Sustainable Development Issues in Algerian Television and Their Role in Achieving Food Security: A Media Discourse Analysis of Selected Episodes from the 'Green Economy' Program

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Abstract

This study aims to analyze the role of media in addressing sustainable development issues in Algeria by analyzing the content of the communication message of selected episodes from the *Green Economy* program, broadcast on Algeria's Channel Three. The study employs discourse analysis, utilizing argumentative structures and lines of reasoning to identify the key rhetorical strategies used to advocate for development and its role in achieving food security. The study adopts a descriptive approach, employing content analysis and discourse analysis on a purposive sample of four episodes of the Green Economy program aired in January and February 2025. The reasoning paths and arguments within the discourse varied, but they primarily centered on the importance of sustainable development and its role in achieving food security. This objective is pursued through policies that encourage and support farmers, investors, and young entrepreneurs by providing financial aid, tax incentives, and access to agricultural equipment. The media producer adopts a clearly directive and educational discourse when addressing sustainable development issues, aligning with Algeria's political and economic orientations aimed at revitalizing the agricultural sector to enhance domestic production and reduce import dependency.

Keywords

Development;
Sustainable Development;
Food Security;
Developmental Media;
Discourse Analysis.

قضايا التنمية المستدامة عبر التلفزيون الجزائري ودورها في تحقيق الأمن الغذائي دراسة في تحليل الخطاب الإعلامي لعينة من حلقات حصة الاقتصاد الأخضر أنموذجا

ملخص

استهدفت الدراسة تحليل دور الإعلام في معالجة قضايا التنمية المستدامة في الجزائر، وذلك من خلال تحليل مضمون الرسالة الاتصالية لعينة من حلقات حصة الاقتصاد الأخضر والمذاعة على الجزائرية الثالثة، اعتمدت الدراسة على تحليل الخطاب باستخدام الأطروحات ومسارات البرهنة للوقوف على أهم الأساليب التي تم توظيفها للمحاججة على التنمية ودورها في تحقيق الأمن الغذائي. تنتمي الدراسة إلى الدراسات الوصفية واعتمدت على منهج المسح وتحليل الخطاب من خلال عينة قصدية لحلقات حصة الاقتصاد الأخضر المذاعة على الجزائرية الثالثة والتي تمثلت في أربع حلقات لشهر جانفي وفيفري 2025.

وأشارت الدراسة إلى تنوع الأطروحات الرئيسية للخطاب والتي تركزت أهمها في أطروحة ضرورة تنمية القطاع الفلاحي بشكل مستدام بهدف تحقيق الأمن الغذائي، وتحقيق هذا المسعى بتشجيع ومساعدة الفلاحين والمستثمرين والشباب سواء بتقديم المساعدات المالية أو بتسهيلات الضرائب واقتناء العتاد الفلاحي. تبنى منتج الخطاب خطابا توجيها توعويا واضحا في التناول الاعلامي لقضايا التنمية المستدامة بقبنا منه بالتو جهات السياسية و الاقتصادية للدو لة الجز ائر ية في اعادة بعث القطاع الفلاحي

الكلمات المفتاحية

التنمية؛
التنمية المستدامة؛
الأمن الغذائي؛
الاعلام التنموي؛
تحليل الخطاب.

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I- Introduction :

Sustainable development has emerged as a central and urgent issue in both political and economic spheres, driven by pressing local and global realities. Over the past decade, profound transformations—including political shifts in certain Arab nations, escalating conflicts in the Middle East such as the Iraq-Iran tensions with the United States, the war on Gaza, and broader geopolitical upheavals—have destabilized the region. The Russian-Ukrainian war has further intensified concerns, extending beyond military dimensions to encompass challenges such as climate-induced water scarcity, food shortages, and the decline of hydrocarbon revenues, which remain a primary source of wealth for many Arab economies, including Algeria, where raw material exports constitute the backbone of the national economy.

For Algeria, sustainable development is not merely a strategic option but a necessity for restructuring its fragile economy into a more resilient and self-sufficient system capable of withstanding global disruptions. With its vast geographic and strategic potential, Algeria is often described as a continent in its own right. The country possesses all the necessary resources to drive economic growth, with agriculture being a fundamental pillar—particularly in ensuring food security. Additionally, the revival of sectors such as tourism, textiles, and traditional industries, which have gradually declined, represents another pathway for sustainable economic expansion. However, achieving these goals requires collective national efforts and strong mobilization across all levels of society.

Recent years have witnessed a notable shift in Algeria's economic outlook, with increasing state intervention and investor interest in the agricultural sector particularly in desert regions previously dismissed as barren landscapes producing little more than date palms and a few drought-resistant plants. However, successful agricultural projects in regions such as Oued Souf have proven otherwise, demonstrating the potential for large-scale agricultural production beyond the traditional oil and gas industries.

Sustainable development intersects with related economic models such as the green economy, the blue economy, and the circular economy. While each of these frameworks has distinct characteristics, they all converge on the principle of balancing economic growth with long-term environmental and resource sustainability. Within this context, the role of the media becomes crucial in shaping public discourse, fostering debate, and raising awareness about development issues. As a communicative bridge between policymakers, experts, and the general public, television in particular plays a pivotal role in amplifying voices that might otherwise go unheard and in scrutinizing the realities of development efforts.

This study examines the role of Algerian television—specifically Algeria Channel Three's Green Economy program—in addressing sustainable development and contributing to food security. It seeks to answer the following key research questions:

Research Questions:

What are the dominant media narratives used in the Green Economy program to discuss sustainable development?
What types of argumentative strategies and forms of evidence are employed in the program's discourse to support its claims?

