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The Role of Algerian Public Television in Achieving Water Security -A Theoretical and Analytical Study-

دور التلفزيون العمومي الجزائري في تحقيق الأمن المائي –دراسة نظرية تحليلية-

Brahimi Mohamed zakaria¹, Djellouli mokhtar²

¹ Ph.D. student , University of Tiaret Ibn Khaldoun (Algeria), College of Humanities and Social Sciences, Media and Communications Department, Communication and Quality of Life Lab, mohamedzakaria.brahimi@univ-tiaret.dz.

² Professor, University of Saïda Dr. Moulay Tahar (Algeria), College of Humanities and Social Sciences, Media and Communications Department Communication and Quality of Life Lab, mokhtardjl20@gmail.com.

براهيمي محمد زكريا¹، جلولي مختار²

¹ طالب دكتوراة، جامعة تيارت ابن خلدون (الجزائر)، كلية العلوم الإنسانية والاجتماعية، قسم الإعلام والاتصال، مخبر الاتصال وجود الحياة، mohamedzakaria.brahimi@univ-tiaret.dz.

² أستاذ التعليم العالي، جامعة سعيدة الدكتور مولاي الطاهر (الجزائر)، كلية العلوم الإنسانية والاجتماعية، قسم الإعلام والاتصال، mokhtardjl20@gmail.com

Corresponding author: Brahimi Mohamed zakaria, mohamedzakaria.brahimi@univ-tiaret.dz.

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Abstract:

This study aims to examine the role and importance of Algerian television in achieving water security, highlighting it as a key media outlet that contributes to proposing various solutions to support water development, while also demonstrating its clear role in shaping public awareness regarding this strategic and vital resource. This research paper also seeks to shed light on the mechanisms employed by Algerian public television to create opportunities for raising awareness specifically regarding this issue, while addressing the various challenges it faces in supporting and promoting water policies that contribute to achieving sustainable water security.

Keywords: television, Algerian public television, security, water security.

المخلص:

تسعى هذه الدراسة للكشف عن دور التلفزيون الجزائري وأهميته في تحقيق الأمن المائي، وإبرازه كوسيلة إعلامية هامة تشمل المساهمة في تقديم مختلف المقترحات والحلول الكفيلة بدعم بالتنمية المائية، إلى جانب إظهار دوره الجلي في تشكيل الوعي الجماعي تجاه هذا المورد الإستراتيجي والحيوي، كما تعنى هذه الورقة البحثية إلى تسليط الضوء على الآليات التي يعتمدها التلفزيون العمومي الجزائري في خلق فرص التوعية حول هذه القضية تحديداً، مع التطرق إلى مختلف التحديات التي تواجهه في دعم وتعزيز السياسات المائية بما يسهم في تحقيق أمن مائي مستدام.

الكلمات المفتاحية: التلفزيون، التلفزيون العمومي الجزائري، الأمن، الأمن المائي.

1. INTRODUCTION

Water is considered the lifeblood of life—indeed, life itself—and its importance is underscored by the fact that it is an essential element and an integral part of the survival of living organisms. The availability of this vital fluid is directly linked to the concept of life, and its absence from the earth implies the concept of extinction or destruction in general, resulting in the demise of every living being on earth. The Holy Quran mentions the word “water” 63 times, and in many passages it highlights the significance of water at the beginning of creation, as it states: “Have those who disbelieve not considered that the heavens and the earth were once a single entity, and We split them apart? And We made from water every living thing. Will they not then believe”

Surah Al-Anbiya, verse 30.

Based on the brief overview provided above, which highlights the importance of water in life as part of a comprehensive perspective within Islamic teachings, the importance of the media’s role in working to raise awareness and alert the public to the seriousness of the scarcity and shortage of this vital resource—to which various aspects of life are linked—is also evident. In an

effort to produce media programs that raise public awareness and educate the masses, and to contribute to proposing innovative solutions and effective measures to address the problem of water scarcity, as well as to spread awareness and encourage citizens to use water rationally. to preserve this vital resource from waste, excessive use, and irrational consumption resulting from the growing demand for it.

