

The role of traditional and modern media in spreading the culture of entrepreneurial education in the center university and society

Hassini djilali^{1,*}, ben rami mustapha²

¹ mohamed el bachir el ibrahimi university (bordj bou arreridj), djilali.hassini@univ-bba.dz

² mohamed el bachir el ibrahimi university (bordj bou arreridj), moustafa.benrami@univ-bba.dz

Received: 30/01/2024

Accepted: 04/12/2024

Abstract:

The media is one of the most important ways through which information is transmitted to the public, It is better regarded as a window via which the viewer receives programs, information; One of the most important topics that have received the attention of the media and which it promotes to the public in Algeria is entrepreneurial education and the role the latter plays in the dissemination of entrepreneurial culture and spirit.

This research paper aims to shed light on the role that media plays in disseminating the culture of entrepreneurial education at the University. It was found that there is a high awareness and acceptance among youngsters about the importance and the role that entrepreneurial education plays in accelerating the development process, and to the way media promoted the culture of entrepreneurial education.

Keywords: media; entrepreneurial education; entrepreneurship; The media

*Corresponding Author

I. INTRODUCTION:

The world has witnessed a great development in the fields of media and communication, as a result of the enormous technological development in various fields of life. Media has been used to promote various policies, strategies, ideas and ideologies, followed by states and governments, with the aim of spreading and expanding its coverage to the largest category of audiences to promote a wide dissemination of information and ideas that it deems appropriate to pass its economic, social, political and cultural projects.

In order to promote various economic and social sectors, the Algerian state has paid attention to the dissemination and promotion of the policy and culture of university entrepreneurial education through various public and private channels and official media. The aim is to convey information and ideas to the largest audience, especially university youth, in order to make them aware of the need to change the mentality of relying on the state for everything and adopt strategies that aim at Self-reliance. This was to be achieved through the creation and innovation of ideas that can be translated into reality in the form of start-up enterprises and entrepreneurial projects, through which the sources of production of the national economy are supported and diversified, unemployment is reduced, national and international competition is entered, wealth is brought locally and hard currency internationally.

The media is considered essential starting point for promoting and disseminating any government policies pursued by the state, through which they aim to deliver information to the largest segment of society, for what governments deem necessary and extremely important in their view, as a strategy based on concepts and foundations built in accordance with the state's directions with the aim of promoting sustainable development and building a knowledge society that makes information valuable in order to spread the culture of digital governance and entrepreneurial education in educational institutions, especially university ones, because it includes the elite of society through which the various programs and development plans that the state deems appropriate are activated and implemented. In order to advance the economy and society and direct it towards the better, through entrepreneurial education, small and medium-sized enterprises are created and various innovative ideas are activated, which are transformed through support and accompaniment mechanisms into emerging institutions that carry in their content entrepreneurial projects, the goal of which is to produce various productive and service activities. Employing the unemployed, bringing wealth, and integrating into competitiveness to improve the quality of the product and export abroad, including access to the international market and creating a place for the local product at the international level.

The problem of research:

From the above, the following research problem can be posed:

What is the role of the national media in spreading and promoting the culture of entrepreneurial education in the University and society

Sub - questions of research:

Through the general question, we pose the following sub-questions:

- Which are the most important national media that are interested in spreading the culture of entrepreneurial education?
- Who is the target group in spreading the culture of entrepreneurial education through the media?
- How does the youth respond to what the media propagate about entrepreneurial education?
- What role does the media play in spreading the culture of entrepreneurial education, especially in the university environment?

Research objectives:

The aim of this research is to find out the role of the media in spreading the culture of entrepreneurial education among young people, especially university students through national and international scientific seminars and conferences and media coverage, as a strategy aimed at spreading entrepreneurial education to the largest group of university youth, and from this point of view we are trying to analyze a set of elements related to the subject of the research paper according to a certain methodological plan and identify the results and recommendations.

Research plan:

First: the media (concept and impact).

Secondly: types of media.