I.1. Significance of the Study:

This study explores the role of the media in addressing societal development issues, recognizing the interdisciplinary nature of the topic. While the research does not position itself as an economic or political analysis, it draws from established scholarship on media and development, particularly post-World War II studies led by figures such as Wilbur Schramm, who emphasized the media's role in fostering economic growth. In the Arab world, this discourse gained traction in the late 1950s, acknowledging the potential of mass communication as a vehicle for advancing national development agendas. By focusing on Algerian televised discourse, this study aims to contribute to the understanding of how media shapes public engagement with sustainable development and food security.

I. 2. Objectives of the Study:

- To examine the role of media in Algeria's sustainable development trajectory.
- To analyze the key themes and issues presented in the Green Economy program.
- To assess whether the program genuinely serves developmental goals or merely functions as filler content in the programming schedule.

- To explore whether such programs can lay the groundwork for a more robust and sustainable developmental media model in Algeria.

II– Methods and Materials:

This study employs a qualitative descriptive approach which led to comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals, it less interpretive than an 'interpretive description' approach because it does not require the researcher to move as far from or into the data; qualitative descriptive studies tend to draw from naturalistic inquiry, which purports a commitment to studying something in its natural state to the extent that is possible within the context of the research arena. It is purely data-derived in that codes are generated from the data in the course of the study, and aims to present a straight forward descriptive summary of the informational contents of the data that is organized in a logical manner (VA Lambert, CE Lambert, 2012, 255). combining survey methods with discourse analysis to examine the communicative strategies used in the Green Economy program. A purposive sample of four episodes aired on Algeria Channel Three between January and February 2025 was selected for analysis.

The methodology consists of:

Survey Approach: Systematic observation and thematic mapping of the program's content.

Discourse Analysis: A qualitative examination of the program's argumentative structures, rhetorical strategies, and ideological underpinnings, offering interpretive flexibility beyond the constraints of rigid content analysis.

Sampling and Scope:

The study focuses on economic programs within Algeria's public television network, with a specific emphasis on the Green Economy program on Algeria Channel Three. This program was selected because it aligns with national economic policies that prioritize sustainable development, particularly in promoting local agricultural production to reduce reliance on imports and strengthen the national economy. The sample consists of four episodes broadcast during January and February 2025, at a rate of two episodes per month.

Study Program Overview:

Program	**Program type**	**Duration**	**Target Audience**	**Broadcast Time**	**Ownership Type**	**Number of Episodes**
Algeria Channel Three also known as "Ikhbariya	Pre-recorded	30–35 minutes	Specialized Audience	Evening	Public/Government-owned Channel	4 Episodes

***Algeria Channel Three* also known as "Ikhbariya:**

The Algerian Public television is considered the leading media body in Algeria. It operates as a public entity with an industrial and commercial character, possessing legal status and financial independence, and functions under the authority of the Minister of Information. TV3 known as **«**Ikhbariya" **(**which means "The News Channel" in Arabic), is an Algerian public television channel focused primarily on delivering news and current affairs content. It was launched on 5 July 2001 under the name Algeria 3, and over time, it became known for its extensive news coverage, earning the nickname **"Ikhbariya."** In 2020, some of its entertainment programming was moved to TV6, allowing TV3 to focus more on news and informational content. The channel is available in both HD (720p/1080i) and SD (576i) formats, and can be accessed on Channel 3 via digital terrestrial television in Algeria. The channel provides nationwide coverage to fulfill its social and cultural mission, aiming to reach all layers of Algerian society, particularly in remote areas. As a public broadcaster, its primary focus is on offering a wide range of programs with strong national and local relevance.

Various engaging and informative programs are, including the show « Green Economy », which airs every Sunday at 7 p.m.

This program covers several topics and issues as the main efforts made to enhance the production of legumes in Algeria, and the key measures undertaken by the state to ensure its success, in addition to topics related to the storage of agricultural products and the activities of the National Exhibition of Fruits and Vegetables held at the Exhibition Palace extra… (official website www.entv.dz)

Thematic scope:

This study focuses on a television program dedicated to economic affairs and development—**"Green Economy"**—which is broadcast on *Algerian TV Channel Three*, a public television channel. The program addresses the topic of sustainable development within the framework of media discourse.

Spatial scope:

The program is aired by Algerian public television through *Algerian TV Channel Three*.

Temporal scope:

The study covers the period from **January to February 2025**

Discourse analysis tools:

To collect and analyze data, the researcher employed a discourse analysis, this linguistic term consists of two parts "discourse «and "analysis". According to James Dees, "discourse is a collection of connected ideas that work together to give readers or listeners a Sense of units , through much of the cohesiveness that the listener or reader experiences must come from the style of expression " and for Abdul Chaer "discourse is the most comprehensive linguistic unit ,it is the highest or greatest grammatical unit in the grammatical hierarchy, when conceptions, ideas , thoughts or ideas are fully developed and clear to the reader (in written discourse)or listener (in oral discourse)." (Saputra, 2022, pp. 13-14) With regard to the term as a whole, discourse analysis is defined as "a field of study that looks at and analyzes the language that is naturally spoken and written by members of society" and according to Soeseno Kartomihardjo discourse analysis is "one of the branches of linguistics which was developed to analyze a language unit that is larger than a sentence and is commonly called discourse." (Saputra, 2022, p. 11) To collect and analyze data, the researcher employed a discourse analysis form aimed at describing and interpreting the content of the selected sample. The primary objective was to uncover both explicit and implicit meanings, identify key arguments, and trace the reasoning strategies and evidence used by discourse producers to emphasize the role of sustainable development in achieving food security. This discourse aligns with the state's strategy to promote the national economy, with media playing a crucial role in supporting this policy.

The following methodological tools were utilized:(Barakat,2015, pp 303,305).

Thesis Analysis: This method involves examining the core ideas that the discourse producer intends to communicate to the audience. These ideas form the conceptual foundation of the discourse and serve as persuasive mechanisms.