Algerian public television is considered a prominent media outlet that articulates the orientations and policies of the country’s highest authorities, and a key player striving to contribute to the promotion of water conservation as part of sustainable development across various sectors, and in shaping the Algerian authorities’ views and attitudes toward a prominent issue such as water, as well as in educating the public with perspectives that contribute to understanding and addressing the water-related issues and challenges at hand. In other words, Algerian public television has become a constant and continuous media outlet shaping the daily reality for the public—or Algerian citizens in general—regarding an important and sensitive issue such as water, by providing them with the

vital and necessary information they need in their daily lives concerning this fundamental matter.

Algerian television thus plays a vital role as a key media outlet dedicated to disseminating concepts—including those related to the necessity of conserving water resources—and offering practical and effective proposals aimed at achieving sustainable water security. In this regard, Algerian public television has maintained its standing among Algerian citizens in shaping these approaches and perspectives on numerous strategic issues, most notably water security, despite the diversity of media outlets and the proliferation of social media platforms. Through this research paper, we will attempt to conduct an exploratory study on the role this media outlet plays in achieving water security.

From all that has been mentioned, the following question arises:

- What role does Algerian public television play in achieving water security?

With this in mind, this research paper aims to shed light on the role of Algerian public television in addressing and contributing to the achievement of water security by answering the following questions:

- What is the role of Algerian public television in highlighting the importance of water resources in achieving water security in Algeria?
- What mechanisms does Algerian public television employ to promote water policies?
- What are the main challenges and opportunities associated with promoting water security through Algerian public television?

2. Significance of the Study:

The primary motivation for addressing this topic—such as the issue of water security—was that it is a widely discussed issue that attracts significant attention from both citizens and public authorities, making it, by necessity, a matter of public interest whose developments must be tracked in the media and whose coverage on Algerian public television must be examined.

3. Objectives of the Study:

We have set a series of objectives that we aim to achieve, namely:

- To highlight the role of Algerian public television in relation to government agencies, and its prominent role in guiding public opinion toward the conservation of water resources.
- To highlight the importance of Algerian public television in addressing the issue of water security.
- To identify the media mechanisms and methods used by television in addressing water issues.
- To identify the main challenges facing Algerian public television in its coverage of water security issues.

3. Research Methodology:

This research paper employs a descriptive-analytical approach, as it allows us to gain a detailed understanding of the issue and clarify its components. It also enables us to examine the phenomenon under study in order to arrive at a better and more accurate understanding, which will inform the development of future policies and measures¹. This approach is considered the most appropriate for studying the role of Algerian public television in achieving water security, describe its role, and highlight its importance in terms of the topics and media content it covers, which contribute significantly to the formulation of various political decisions related to water security, as well as to shaping the social, cultural, and economic awareness of the public by addressing issues related to water security.

4. Definition of Research Concepts:

4.1—Television:

- Reformist definition:

The word “television” is composed of two parts: “tele,” meaning “at a distance,” and “vision,” meaning “sight.” When combined,

¹ Mohammed Sarhan Ali al-Mahmoudi, *Methods of Scientific Research*, 3rd ed. 2015,, Dar al-Kutub, Sana’a, Yemen, p 46.

the two words mean “seeing at a distance.” This mass communication medium incorporates the advantages of radio in terms of the spoken word with sound effects, and the advantages of cinema in terms of image and color, and the characteristics of theater in terms of movement, which brings the scene to life.²

-Procedural Definition:

Television is one of the most important contemporary mass media, serving as a source of information and news dissemination, as well as playing a key role in education, entertainment, advertising, marketing, guidance, and counseling. Television plays a prominent role as a key media outlet in the process of socialization, raising awareness, and providing guidance and counseling, particularly in addressing and resolving fundamental and strategic issues such as food, water, and energy security.