Third: what is the University entrepreneurial education (Genesis and the concept of contractor, entrepreneurship, education).

Fourth: the objectives of University entrepreneurial education.

Fifth: the role of the media in spreading the culture of entrepreneurial education in the university environment.

Conclusion.

1. the media (concept and impact).

1.1. definition of media:

It can be defined as the tools used in the production and media industry, and the delivery of various information and news to a wide segment of the public, through various means written, vocal or visual. (Abu al-Aoun, 2023).

It can, also, be defined as a set of scientific, literary and artistic materials that lead to joint and collective communication between different audiences, directly or indirectly through the means and tools that transmit or express them, such as radio, Press, television and the internet.(Hindi, 2008).

And from the definitions of the media according to the American English political dictionary, it is the various means and tools for the dissemination and promotion of various cultures, through the press, cinema, radio, television, books and advertising, which are aimed at a wide segment of the audience, so that these means rely on advanced production techniques that allow them to reach the public without any obstacles. Traditional media includes newspapers, magazines, radio and television, but the developed media is based on the flow of information via the internet, mobile phone and computers.(Labib, 2023); Al-Desouki also defines media as the objective transfer of news and information from the sender to the receiver, for the purpose of conscious influence. The media process is carried out in successive stages, starting with the sender who sends certain content of the media message, through specific channels or media to the receiving audience.(Sadarah, Malki,2020).

From the aforementioned definitions, it can be said that mass media is the tools and means which aim at transmitting various news, information and public policies of governments, promoting and disseminating them to a wide segment of the public and with the aim of forming a public opinion on a particular political, economic, social or cultural issue.

1.2.the effects of the media on the public:

The theory of the influence of the media on the public affirms that the influence is not in the power of the media, but in the way it is used in a specific social system, aimed at meeting between the desires and trends of the public and its needs, where the degree of dependence of the public on media information is considered the decisive factor in knowing when and how the media affect the behavior and beliefs of individuals.

The effects put forward by the theory of media dependence also vary between cognitive, emotional and behavioral effects, as a basis for influencing individuals and the public dependent on mass media information in society and can be classified as follows: (Ahmed Amer, 2022).

.12.1. cognitive effects:

- Affected when individuals feel that there is a mystery in the environment around them, they seek to rely on media information in an attempt to find appropriate and adequate information that explains the new situation.
- The mass media constantly and non-stop provides us with enormous information about new events, current topics and people, which helps the receiving audience to form trends and ideas towards that information through selective operations and deliberate selection made by individuals.
- The media play a role in determining the priorities of the receiving audience on current and emerging issues, expanding their own perceptions and beliefs while gaining new knowledge about people, places and other topics about which they did not have any data or information.
- The cognitive influence of the media and values are the basic concepts that serve to identify new behaviors by providing information that makes it easier for people to identify the main values of individuals and communities.

.12.2. affective effects:

- It includes emotional apathy, which presupposes receiving some kind of violence from the media and leads to a feeling of indifference and dullness, and the lack of desire of the individual to help others; it also includes fear and anxiety this is when the media broadcasts topics and events about violence, disasters, assassinations, and terrorism, which in turn affect the members of the receiving community and infuse them with feelings of fear, horror, anxiety, and tension.

- The media either raise the morale of citizens in societies where the media play key roles as a result of the feeling of Community, union and integration of members of society, or increase their sense of alienation when the media provide information that is not expressive to the individual about his affiliations, culture, intellectual, belief and religious orientations.

.12.3. behavioral effects:

It indicates the extent of influence and change of attitudes and beliefs on personal behavior, considering activity or behavior as the final and final product of emotional perceptions and influences, which include activation because the information received in response from the media pushes him to take certain behaviors and beliefs about the areas and topics broadcast by the media.