Reasoning Pathways Analysis:

Pathways analysis is considered as "a powerful method for data analysis in genomics, most often applied to gene expression analysis." (Elisa, laurence, & Chris , 2017, p. 1) it "proposes to systematically quantity an extensive corpus of pathways and analyze the complete set of results (Jeuken, 2022, p. 7). This entails identifying the argumentative techniques used by the discourse producer to substantiate their claims. Such techniques rely primarily on evidence and logical reasoning to support the discourse's stance on a given issue.

Validity and Reliability test:

1) **Validity Test**: To ensure the validity of the discourse content analysis form, it was reviewed by experts in media and communication studies. Their evaluation assessed the extent to which the tool aligned with the study's objectives and research questions.

2) **Reliability Test:** To verify the consistency of the analysis tool, an independent researcher was engaged to analyze the study sample. The inter-coder reliability coefficient reached approximately **94%**, confirming the reliability and appropriateness of the instrument.

III- Operational Definitions Key Concepts:

Development: Development is "The act or process of developing; growth; progress**."** (Tracy & Anne, 2008, p. 24) it" refers also to some kind of process of change that occurs over time." (Frankema, 2021, p. 1) generally, economist use this term to describe in changes in the living standards of human being it was initially understood as the growth of real gross domestic product (GDP) or gross national product (GNP), measured by income per head and the availability of goods and services. It was believed that increasing production capacity would automatically improve the quality of life through the trickle-down effect. Development is not synonymous with economic growth but is a multidimensional process. It involves addressing poverty, unemployment, and inequality alongside GDP growth. Economic growth serves as a means to achieve broader development goals, including better education, health, and living standards. (Semasinghe, 2020, p 53,

57) early used by economists to describe changes in the living standard of human beings, generally used by economists to describe changes in the living standard of human beings, generally used by economists to describe changes in the living standard of human beings,

The term *development* in Arabic linguistics denotes growth and expansion, as the root word "namā" refers to an increase or multiplication of an entity. It also signifies the process of making something grow and progress (Ma'louf, n.d., pp. 918-919).

From a broader perspective, development is understood as a deliberate, positive transformation in both quantitative and qualitative aspects. It is often defined as a form of social change aimed at improving living standards through the modernization of production methods and enhanced societal organization (Kawa, 2018, p. 54).

The concept of development gained prominence after World War II, when U.S. President Harry Truman introduced it in 1949 as a global initiative to stimulate economic growth in underdeveloped regions through scientific and industrial advancements. However, this approach sparked debates regarding its connection to international politics and Cold War ideological conflicts, with some critics arguing that it served as a tool for American global dominance (Sachs, 2008, pp. 7, 20).

Economically, development entails fundamental structural changes in society, enabling self-sustained progress and improving living conditions by optimizing resource use and equitable distribution. The concept was later integrated into political discourse in the 1960s, linking development to democratic governance in developing nations (Al-Sheikh, 2017, pp. 18-19).

Development is a holistic process that encompasses strategic initiatives aimed at continuous human progress within a specific cultural and civilizational framework (Al-Buridi, 2015, p. 34). It is a dynamic and integrated process requiring careful planning to achieve positive social, economic, and cultural transformations tailored to a society's needs and capabilities (Al-Sheikh, 2017, p. 18).

Scholars argue that development is a cumulative and interconnected process where economic, social, and political factors interact to achieve desired objectives, with human well-being as its primary focus. It is not merely a set of isolated changes but rather an interwoven fabric of mutual transformations that shape and are shaped by the surrounding environment and societal progress (Nouha & Atef, 2007, p. 10). Thus, development should not be confined to economic aspects alone but must also encompass human capital enhancement and strategic planning, moving beyond unrealistic slogans toward practical, well-structured fieldwork.

Sustainable Development:

Sustainable Development is defined as "the development that meets the needs of the present without comprising the ability of future generations to meet their own needs." (Tracy & Anne, 2008, p. 24)

The International Organization of Health has defined Sustainable Development as "abroad term to describe policies, projects and investments that provide benefits today without sacrificing environmental, social and personal health in the future." (health-topics /sustainable-development, 2025).

The Food and Agriculture Organization (FAO) defines *sustainable development* as the management and conservation of natural resources while guiding technological and institutional transformations to meet the needs of present and future generations. This process considers economic feasibility, environmental preservation, and social acceptability (Al-Buridi, 2015, p. 51).

The term *sustainable development* first emerged in the late 1970s as part of a strategic framework developed by the International Union for Conservation of Nature (IUCN) for the United Nations, emphasizing environmental conservation and resource optimization. The concept later expanded into economic studies, particularly following the 1987 *Brundtland Report*. In the Arab world, sustainable development gained traction after the 1986 Arab Declaration on Environment and Development

during the first ministerial conference in Tunisia. It was further institutionalized at the 1992 United Nations Conference on Environment and Development (Earth Summit) in Rio de Janeiro, where the *Agenda 21* was adopted as a global blueprint for sustainable development based on public participation and equitable resource distribution (Ben Aissa, 2011, p. 152).

International efforts to promote sustainable development continued through conferences such as Copenhagen (1995), Johannesburg (2002), and Rio+20 (2012), emphasizing the role of higher education institutions in advancing sustainability goals (Al-Buraidi, 2015, p. 45).

According to the 2002 Human Development Report, sustainable development represents a democratic model for social progress, aimed at fostering human capabilities, empowering marginalized groups, and expanding individual opportunities in areas such as freedom, knowledge acquisition, and institutional development (Ben Aissa, 2011, p. 153). It is commonly defined as meeting present needs without compromising the ability of future generations to meet their own needs (Mansouri, 2012, pp. 83-84).