4.2-Algerian Public Television:

-Overview of Algerian Public Television

The Algerian Television Corporation is the most important media outlet, with roots dating back to 1956; it was founded during the French colonial period. After Algeria gained its independence, full sovereignty over the television sector was transferred to the Algerian state on October 28, 1962, and it came under the supervision of the Ministry of Communication, which assumed responsibility for its administration and regulation in accordance with the state’s media policies in effect at that time. As a public broadcaster, Algerian television focuses primarily on a diverse range of programs covering national and local issues, as well as international affairs and various current events, and is committed to presenting them to the Algerian public with

complete transparency. Among these important topics, the issue of water security is one that Algerian television addresses in its news bulletins and main programs. Algerian Television also strives to keep pace with new technologies and media and communication technologies by expanding digitization efforts within the organization and focusing on the use of advanced equipment. The organization is divided into six main directorates:

- News and Production Directorate.
- Programming, Technical Services, and Equipment.
- General Administration and External Relations.
- Archives Center.
- Regional Stations.
- Commercial Directorates.

4.2.1-Technical specifications for Algerian television:

Algerian Public Television	
Date of Establishment	December 24, 1956
Country	Algeria
Language	Arabic
Sister Channels	-Channel 1 -Channel Algérie -Algerian Channel 3 -Amazigh Channel -Holy Quran Channel -Algerian Channel 6 -Knowledge Channel -ChannelMemory ChannelParliamentary
Official Headquarters	Algiers, Algeria
Official website	www.entv.dz
Facebook Page	eptv.dz
Instagram Page	entvofficiel
YouTube	@ChaineEPTV

Source: Compiled by the researcher based on data from the official website of the Algerian Public Television Corporation; accessed on May 19, 2026 <https://www.entv.dz/>.

4.2.2-Mission and functions of the National Algerian Television Corporation:

² Mustafa Al-Nimr and Ghada Al-Batrik, An Introduction to the Relationship Between Traditional and New Media, 3rd ed., 2023, Al-Mutanabi Bookstore, Dammam, Saudi Arabia, p. 115.

The Corporation provides public services, and its activities encompass numerous functions that contribute to the transmission of news in audio and video format throughout the entire country, including news, educational, and entertainment programs, among others. The Corporation performs many specific tasks, which we will outline in the following points³:

- Cover all government activities.
- Cover election campaigns.
- Broadcast parliamentary debates.
- Cover the activities of political parties, associations, and unions.
- Broadcast and cover cultural and religious programs.
- Broadcast specialized weather programs.
- In addition to documentaries and investigative reports on various aspects of national and international life, the terms of reference

and the institution's charter require that at least two news programs with video footage be broadcast daily.

4.3-Security:

- Reformist definition:

Social scientists agree that security is a social sentiment reinforced by the experiences of community members, which are shaped by the realities of their daily lives. Consequently, authorities must work to prevent any undermining of this social sense of security and utilize all necessary and feasible means to protect community members from threats to that sense.

-Procedural Definition:

It is a state in which a person feels a sense of peace and stability, free from any significant **threat that might endanger their life.**

4.4- Water Security:

- Reformist definition:

Water security is "the availability of sufficient quantity and quality of water to

meet the needs of people (health, livelihoods, and productive economic activities) and ecosystems, with access to and use of water when needed."⁴

- Procedural Definition:

Water security is ensuring the availability of water in sufficient quantity and quality for all people. Algerian television, through its news broadcasts, has played a significant role in assessing news and information and highlighting topics related to water security, particularly regarding the establishment of projects for seawater desalination and others for treating wastewater for irrigation, for example. Through their extensive media coverage, these news broadcasts will ensure effective solutions for easy access to water, with the goal of living in stability and peace and achieving well-being alongside all aspects of sustainable development.

5. The Role of Algerian Public Television in Achieving Water Security:

There is no doubt that the media, through its various channels—including television—plays a crucial role in achieving water security in general. As such, it holds the potential for change and works to foster an environment conducive to development in the water sector, an issue of great importance to both authorities and citizens alike. Its influence is particularly evident in public discourse and in shaping public attitudes toward public issues.⁵

"The media has a remarkable ability to convey clear messages on a variety of topics that effectively help shape public opinion by highlighting the importance of water and underscoring the seriousness of water scarcity," The key role here is to raise awareness among the audience and highlight

³ Salamy Asaidani, "The Algerian Experience in Audiovisual Media Ownership... Algerian Television (ENTV) as a Case Study," *Al-Rawaq Journal*, Issue 4, December 2016, p 107.