2. types of media:

As a result of the great developments that have occurred in the technological and cognitive aspect, several new media outlets have appeared aiming at disseminating and presenting various information and news to the masses, and these media outlets rely on several bases for passing information, namely technical means as well as the receiving audience, and among these means we mention:

2.1. traditional media:

2.1.1. Written Media (newspapers and periodicals):

They are old media for the general public and relatively old, such as books, which represent a mass and elite media; they also represent all publications periodically and news and information are published in them and in various political, economic, social and cultural fields, in a large number of printed paper with the aim of distributing them to readers, and newspapers and magazines are divided in terms of their issuance into daily, weekly, monthly and annual, and each has its own peculiarities in editing, printing and distribution.

2.1.2. Audible media (radio or radio):

Radio is one of the most popular and oldest media, because it addresses wide audiences with different intellectual levels, educational, cultural, economic and social, and in different geographical areas and is characterized by simplicity because it addresses all segments of society, its importance varies according to the local and international news and information it provides, which attracts listeners and provides topics for public discussions, and includes an entertainment character as well.

2.1.3. Visual media (television):

It relies on transmitting news and information by sending and receiving and by voice and image simultaneously via satellite, and television broadcasting consists of several public and private channels, and television also has the property of attracting the largest number of viewers from the masses more than other means, because it depends on the image and sound together.(Abu al-Aoun, 2023)

Despite the technological development taking place in the media, traditional means are still resisted and followed by a good class of audiences, especially television, but written and audio means have declined in popularity significantly as a result of the emergence of modern and more advanced and sophisticated media because they meet the wishes of their users.

2.2. modern media:

Among the most important means of modern and new media, we mention: (Labib, 2020)

- Electronic newspapers
- Electronic websites
- Social networking sites (Facebook, Twitter, Instagram, Messenger....)

They all rely on the internet for their use through means such as computers and mobile phones, and these modern means can be used to express opinions with the utmost freedom by everyone unconditionally, and at no significant cost, and humanity is currently living in an era in which technological changes affect various aspects of life significantly and deeply, and in various walks of life, and it seems that the tremendous technological development has made the world a small village, and audiences in various parts of the world receive news in a split second after they happen, as access to recording devices and fast broadcasting is now available to all individuals without any trouble as long as the internet is available, and therefore must The individual should cling to his privacy so as not to be attracted by the winds of globalization and its great effects on morality and societal values and deal with it with extreme caution.

3. what is the University entrepreneurial education (Genesis and concept).

Entrepreneurial education is one of the most important foundations that led to the dissemination of entrepreneurial culture among young people, especially university students, and many successful entrepreneurial institutions and projects have emerged from entrepreneurial education due to the interest of the media at the local and international levels in this new trend taken by many countries, especially the economically advanced ones, because of its importance in developing the economy and society. And the university is considered among the main spaces in consolidating the culture and spirit of entrepreneurship among young people and businessmen.

3.1. the history and origin of entrepreneurial education:

The history of teaching entrepreneurship in universities around the world dates back to 1947 when Mile mace offered the first course in entrepreneurship at Harvard University in the United States, specifically at the Harvard Business School, where 188 undergraduate students from the second group of 600 MBA students were impressed by this course.

The direct reason for the introduction of this course on entrepreneurship was to respond to the needs of students who returned after military service after the Second World War, to join the economy, which was experiencing a collapse as a result of the cessation of war industries and the end of the war.

This course has achieved great popularity despite the faculty member's lack of conviction of its academic success, and others believe that the first to pay attention to teaching the entrepreneurship major was the Japanese FIJII SHIGERI from KOBE University in 1938.

Entrepreneurship education programs have increased at the level of World Universities with the beginning of the seventies and mid-Eighties of the twentieth century, as the number of universities studying entrepreneurship increased to 250 universities, and by the beginning of the nineties the number of courses increased more than 2200 courses in the American educational system, about 1600 schools in entrepreneurship, 44 academic journals and 100 research centers specializing in distinguished academic educational programs in entrepreneurship.(Al-Judi, 2014, 2015)