Sustainable development is built on the integration of economic, social, and cultural dimensions, with human welfare at its core. It is no longer confined to economic concerns alone but has evolved into a comprehensive strategy involving all key stakeholders, including higher education institutions, which play a fundamental role in its success. The United Nations stresses that achieving sustainable development necessitates adopting renewable energy sources and optimizing natural resource use to ensure a sustainable environmental and economic future (Bojo, 1992, p. 14).

Food Security:

Food security is commonly defined as "when all people, at all times, have physical, social and economic access to sufficient, safe and nutritious food which meets their dietary needs and food preferences for an active and healthy life" (Roberts,2020, p.13). It is defined as a nation's ability to ensure adequate food supply for its population at all times, ensuring access to sufficient and nutritious food through efficient resource utilization and economic investment**.** The Arab Organization for Agricultural Development defines food security as the continuous provision of sufficient and nutritious food to all members of a nation, primarily through domestic production and leveraging comparative advantages in food production, while maintaining affordability in line with people's income levels (Khelalfa, 2012, p. 12).

In conclusion**,** food security is a vital necessity that can only be achieved through comprehensive development and strategic investment in available resources.

Development Media and Its Role in Supporting Sustainable Development and Achieving Food Security: Many researchers have addressed the role of developmental Media in supporting sustainable development ,among them was B.Dhiman and the research he conducted for GESI(Leibniz Institute for the Social Sciences) entitled "Media Role in Promoting Values and Mediation for Sustainable Development" saying that :"media is crucial in promoting sustainable development Values by shaping public opinion, raising awareness, and influencing individual and collective behaviors." (Dhiman, 2023, p. 3)as well as, "it presents challenges and potential pitfalls in promoting sustainable development. issues such as greenwashing, biased reporting, or oversimplification of complex topics can hinder the effectiveness of media messages." (Dhiman,2023, p.6).

Three Indian researchers also addressed this topic in there Research Journal titled "The Asian Thinker "stating that,"The media plays a vital role in raising awareness about sustainable development goals and their potential impact in our planet Through various forms of Media, including television, radio, print and social media ،since "the media can inform, educate and engage the public on issues related to sustainable development." (Mohamed Achraf, Ritu. S. Sood, &Divya,2023, p.30).

Developmental media is defined as a system aimed at addressing development issues. It is a specialized branch of media that seeks to employ both mass and interpersonal communication to achieve development by influencing individuals' behavior and attitudes (Shukrakar, 2019, p. 89). It is also viewed as a planned communication effort that prepares social and cultural conditions to support development plans. Rather than directly creating development, it contributes to guiding individuals toward responding to it effectively (Abdel Rahman, Zahran, al., p. 25).

From Jürgen Habermas' perspective, media has contributed to shaping the public sphere by creating a space for discussions on sustainable development concepts. This was reinforced by the Agenda 21 of the United Nations Conference on Environment and Development in 1991, which emphasized the role of media in raising public awareness of development issues. This, in turn, helps change behaviors and strengthen public support for development policies (Nambiar, 2014, p. 25).

The role of developmental media is not limited to building awareness but also extends to material development. Dominique Doche argues that media professionals are akin to educators in society, as the media undertakes tasks of informing, educating, and entertaining while also facilitating the desired change by influencing individuals and communities. Similarly, Zaki Gaber emphasized that media fosters positive attitudes toward development, accelerating progress by promoting positive values and reinforcing confidence in the ability to build and grow (Sally, 2015, pp. 12-13).

The need for developmental media emerged after World War II, especially amid calls for achieving equitable development between the Global North and South. Media played a pivotal role in supporting sustainable development through international conferences and institutions, adopting Western media theories, such as Daniel Lerner's theory, which links urbanization with media, and the ideas of Wilbur Schramm and Everett Rogers, which explored media's influence on individual interactions in society (Nouha & Atef, 2007, p. 33).

These theories contributed to establishing developmental media as an independent field, studying the impact of media on supporting development at both individual and societal levels. In the Arab world, interest in developmental media began in the 1960s, focusing on its role in social change and national development. Recent studies continue to explore this impact, including the role of television channels such as Algerian television in fostering development.

IV- Results and discussion:

The analysis of the study was based on two fundamental aspects of discourse analysis:

The **main theses** of the discourse producer.

The **reasoning paths** within the discourse.

First: The Main Theses of the Discourse Producer:
Through the episodes of the study sample, the discourse producer presented **key theses** that formed the main axes of the discourse, which largely focused on sustainable development in Algeria and the means to achieve food security through this mechanism.

First Thesis: Expanding Agricultural Product Storage:

This thesis aims to expand the storage of strategic agricultural products as a step toward achieving food security through cold storage. The recurring global food crises pose a significant threat to food security, particularly in impoverished and vulnerable nations**,** making it imperative to adopt new approaches and alternatives to increase production and enhance storage capacities.

The cold storage system is one of the most effective mechanisms for ensuring a year-round supply of essential agricultural products**.** The National Mediterranean Refrigeration Company is working toward this objective as part of a national investment program aimed at regulating the market and maximizing the value of agricultural production**.** This company, established in 2010**,** operates storage projects across the country with a total storage capacity of approximately 630,000 cubic meters**,** including around 1.384 million cubic meters dedicated to both domestic consumption and export**.**

These storage complexes are equipped with advanced technical means and operate according to international standards to ensure the preservation, distribution, and transportation of agricultural products.
Increasing storage capacity is a key indicator of food security. Currently, Algeria has 3.5 million cubic meters of storage for a population of 46 million, whereas Germany has 22 million cubic meters for 80 million people. To address this gap, the state is striving to increase storage capacity. The National Refrigeration Company has invested in 40,000 cubic meters of climate-controlled storage, costing 2 billion Algerian dinars, through the establishment of the Afro Logistique complex.
Despite these efforts, storage infrastructure remains insufficient due to several factors, including:
Lack of financial incentives for private investors to build cold storage facilities, which are high-cost investments.
The disorganized marketing of Algerian agricultural products, which should ideally follow a structured supply chain regulated by agricultural cooperatives.
According to the discourse producer, it is necessary to organize the storage process through cold storage chains, ensuring that agricultural yields and produce are preserved according to international standards. These standards require control over CO_2 levels, ethylene, and humidity, which stabilizes both the domestic and export markets.
An example provided by the discourse producer is the cold storage of apples**.** When stored in conventional cold rooms, apples can last up to three months**,** whereas in computer-controlled climate storage, they can be preserved for an entire year without any risk**,** while maintaining their quality**.**