⁴ Nathaniel Mason and Roger Calow Water security: from abstract concept to meaningful metrics An initial overview of options, ODI-203 Blackfriars Road, 2012, London, uk, p18.

⁵ Ghalib Kazim Jiad Al-Dumai, *Television and the Shaping of Public Opinion*, Amjad Publishing and Distribution, 2015, 1st ed., Amman, Jordan, p. 107.

the attention this issue receives from government institutions and agencies on the ground, as well as their efforts to address the objectives they have set for the near future, by conveying these initiatives and efforts toward achieving water security to the viewing audience.⁶

In this context, Algerian public television is distinguished by its unique position as the “fourth estate” and a high-level media watchdog, serving as a bridge between authorities, decision-makers, and the public regarding the handling of critical issues such as water security. This approach is based on integrating media communication policies focused on implementing development initiatives in this specific area, with Algerian television playing a supportive and active role in contributing to the water development process in all its aspects, starting with raising concerns and presenting problems to the country’s highest authorities, and proposing a set of solutions to the obstacles to development in the water sector within the local community, such as providing clean drinking water and treating wastewater for reuse. Algerian public television is capable of creating the necessary climate and identifying the vital components that embody the aspirations for achieving water security, provided its capabilities are effectively utilized in the best and most appropriate manner, whether this involves the authorities and society viewing these media as a participatory concept, activity, and tool for disseminating, clarifying, and conveying information related to water security on the one hand, and implementing relevant development plans through integrated communication activities on the other.

There is no doubt that the importance of Algerian public television in ensuring water security is clearly evident in the significant impact it has on society by improving the public’s understanding of water management issues. Media coverage generally appears effective in rallying society around this issue, and it has become a priority in the editorial policy of Algerian public television to make greater efforts to focus people’s attention on water conservation and rational consumption, and its impact also extends to raising public awareness of water pollution issues. The importance of mass and personal communication in improving public understanding of water management issues cannot be overstated.⁷

6.The Role of Algerian Public Television in Shaping Public Opinion on Water Resources:

Algerian public television plays a fundamental and essential role in shaping media messages related to water security, as it is a prominent medium for reaching a wide audience, framing national water policy priorities and values, and contributing to their achievement. One of the most significant ways Algerian public television contributes to achieving water security is by creating targeted media content that helps establish a media framework featuring a range of sustainable models and solutions related to water. In addition, Algerian public television operates as a highly credible media outlet by delivering targeted messages that emphasize the importance of raising public awareness about the need to conserve water resources, and highlighting it as a strategic economic priority that helps maximize the use of water through improved

⁶ Mohamed Mazouni, “Water Security on Algerian Public Television: An Analytical Study of the Program ‘Water Security... The Challenge of the Future’ on Algeria 3,” *Ma’alim: Journal of Media and communication Studies*, Vol. 6, No. 2, 2024, p. 2.

⁷ Gourav Kumar , Jyoti Bhadouria ,Swapnil Rai ,Kuldip Dwivedi, *Role of Media in Water Resource Management: An Initiative for Future Generation, Recent Advances in Soil and Water Education and Research*, abs books, 2022 ,p30.

planning and incentives to enhance welfare levels and increase economic growth rates.⁸ Furthermore, Algerian public television focuses its efforts on disseminating messages of mobilization and awareness that align with national objectives. We see many media outlets devising strategic policies aimed at rationalizing consumption and implementing differentiated water pricing policies across all sectors to prevent the misuse of this scarce vital resource.⁹, and These key points also apply to the media framework of Algerian public television, which serves as a pivotal intermediary between the broadcaster and the country's highest authorities in providing intensive media coverage when necessary—particularly in cases of irrational water management practices. It may highlight the state's authority in disputes with other countries over water for its own benefit and empower stakeholders to use water in a way that deliberately disregards other levels of consumption. This inevitably leads to crises, resulting in political conflicts, particularly among countries that share a river and its water resources.”¹⁰

Thus, Algerian public television plays a key role here by producing documentaries, discussions, field reports, and news features, thereby becoming an essential tool in shaping public opinion in support of water security. It does so by exerting direct and

indirect influence on water development policies and fostering a culture of collective responsibility, which ultimately strengthens the state's capacity to effectively address water-related challenges.