Table (1) : The following table shows the historical process of the emergence and development of University entrepreneurial education worldwide:

year	Event
1946	establishment of the first research center specialized in entrepreneurship by: Schumpeter and Arthur
1951	establishment of the Coleman Foundation, the first institution specialized in entrepreneurial education
1953	Peter Drucker gives a lecture on the scale of entrepreneurship and creativity at New York University
1963	published the first reference Journal in entrepreneurship and small enterprise research
1968	the first training in entrepreneurship at Babson College
1970	establishment of the first contemporary Institute in entrepreneurship founded at the Southern Methodist University
1971	first master's degree in entrepreneurship at the University of Northern California
1982	The Book Encyclopedia of entrepreneurship by Kant, Saxton and Vesper
1986	590 higher schools teach measures on entrepreneurship and small enterprises
1993	the first website in eweb entrepreneurship education started working WWW.slu.edu/
1998	the first program developed at the Virtual University on small and medium enterprises
1999	the Journal of the Academy of mining publishes an article on "Special Research in international entrepreneurship"

The source : (Al-Judi, 2014,2015)

In a study conducted by Solomon on entrepreneurial education in American universities, it follows a study conducted between the years 1977 and 2000, through which he concluded that entrepreneurial education continues in the same direction and fields, but the variable that strongly presented itself according to his study is the use of technology in entrepreneurial education.

Currently, University entrepreneurial education has received great attention and support from economic communities around the world, and entrepreneurial education has become more important because it works on Business Development and development.

(Al-Judi, 2014,2015).

3.2. the concept of university entrepreneurial education:

Before touching on the definition of university entrepreneurial education, we must first define the concept of entrepreneurship, contractor and education as the keys to understanding what is and definition of entrepreneurial education.

3.2.1. definition of Education:

As stated in the Encyclopedia of pedagogical knowledge that education is: the organization and arrangement of information in order to produce learning, and this requires the transfer of knowledge from the recipient to the future of information, and the process of communication is called with the help of technological and educational means.(Mehdi, 2018)

3.2.2. definition of contractor:

There are many researchers and specialists in contracting have provided a set of definitions about the contractor person, and from these definitions we mention the following: An entrepreneur is a person who is credited with starting something special or doing an activity, such as establishing his own facility, and also does a distinguished job and often connects active and creative business with the ability to exploit available opportunities, entering the markets at the right time and providing suitable and needed products to the community in which he is located.(Qarqat, and Mahrez,2022). Peggy believes that the contractor in the French language is a person who mediates between two things and has the ability to take a place between the customer and the supplier, and has the ability to take risks and work to transfer primary resources from lower levels to higher levels of productivity, but the contractor is not an imaginary person, but a person acting alone, resistant, independent, creative and rebellious (Lazarak, Habib, 2020). An entrepreneur can also be defined as a person who has the ability and will to transform new ideas and inventions into a successful innovation in order to present new products or modern and developed business models that achieve long-term economic development (Dashash, 2022). From the previous definitions, we can say that a contractor is that creative, initiative, innovative and inventor person who seizes the available opportunities, at the right time and in the right place in order to realize his projects and investment ambitions, break into the markets and provide new products to customers according to their request.

3.2.3. definition of entrepreneurship:

We can define it as the process of initiative and initiating the development of business projects characterized by risk, patronage and seriousness, to obtain the necessary resources, take risks and obtain associated returns, and it is also the process of creating independent and entrepreneurial businesses characterized by creativity, risk and innovation (Shen, Buba, 2021). Another definition of entrepreneurship can be given as that dynamic through which it is possible to create and exploit business opportunities, by one or several people through the establishment of new organizations and institutions in order to produce added value (Badiyar, arabash, 2019).

From the previous two definitions, we can say that entrepreneurship is an intelligent process aimed at creating profitable projects in various production and service activities, characterized by initiative, risk and seizing appropriate opportunities to achieve added value in production or wealth, to move the dynamics of the economy and provide jobs.