To achieve this, Algeria has sought international partnerships to acquire technology and train local experts in the field, with the goal of supporting farmers, preserving surplus production, stabilizing markets, and preventing price inflation caused by shortages**.**

A practical example is the Al-Karama Unit in Oran**,** which has been equipped with modern technological standards to store products and release them into the market during periods of scarcity or crisis. Furthermore, the Algerian state has worked on rehabilitating abandoned storage facilities, constructing new storage units, and expanding them across agricultural regions **to** enhance storage capacity, control production, and regulate market supply**.**

Second Thesis: Transforming Agricultural Products into Manufactured Goods

The transformation of agricultural products into processed goods is one of the key arguments advanced by the discourse producer. This process is considered a fundamental pillar for supporting the economy, achieving food security, and reducing imports, thereby boosting economic development and stabilizing food supplies.

To support this thesis, the discourse producer leveraged a communicative and awareness-raising approach through the 32nd edition of the National Agricultural Product Exhibition held at the Palace of Exhibitions. During the event, one exhibitor stated that he produces 1,300 tons of fresh tomatoes daily, in addition to 200 tons of other products such as jam, harissa, and pizza sauces.

Another exhibitor explained that the tomato processing industry operates in two separate growing seasons: one in the north and another in the south. High-quality tomato varieties are cultivated in Guelma and Adrar, but processing them faces numerous challenges, including:

- Weak infrastructure
- Insufficient refrigeration and storage facilities (which were highlighted in the previous thesis)
- Difficulties in obtaining financing
- Drought and water shortages, which directly impact agricultural yields

These challenges limit the sustainability of the sector, which also suffers from a lack of structured management. Producers and farmers attempt to coordinate to avoid planting tomatoes all at once, instead working to distribute production across different areas. This prevents excess production from overwhelming processing capacities, which could lead to financial losses for farmers.

ne exhibitor praised the use of dates as a natural preservative in processed food products.

The discourse producer emphasized that processing and transformation generate economic value. For example, potatoes, which sometimes spoil due to overproduction, could be converted into chips or potato flour, preventing waste and adding economic value.

However, successful processing and transformation require a well-defined strategy. This includes determining what to produce, store, process, and export within a coordinated operational framework that links all stakeholders in the value chain.

Despite these challenges, the government has made significant strides by:

- Providing tax incentives
- Encouraging investment in agribusiness industries
- Enhancing exports
- Signing partnerships to improve production techniques and ensure quality.

All these measures aim to contribute to national economic growth and sustainability.

Third Thesis: Agricultural Mechanization and Equipping the Sector with Machinery and Equipment

The discourse producer introduced this thesis to highlight the role of mechanization in the agricultural sector and to emphasize the state's commitment to advancing it**.** The goal is to achieve sustainable development and work diligently toward food security**.** In pursuit of this objective**,** the government is striving to modernize the agricultural sector**.**

In line with this policy, national public companies have demonstrated strong competitiveness in manufacturing agricultural machinery and equipment**,** which were previously imported. These companies are now actively engaged in producing trailers and tractors**.**

For instance, in the industrial zone of Kchida – Batna, factories manufacture tractors ranging from the smallest model (26 horsepower) to larger models (240 horsepower)**.** The production rates include:

- Over 30% local production for tractors
- 70% local production for trailers
- 30% local production for forklifts (les chariots élévateurs)

These machines and equipment are made available to farmers, reinforcing the state's broader efforts to support the agricultural sector**.** However, modernization efforts extend beyond machinery to include assistance for farmers in soil preparation and seedbed preparation for cereals**,** under the supervision of specialized technicians and engineers**.** The government also provides financial support for farmers, covering:

- 30% to 40% of costs for individual requests
- 50% of costs for collective requests

As part of its strategy to strengthen the agricultural sector, the government has signed multiple agreements to export agricultural machinery to African countries**.** This initiative aims to reduce the import bill, achieve self-sufficiency, and promote local industry**.**
The local production of agricultural equipment represents a significant milestone that expands opportunities for farmers to develop their agricultural activities, particularly in the grain sector, where import costs have risen sharply in recent years**.**

Fourth Thesis: Expanding Greenhouse Cultivation and Developing the Fruit Tree Sector

The main thesis presented by the discourse producer focuses on agricultural development as a means to ensure food security in Algeria. In pursuit of this goal, the discourse producer highlighted a model farm in the Wilaya of Mostaganem, which has made significant strides in greenhouse cultivation of vegetables and fruit trees**,** particularly citrus fruit**s**, as well as introducing new crop varieties suited to the region's climate**.**
Mostaganem has established itself as a key agricultural hub, attracting investors to plant citrus fruits such as oranges, lemons, and pomegranates**.** A 2-hectare area has been dedicated to these crops, with efforts to intensify production**.** This season, the yield reached 600,000 quintals, which undoubtedly contributes to boosting the agro-processing industry, marketing, and exports**.**
To manage and enhance productivity**,** local authorities have equipped the farm with advanced irrigation systems, including drip irrigation and the use of desalination plants. However**,** one major challenge remains**:** irregular rainfall and water shortages**.**

The discourse producer called for collective efforts to advance this sector by incorporating biological and technological agricultural practices**,** such as pruning and grafting techniques**.**

Additionally, farmers in the region are betting on cattle farming**,** recognizing its crucial role in milk and meat production**,** which further strengthens the agricultural sector.