In this context, Algerian public television is not merely a medium for disseminating news; it also serves as an effective tool for raising awareness—particularly regarding potential conflicts and disputes over water resources—as well as a catalyst for change in the development of incentives that effectively contribute to the enforcement of stricter laws to protect water resources.

Since water security is the foundation of social stability and prosperity, “access to safe drinking water is essential for people, in terms of both the quality of their water supply and its affordability.”¹¹ Through its media programs, Algerian public television plays a significant role by producing content that addresses access to this vital resource and works to promote social cohesion, social equality, and all aspects of social integration, particularly among the most marginalized groups, in order to ensure their adequate water needs are met.

7. The mechanisms used by Algerian public television to promote water policies

The importance of the media is evident in its pivotal role in raising awareness and rallying support around the issue of water security, as fully noted in the 2023 United Nations World Water Development Report, which highlighted the existence of 25,000 articles (print and online) on water development issues. These issues were also covered by major news agencies such as Agence France-Presse, ANSA, and the Associated Press, as well as widely circulated newspapers (such as Beijing News, Corriere della Sera, The Guardian, Le Monde, El País, and The Times of India), and various media outlets (such as ABC, Al Jazeera,

⁸ Kenza Ben Ghalia, “Water Security in Algeria (Current Situation, Challenges, and Requirements, and Its Relationship to Sustainable Development” ,National Forum on: “The Role of the Algerian Water Company's Financial Balance in Improving Public Services,” Hassiba Ben Bouali University of Chlef, March 3-2024, Algeria, p. 10.

⁹ Riyadh Economic Forum, Water and Food Security and Sustainable Development, 4th Session, Riyadh, December 20–22, 2009, p 89.

¹⁰ Rawa Zaki Younis al-Tawil, The Water Crisis and Arab Water Security, Center for Regional Studies, 2009, Mosul, 1st ed , p 3.

¹¹ The Center for Water Security and Cooperation, The Water Security Challenge: Building a Framework Washington, United States of America, 2017, p17.

BBC, CNN, CBS, Deutsche Welle, France 24, National Public Radio, Radio Canada, and RAI)¹²

Consequently, we observe that Algerian public television has now caught up with these global media outlets in fulfilling its role across various media platforms and programs, contributing to the achievement of water security. As we can see, it has relied on several mechanisms to convey media content regarding a critical issue such as water security to the public or governments, which can be summarized as follows: the following elements:

- **Writing investigative reports:** This is a form of journalism that serves as a key tool for addressing important issues, such as water security in this context, by exposing various shortcomings and highlighting mismanagement in the country's water projects in general.

- **Organizing intensive media campaigns:** These can be viewed as a series or set of messages and content adopted by Algerian television in this context, coordinated in partnership with government agencies to achieve development goals related to water in general.

- **Documentary Programs:** These programs, produced by the Algerian Television Corporation, draw on various experts and specialists to provide detailed and in-depth visual explanations of the importance of water to societies and nations, and present various environmental and water-related challenges in a compelling manner.

- **News Production Through News Bulletins:** This encompasses all news content Bulletins by various television stations, which has played—and continues to play—a major role in television due to its significant influence on the public and its contribution to shaping their opinions and preferences and directing their attention to

specific issues¹³. For Algerian public television, the news broadcast serves as a window through which viewers can learn about the latest developments regarding the fundamental issue of water security; consequently, news broadcasts are highly effective and appealing to the public in framing the issue of water security in all its various aspects.