3.3. definition of university entrepreneurial education:

Entrepreneurial education is generally viewed as an educational approach aimed at achieving self-esteem and self-confidence by supporting and developing individual talents and creativity, while at the same time teaching and inculcating values and skills that help students expand their academic knowledge and appropriate opportunities, and adopting the necessary methods for using personal and behavioral activities related to Career Planning (Sakri, et al, 2017). Another definition of entrepreneurial education tells us, according to " McClelland" and "Burnham" on the possibility of developing the motivation of achievement through training and education, using a set of methods that help to instill and achieve the spirit of entrepreneurship, which the behavior of individuals drives achievement such as personal and professional relationship management, role-playing style, influencing skills in others, and problem solving in a creative and innovative way to enhance the entrepreneurial aspect of individuals wishing to create entrepreneurial projects (Ben-Zawi, and Bouazza, 2023).

Others defined entrepreneurial education as a set of formal educational methods based on information, training and education for any individual who wants to participate in economic and social development, through projects aimed at enhancing entrepreneurial awareness and ambition, as well as the establishment of small entrepreneurial business projects (Mahawa, and Khalidi, 2021).

From the previous definitions, we conclude that entrepreneurial education is a learning educational process based on training and systematic methods and programs, to enhance the talents and abilities of learners from university students and businessmen, in order to guide and form them on knowledge bases for the purpose of creating small and medium-sized entrepreneurial projects and institutions, to participate in the economic and social development process of a particular country or economy.

4.the objectives of university entrepreneurial education.

University entrepreneurial education has multiple goals aimed at serving the individual, society and the national economy, including the following, but not limited to:

- It trains individuals and enables them to develop plans for their projects and works in the future.
- Emphasize the issues and topics of interest to their entrepreneurial projects, such as market research, competitors, methods of financing and financing projects, issues related to laws, taxes and administrative procedures.
- Training students on the methods and characteristics of entrepreneurial behavior, such as independence, initiative, risk-taking and assuming responsibilities related to the establishment of entrepreneurial projects.
- Adopting advanced technology as a basis for the establishment of contracting projects, and conducting them with high efficiency.
- Providing various necessary knowledge, information and methods that enable educated individuals in the field of entrepreneurship, and help them innovate and create new ideas that can be developed for real projects.
- Improving the scientific and intellectual level of university students in order to involve them in the labor market and enter the development economy, by providing them with emerging institutions capable of confronting and challenging and proving their worth at the local and international levels, by producing and providing added value to the national economy.
- Work on building the necessary skills for individuals to create entrepreneurial projects and small and medium-sized enterprises, and their ability to impose themselves among various institutions and contracting.
- To arouse the motives and feelings of individuals of the need to abandon the idea of obtaining a university degree and thinking about a job and limited income, but to graduate with an entrepreneurial project through creative ideas capable of establishing institutions aimed at providing job opportunities for the unemployed, and producing wealth.

Entrepreneurial education aims to change the attitudes and beliefs of individuals towards free and creative entrepreneurial businesses that are able to provide added value to the individual, society and the economy.

5. the role of the media in spreading the culture of entrepreneurial education in the university environment.

The traditional and modern media have an important role in spreading entrepreneurial education in the university and society, because the majority of the public follows one of these means and receives news and information from them, through the economic and social policy adopted by the government and in order to succeed this political development strategy, the authorities rely on traditional written, read, audio and audiovisual media, especially public ones such as radio, television and newspapers, in addition to modern media such as online newspapers, websites and social networking sites.

The majority of the masses today use modern means to receive various news, events and information about current and trending issues and occupy public opinion.

The topic of entrepreneurship is a topical issue as a result of its promotion through various local and international media, and receives a response and resonance from various segments of society and educational institutions, especially young people and university students, because they are the elite of society and rely on them to make a qualitative leap in the field of establishing projects and entrepreneurial institutions, through innovation and creativity and the transformation of ideas and their embodiment in reality in the form of emerging institutions that produce various goods and services that meet the demands of customers and society.