Fifth Thesis: Youth Investment in Agriculture and the Integration of Entrepreneurial Projects into the Agricultural Sector (Integrated Farming)

The discourse producer emphasized the state's commitment to encouraging youth investment in various agricultural fields, showcasing examples of young entrepreneurs who launched agricultural projects.
One of the first case studies presented was from Bouira Province, where two brothers ventured into poultry farming for egg production—a family tradition passed down from their ancestors. However, their initiative received government support through the BADR Bank, enabling them to expand their project. The state also facilitates poultry farming by issuing farmer cards, providing chicks, and supplying poultry feed, contributing to increased national production and price stability.
The second case study, also from Bouira (Nagza area), highlighted young investors in dairy farming and cheese production. Their daily milk production reached 600 liters, prompting them to establish a small business under the entrepreneurial projects initiative for producing Camembert cheese.
Through this thesis, the discourse producer sought to demonstrate the state's dedication to integrating youth into the agricultural sector, assisting them in launching investment projects that boost
into aquaculture, aiming to production, create jobs, and strengthen the national economy.
A third example was presented from Mostaganem Province, where two young entrepreneurs ventured develop integrated agriculture as a startup business. The state's support for such initiatives has yielded promising results, warranting further attention.
The discourse producer adopted a clear directive approach, emphasizing the strategic importance of integrating aquaculture with agriculture as an emerging investment trend. Many young farmers and university graduates have embraced this approach, leveraging natural resources to create added value and contribute to local economic development.

In Mostaganem, the two entrepreneurs established an exemplary aquaculture-agriculture project, investing in red tilapia fish farming (Tilapia) along with ornamental fish. Their annual production target is 110 tons, with fish being sold either as food or for cosmetic production using fish skin extracts.
These entrepreneurial projects benefit from extensive state support, including:

- Securing and equipping enclosed fish tanks with a controlled water circulation system
- Providing optimal fish feed
- Monitoring larvae growth

Recycling wastewater from fish tanks to irrigate nearby farms, which enhances agricultural intensification
The researcher concludes that the discourse producer effectively highlighted the importance of integrating entrepreneurial projects into agriculture, demonstrating their contribution to economic growth, food security, and job creation for university graduates.

The state's efforts to support young project holders—through guidance, assistance, and incentives—represent a promising step toward advancing the national strategy for agricultural development.

<u>Sixth Thesis</u>: Expanding Investment in Olive Tree Cultivation Across Algeria, Especially in Desert Regions, and Ensuring the Availability of Olive Oil Presses

This thesis reflects the state's determination to advance the agricultural sector by expanding olive tree cultivation in regions previously considered barren. However, the resilience of the land has been compensated by the perseverance of determined individuals.
The discourse producer supported this claim by highlighting the example of Djelfa Province, specifically the Messaad and Ain Ibel regions, which have transformed into flourishing olive groves. Approximately 20 hectares have been reclaimed, with one private investor benefiting from state-facilitated equipment and financial support. The regional director of agriculture indicated that the total area dedicated to olive cultivation in Djelfa is 5,000 hectares, demonstrating a clear shift in agricultural production patterns and enhancing the region's self-sufficiency in olive oil production.
Currently, about 11,000 hectares are allocated to olive trees, with 9,500 hectares already in production, yielding over 325,000 quintals of olives. This has positioned Djelfa as a leading olive oil-producing region, with an estimated output of 5.185 million liters.
The discourse producer argued that this agricultural sector is now integrated into the state's agricultural support program, attracting both public and private investors. In this regard, local investors have planted 21,000 olive trees on 60 hectares, achieving an average yield of 40 quintals per hectare, with each quintal producing between 15 to 25 liters of oil.
Various olive varieties have been tested, but yields largely depend on farmers' expertise and tree maintenance. Despite the challenges of scarce rainfall and the region's desert climate, investors have successfully compensated for water shortages through drip irrigation, well drilling, and securing water supply for irrigation. Encouraged by this success, many farmers have also ventured into apricot cultivation.
The Expansion of Olive Oil Production and Export
To complement olive cultivation, investors have established modern olive oil presses and revamped traditional ones to increase oil extraction efficiency. Algerian olive oil has gained international recognition, winning numerous awards and being exported to countries such as Italy, Spain, and Tunisia.
Similarly, in Mila Province, investors have expanded olive tree cultivation in mountainous areas, achieving remarkable results. The province has cultivated over 11,769 hectares, of which 10,355 hectares are productive. Notably, 400 hectares have been harvested, featuring high-quality olive varieties such as Chemlal and Sigouaz.
Government Support and Investment Incentives
The discourse producer justified the state's strong focus on developing the olive oil sector, emphasizing its role in boosting oil production and expanding investment in this crucial field. The success of this industry is largely attributed to farmers mastering the mechanics of cultivation, harvesting, pressing, and storage.
To further support investors, the state has introduced several incentives, including:

- Modern olive oil presses capable of processing 15 quintals per hour through a structured extraction process
- Revitalization of traditional oil presses
- Tax exemptions for five years

- Facilitated access to agricultural funding and equipment

The researcher concludes that the discourse producer aimed to raise awareness among potential investors about the opportunities in the agricultural sector. Additionally, the speech reiterated the government's commitment to facilitating investments through financial support, logistical assistance, and long-term sustainability strategies, all of which contribute to food security and economic development.

Seven Thesis: Strengthening Legume Production

The discourse producer bets on achieving sustainability in another agricultural sector, namely the legume sector. He supports this thesis with examples from provinces that have initiated the production of this crop, including Constantine, Annaba, and El Tarf. In Ouled Rahmoun municipality, located in El Khroub, Constantine, legume cultivation has expanded to 1,420 hectares, with numerous farmers engaging in its production.