- **Social Media:** By maintaining a presence across various social media platforms and accounts, media organizations here will remain in constant communication with the public. Algerian public television has multiple online platforms, such as YouTube under the name *ChaineEPTV@*, and on Facebook at *facebook.com/eptv.dz*, as well as on Instagram under the handle *entvofficiel*. These platforms will enable Algerian public television to engage in real-time interaction and respond promptly and effectively to messages regarding citizens' concerns about water issues in all their forms and shortcomings, and to convey these problems to the relevant authorities to resolve the situation, utilizing multiple channels such as social media platforms.

8.Challenges and Opportunities for Algerian Public Television in Enhancing Water Security :

Algeria possesses significant conventional and unconventional water resources due to its unique geographical location; however, the issue of water and ensuring its continuous availability in the quantities required to meet the needs of the population and various sectors has become a challenge that poses a serious threat to national water security. Pressure on the authorities to utilize these water resources has increased, leading to massive efforts aimed not only at addressing the delays that have accumulated

¹² The UNESCO World Water Assessment Programme, The United Nations World Water Development Report, 2023 ,p02.

¹³ Miloud Mourad, "The Importance of Sound Standards in the Preparation of News Broadcastson Al-Shorouk News Channel," *Al-Risala Journal of Media Studies*, Al-Arabi University of Tebessa, Tebessa, Vol. 06, N°. 11-, , 2022 ,p 234.

and worsened over the years due to continuous population growth and increasing water consumption for various purposes, various purposes, but also to create conditions that would meet future needs within the framework of sustainable development.

The media reflects the reality of increasing drought and growing scarcity of water resources—both in terms of quantity and quality—in many regions of the world, and acknowledges the importance of water as the foundation of life and a key element in current strategies¹⁴. The media—particularly television—thus presents an opportunity for decision-makers and all stakeholders in the sector to adopt effective policies for sustainable water management, based on achieving water security and developing water resources in all aspects.

Based on the foregoing, Algerian public television's media coverage of these water security-related issues is considered an urgent necessity in highlighting the clear role of traditional and non-traditional water resources in achieving water security, in terms of covering events and various developments and monitoring decisions issued by the relevant authorities and agencies responsible for managing these diverse water resources. This media coverage specifically involves gathering information on water resources in Algeria, writing reports on them, conducting interviews with stakeholders in the sector, presenting different perspectives, analyzing events, and finally presenting them to the public in various journalistic formats across different media outlets.

Perhaps the most pressing challenge facing Algerian public television in its efforts to develop various media campaigns aimed at ensuring water security is the ongoing technological evolution and the potential decline in viewership of Algerian public

television, particularly among a digital society connected to interactive communication platforms "We can see that the drive for water resource development is being advanced through the use of new media; for instance, regarding water conservation campaigns, social media has the capacity to expand reach to the public, enabling these platforms to facilitate interaction among key stakeholders, thereby creating a new model for water management. This also raises awareness of current water-related challenges."¹⁵

Consequently, social media can also be considered to play a vital and significant role in creating an outreach system for individuals and society, encouraging them to engage more actively with these water management media campaigns. and through these platforms, communication methods become more flexible in promoting the water sector's development programs, providing guidance through visual techniques that can be rapidly disseminated, not to mention fostering a sense of optimism regarding water-related threats. Thus, social media contributes more to achieving water development goals. All these factors present a golden opportunity for Algerian public television to develop a structured media program by leveraging social networks, particularly platforms like Facebook, Instagram, and others. As we mentioned earlier, Algerian public television maintains an online presence through these platforms; however, the key focus here should be on regularly linking all media coverage related to water security and disseminating it widely across these digital spaces to ensure broader public access to information, so that broad public awareness of the importance of water can be fostered through the launch of interactive campaigns and the provision of

¹⁴ Ariel Dinar and Jose Albiac, Policy and Strategic Behaviour in Water Resource Management, Earthscan, 2009, London, p233.