The university is also considered a suitable space for the dissemination of entrepreneurial education through various media and educational means, through the dissemination of media for various national and international forums, scientific seminars and study days that revolve around the topics of entrepreneurship and how to attend formations, trainings and training courses, in order to spread the methods, skills and techniques of creating small and medium-sized enterprises by indoctrinating them with the entrepreneurial spirit and culture, as important areas, benchmarks and topics in order to understand what entrepreneurship is, and the dissemination of successful and pioneering experiences through various media for others to follow in order to disseminate contracting projects, and to clarify the most important possible methods that may hinder young people wishing to establish small enterprises.

We can show the most important roles played by the media in the dissemination of entrepreneurial education:

- Media promotion of the available and appropriate business conditions, legal frameworks and administrative procedures, and the behavior of successful contractors who have completed entrepreneurial education programs.
- Spreading the media of entrepreneurial business opportunities available in various regions of the country, and encouraging young people wishing to establish mini-enterprises to enter the world of finance, business and risk.
- Advertising in various media about the development of approaches that are concerned with the dissemination of entrepreneurial education and depend on the specifics, orientations and needs of each category of society (youth, women, businessmen...).
- Establishing an effective information System about everything new in the field of entrepreneurship and entrepreneurial education, and encouraging the use of information technology and technological means in the development of emerging institutions.
- Clarifying in the media the various mechanisms, evaluation and follow-up of entrepreneurial education programs and methods, and all the procedures followed by the government to support entrepreneurship.
- Increasing the intensity of contracting projects through media awareness campaigns, and ensuring the efficiency of contractors who have received training courses and training courses through enhanced contracting education with advanced technological techniques.

Involve various media outlets to publish events, conferences, competitions, forums and scientific discussions aimed at studying and analyzing the most important entrepreneurial educational programs available in order to revise them and add new experiences and methods to keep pace with what is happening in the field of modern entrepreneurial education.

II. Methods and Materials:

According to the research topic that we are going to address, we relied on the descriptive analytical method, through which we show the role played by the media in disseminating entrepreneurial education in the University and society, and interpret the relationship between them in the light of the findings of previous research and studies, to analyze and achieve results and recommendations.

III. Results and discussion:

- The media play a pivotal role in raising awareness and disseminating information about the importance and benefits of entrepreneurial education, in order to create small and medium-sized enterprises that support the development process of the country.
- The quality of the media is necessary to disseminate various current issues that depend on the promotion of the public in order to understand and respond to them.
- Traditional media is suitable for non-youth groups as it is simple and depends on the language close to the wide audience and therefore relies on simplicity in its treatment of topical topics such as entrepreneurship.
- Through the media, the entrepreneurial culture was promoted on the widest scale as a result of governments recruiting various public and private media to spread the essence of entrepreneurship.
- The university is a promising institution for the resurrection of entrepreneurial economic development projects because of its characteristics of the elite of society, including students and professors, and as a result of the targeted media promotion of entrepreneurial culture.

- Various national and international scientific forums, conferences and seminars dealing with entrepreneurial education are promoted and published in the media, especially modern ones, for it is widely accepted by young followers.
- Urging the public, especially young people, about the importance of the media in publishing new topics related to the economy and society, and their contribution to raising awareness of their counterparts about entrepreneurship.
- The shift towards technological media that rely on the internet because it facilitates the processes of communication, response and interaction with advertising related to entrepreneurial education in order to understand and embody it .
- The creation of specialized information centers to address issues related to public opinion and the economic and social policy of governments.
- The need to involve young people in the management of the media because of its vitality and activity, especially in topics related to media promotion about the dissemination of entrepreneurial culture and the establishment of mini-institutions.

IV. Conclusion:

Both traditional and modern media are of importance for the dissemination of entrepreneurial education in the university and society, because it is the most reliable means of disseminating various entrepreneurial educational policies and programs, because it enjoys a wide audience and many followers, especially in modern media, which has become a haven for everyone who wants to search for information at the lowest cost and as soon as possible.

At present, entrepreneurship is a topical issue locally and globally because most of the economically developed countries have attached great importance to the establishment of start-up institutions in various economic, social and service activities, and Algeria, like other developing countries, has adopted an economic policy based on start-up institutions or entrepreneurship.

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