The director of the Agricultural Production Unit in Constantine stated that Ouled Rahmoun is one of the largest legume farming estates. The state has committed to allocating 1,667 hectares, of which 1,450 hectares are arable, with 1,290 hectares designated for strategic crops, distributed as follows:

- 180 hectares for durum wheat,
- 280 hectares for soft wheat,
- 100 hectares for barley,
- 202 hectares for rapeseed, and
- 220 hectares for legumes.

Constantine has become a pioneering example in this sector, with farmers even investing in seed propagation to reduce dependency on imported legume seeds. The state continues to support farmers and investors, both in domestic production and export efforts.

The second case study comes from Annaba Province, where the President of the Agricultural Chamber stated that local investors are expanding legume cultivation across 8,862 hectares, including crops such as lentils and chickpeas. A 15-hectare area has been dedicated to lentils and chickpeas, and due to recent increases in rainfall, many farmers have been encouraged to grow these crops.

Furthermore, the state, along with relevant authorities, is actively supporting and guiding farmers while ensuring they have access to all necessary tools for cultivation. Legume farming has also expanded to El Tarf Province, driven by state incentives and increasing farmer awareness of the technical processes involved in this agricultural sector.

The researcher sees the discourse producer as aiming to promote the role of the state and agricultural cooperatives in assisting farmers, whether by providing raw materials or through technical guidance and training. Moreover, investors and farmers are committed to producing domestic legume seeds to reduce reliance on imports. It is also noteworthy that legumes play a vital role in soil enrichment, further enhancing the value of this sector. To complement this effort, packaging units have been established, such as the Oujda Annaba Packaging Unit, to process and distribute the final products efficiently.

Eight Thesis: Expanding Potato Cultivation and Providing Seeds to Stop the Imports

The central theme of this thesis highlights the state’s determined efforts to increase and secure potato production, a staple food in Algeria. The discourse introduces us to a model agricultural enterprise in Bouira Province, celebrated for its successful production of both potatoes and potato seeds.

The Bouira Model in Potato Production

The province has dedicated vast areas to potato farming, aiming to prevent shortages and price spikes. Farmers in this agricultural enterprise have set an ambitious goal to produce a significant quantity of potatoes and store up to 10,000 tons to avoid future shortages and price fluctuations. Given that potatoes are a staple food for Algerians, the relevant authorities continue their efforts to ensure sufficient seed production and ultimately eliminate the need for imports.

The discourse producer highlights the Zouaid Abdelkarim agricultural enterprise in Ain Bessem, Bouira, as a prime example of using locally produced seeds. Agricultural engineers oversee all aspects of production, from cultivation to storage, ensuring adherence to scientific farming methods that enhance food security.
The state actively supports farmers in this field by assisting them in irrigation projects, including drilling artesian wells and establishing water reservoirs to sustain irrigation. These measures have mitigated drought effects and enhanced agricultural sustainability. Additionally, farmers receive subsidies for agricultural electricity, further reducing production costs and boosting local seed availability.
Through advanced storage techniques and climate-controlled facilities, the state aims to fully eliminate potato seed imports, reduce reliance on foreign markets, and promote self-sufficiency in potato production. This long-term strategy will not only contribute to economic development but also ensure food security for the Algerian population.

Second: The Reasoning Path ways in Media Discourse on Development and Food Security Issues

The discourse producer employed various reasoning pathways to clarify their arguments regarding the development and advancement of the agricultural sector to achieve food security in Algeria. These pathways can be summarized as follows:

1. Reliance on Data and Statistics: The discourse producer utilized data and statistics to highlight gaps in the Algerian agricultural sector compared to other countries. For instance, they compared Algeria's agricultural storage capacity (3.5 million cubic meters) with Germany's (22 million cubic meters) to demonstrate the urgent need to expand storage facilities to ensure food security.

Other statistics included: Daily tomato production (1,300 tons) versus processed tomato products (200 tons).

The state's allocation of 1,667 hectares of farmland, of which 1,450 hectares are arable. These are distributed as follows:

- 180 hectares for durum wheat
- 280 hectares for soft wheat
- 100 hectares for barley
- 202 hectares for rapeseed
- 220 hectares for legumes

Additionally, the reclamation of desert lands in Djelfa Province, where 5,000 hectares have been designated for olive tree plantations and other crops, was showcased as part of a development strategy to prepare these areas for investment.
The discourse also highlighted the potential of the agricultural sector in processing agricultural products and the role of private investors in contributing to the national economy.

2. Showcasing Successful Institutions and Projects: The discourse producer presented examples of successful institutions and projects within the agricultural sector as living models to demonstrate progress. Some key examples included:

Youth involvement in agricultural entrepreneurship, with the state actively supporting and encouraging youth participation in agriculture through various incentives.
Investments in different agricultural sub-sectors, including plasticulture (greenhouse farming), legume and grain cultivation, olive tree plantations, cattle and poultry farming, and local seed production to reduce dependency on imports. These initiatives were presented as positive models for sustainable development and food security.
Storage projects, a crucial component of the agricultural production cycle. The Afro Logistic company, for example, established 40,000 cubic meters of climate-controlled storage at a cost of 2 billion Algerian dinars, demonstrating the significance of modern storage solutions.

3. Comparing Successful Investments with Agricultural Sector Challenges: The discourse producer explicitly addressed the challenges and problems facing the agricultural sector, including:

Lack of modern storage facilities, which leads to food waste during peak production seasons. The state aims to expand storage capacity, despite the high costs of infrastructure development.

Disorganized marketing and distribution, which causes chaos in agricultural supply chains. The discourse advocated for an enhanced role for agricultural cooperatives as intermediaries in the distribution process to ensure a clear and efficient market structure.

