolizing the innocence and creativity of the Naili women. (Kaddache, 2023)

The Chaoui Melhfa: Underrepresented as a primary element, Underrepresented despite being a key element of Eastern Algerian culture, signifying modesty and resistance. (Bournane, 2022)

The Setifian Gown: Barely visible on private television, a reminder of Algeria's rich cultural pastit remains a testament to Algeria's enduring cultural heritage.) Zoughlami(2021 ،

4. CONCLUSION

Through this paper, we conclude that Algerian traditional clothing reflects the beauty of Algerian identity and reflects its rich history, cultural diversity and the authenticity of its people, which has preserved this historical legacy throughout the ages. Today we are witnessing this extraordinary momentum of traditional clothing through Algeria's various private television channels, where these channels have become an arena for showing the beauty and diversity of Algerian traditional clothing in a distinctive form It blends historical and modern elements, incorporates different cultural aspects to attract viewers, reminding Algerians of their cultural heritage and the weight of their customs and traditions.
The study concluded that Algeria's private television channels were instrumental in promoting; educating and emphasizing the importance of traditional dress, whether through dedicated programs, television

series or advertising. Algerian traditional clothing has become a prominent feature in private television channels, usually presented by famous and popular figures. We are now seeing competition between private channels to showcase the beauty and diversity of these clothes.

Also The Algerian clothes broadcasted by private Algerian television have deep rooted cultural, historical, and social meanings that transcend their beauty, as they are an artifact of aesthetic appeal. By wearing these clothes, television presents an Algerian identity, promotes originality, and dignifies cultural variety, which transforms traditional clothes into an unalienable part of modern Algeria's media sphere.

In the end, Algerian traditional dress is the memory of cultural and historical identity, and the role played by Algerian private television channels is considered as an evocation and revival of that identity, so it is absolutely necessary to spread awareness of the role played by television in highlighting traditional dress, as well as to support journalists to promote Algerian traditional dress, and to double programs promoting Algerian traditional dress.

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