¹⁵ Mohammad Fahmi Abu Bakar, Effective Communication for Water Resilient Communities: A Conceptual Framework, Water, Vol-13-2880, 2021,p02

diverse and specialized educational content based on innovative media strategies focused on persuasion and influence, as well as informing the public about the proposals and decisions presented or formulated by the country's highest authorities and decision-makers, which include effective tools and policies, to ensure tangible progress in the field of water security and guarantee the sustainability of water resources in the future.

9.Conclusion:

From the preceding, we conclude that Algerian public television, since its inception, has been a pioneer in the exclusive use of audiovisual media in its coverage of various important issues, particularly water security. This has prompted most Algerian state leaders and political decision-makers to use this technology to convey content and messages of the utmost importance. Consequently, Algerian television has taken it upon itself to achieve a qualitative leap in media coverage of the issue of water security, devoting significant attention and extensive media coverage to it by providing genuine media services that meet the public's expectations regarding an understanding of the complexities of this sensitive issue.

Algerian public television remains one of the key media outlets in shaping the views and attitudes of Algerian authorities and society regarding the issue of water security, as Algerian public television has prioritized this critical issue in its news production, which must be given greater emphasis in its editorial policy by highlighting topics related to water security. What is clearly evident here is the pivotal role of Algerian public television in contributing to the preservation of the ecosystem against water pollution and guiding efforts to secure new water resources that can be utilized in industry or agriculture, such as irrigation, as well as actively contributing to media coverage of traditional topics related to water resources—such as groundwater and surface water (e.g., dams and reservoirs), rivers and valleys—and key issues that

require intensive media coverage — which can be incorporated into news broadcasts by Algerian Public Television to reflect their developmental and strategic dimensions.

All these tasks undertaken by Algerian public television must be carried out in accordance with an integrated media vision that combines explanatory news reporting with a well-researched scientific media framework built on the use of supporting media tools, such as presenting figures and statistics, graphs, and infographics, which helps the country's highest authorities in diversifying its water resources and providing appropriate solutions that contribute to achieving water security, as well as keeping the public constantly informed and fostering a deeper understanding of the issue as a whole.

10.Recommendations:

- The need to enhance the effectiveness of Algerian public television by producing news content that focuses on providing accurate, reliable, and diverse information aimed at raising public awareness of the risks of water scarcity and ways to conserve water.
- Coordination among media outlets, experts, and specialists in the preparation of programs and media materials related to water security issues, in order to provide scientific and accurate media content that contributes to raising public awareness of the dimensions and challenges of this issue.
- The need to rely on a well-defined media strategy to address the issue of water security by intensifying media programs and news bulletins, as well as launching periodic media campaigns to shape public awareness regarding water security.
- Relying on multimedia platforms by utilizing social media to raise awareness about a critical issue such as water security, to enhance outreach to broader segments of society, particularly among younger generations, as these digital platforms allow for interaction and engagement with audiences interested in water security, which can help highlight positive aspects, address shortcomings, and prevent future issues to

build an informed society that also contributes to achieving sustainable water security in the future.

- The need to train and educate media professionals who specialize in covering such critical issues, particularly the issue of water security, and to support media professionals and journalists through training and educational programs organized by the Algerian Public Television Corporation where they work, in order to enable them to perform their media work professionally when addressing the issue of water security.
- Periodically monitor and evaluate the impact of programs and news coverage on water development by establishing strong partnerships between Algerian Public Television and national and international research institutions, given their clear and significant contribution to achieving water security.
- Enhance transparency by providing open data on topics related to water security, thereby contributing to greater trust between the public and relevant stakeholders.
- Ensure continuous coordination between government agencies, the country's highest authorities, and the media sector to ensure consistency in messages and guidance regarding water security, thereby helping to unify efforts and target awareness campaigns more effectively.
- The need for Algerian public television to rely on carefully designed and meticulously planned media campaigns that utilize rational, emotional, and even fear-based appeals to preserve a vital resource such as water.
- Algerian public television must position itself as a key partner in contributing to water security, starting with building a responsible social consciousness that recognizes the importance of water conservation, as well as educating the public about the various available non-conventional water resources and promoting investment in them, to raise awareness of water's

importance as a vital resource and the foundation of life and development.

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