Climate-related challenges such as drought and weather fluctuations, which impact agricultural production. Despite these difficulties, the state has invested in well-drilling and water reservoirs to support irrigation efforts.

Government support for farmers and investors, including financial aid, tax reductions, land grants, and subsidies for agricultural equipment. The discourse also emphasized the state's commitment to attracting youth into agriculture, implementing digital platforms to streamline agricultural management, and digitizing the sector for better efficiency.

4. Citing Evidence, Facts, and Case Studies: Media plays a critical role in shaping public opinion and raising awareness about societal issues, particularly regarding sustainable development and food security in the face of global changes.

The discourse producer supported their arguments with evidence and examples, stressing the importance of revitalizing agriculture in Algeria, which possesses all the necessary resources to develop its agricultural sector and ensure food security.

For instance, the study highlighted successful investment projects, such as farmers in Djelfa Province expanding olive tree plantations, a crop previously limited to northern regions. This case demonstrated regional agricultural diversification despite geographical challenges.

5. Emphasizing the Need for Structural Transformation of the Sector: The discourse introduced various investment projects within the agricultural sector, such as the potato farming project in Bouira Province. This initiative showcases Algeria's potential to expand agricultural production through modern techniques, such as the use of locally produced seeds, reinforcing the need for:

- Improving local production conditions,
- Integrated farming, and
- Aquaculture development as part of a broader agricultural transformation strategy

6. Advocating for a Structural Shift in Agriculture: The discourse producer underscored the importance of transitioning from traditional agriculture to modern farming methods, incorporating:

- Drip irrigation,
- Plasticulture (greenhouse farming),
- Integrated farming systems,
- Encouraging small-scale and family farming enterprises.

This shift aims to increase productivity, improve resource management, and ensure long-term agricultural sustainability in Algeria.

General Findings of the Study: The main arguments presented by the discourse producer in this study varied but primarily centered on the importance of sustainable development in advancing the agricultural sector to achieve food security.

1. Progress in Agricultural Sector Development

The study's findings indicate that Algeria is making significant efforts to develop and improve its agricultural sector. This includes expanding storage facilities, enhancing mechanization, and promoting agricultural processing and manufacturing. The state is investing in increasing production capacity to primarily meet local market demands.

2. Improving Storage Capacity and Market Organization: The discourse producer emphasized the urgent need to expand storage facilities, a priority for government authorities as a key element in the production cycle. Efforts are underway to increase storage capacity in national refrigeration facilities, such as Afro Logistic, which aims to regulate the market and ensure year-round availability of essential products. However, challenges persist due to high costs and insufficient support for private investors in this sector.

3. Increased State Focus on Youth and Entrepreneurship: The study highlighted the role of youth in agricultural investment through entrepreneurship projects. Findings suggest a governmental push to facilitate financial and technical support for young investors across various agricultural fields, such as crop farming, cattle rearing, and poultry farming. These initiatives contribute to job creation and local economic growth.

4. Expansion of Plasticulture and Fruit Tree Cultivation: The study underscored the success of plasticulture (greenhouse farming) projects in areas like Mostaganem and the development of fruit tree farming, particularly citrus

cultivation. Modern agricultural technologies, such as drip irrigation, were also highlighted for their role in boosting agricultural productivity, especially in regions with challenging climatic conditions.

5. Growth of Agricultural Processing and Manufacturing: Significant progress has been made in converting raw agricultural products into processed goods, enhancing self-sufficiency in essential products such as tomatoes, potatoes, and vegetable oils. However, challenges remain, including weak infrastructure, inadequate cooling and storage facilities, and supply chain inefficiencies.

6. Expansion of Agriculture in Desert Areas: The study showcased successful desert agriculture projects, such as olive tree plantations in Djelfa Province, which contribute to food security through land reclamation. Agricultural expansion in arid regions helps achieve self-sufficiency and reduces reliance on imports.

7. Investment Challenges: Despite numerous government initiatives supporting farmers and agricultural investors, ongoing challenges include:

- Limited access to financing
- Difficulties acquiring modern farming equipment
- Lack of an effective system for regulating agricultural markets

8. Importance of Agricultural Cooperatives: The study highlighted the need to develop agricultural cooperatives to facilitate the marketing and distribution of agricultural products. Cooperatives can play a crucial role in market regulation and preventing disorganized supply chains that disrupt production and sales.

9. Achieving Food Security: Targeted projects contribute to Algeria's food security by ensuring continuous availability of agricultural products. The state is working to enhance production capacity, increase investments, and expand cultivation of strategic crops such as wheat, barley, and legumes.

10. Sustainability of the Agricultural Sector: Despite technological advancements and increased agricultural production, long-term sustainability requires:
- Adopting modern farming techniques
- Optimizing available resources
- Providing continuous training for farmers to enhance their skills and productivity

11. Role of Media in Awareness and Public Engagement: The media plays a crucial role in shaping public awareness regarding sustainable development and its role in achieving food security. The discourse featured successful case studies of model investments and official statements from authorities supporting engagement in the agricultural sector.

V- Conclusion:

The analyzed discourse presents a comprehensive vision aimed at promoting sustainable development in Algeria, particularly in the agricultural sector, to achieve food security. The discourse emphasized key priorities, including:
- Expanding agricultural storage
- Enhancing industrial processing of agricultural products
- Increasing mechanization in farming
- Encouraging youth investment in agriculture

Additionally, the study highlighted the importance of plasticulture, expanding olive tree plantations, and boosting legume and potato production to reduce import dependency.

The discourse producer also showcased successful agricultural projects across Algeria, illustrating progress in the sector while acknowledging existing challenges.

Ultimately, the primary goal of the discourse was to encourage local investments in agriculture and create a conducive environment for growth, contributing to improved local production and food security. The agricultural sector remains a promising pillar of Algeria's future development strategy.

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