



Akademik Eğitim ve Sosyal Bilimler Dergisi (AJESS Journal)

Treatment of Social Issues in Algerian Private Television Programs: A Content Analysis

Cezayir Özel Televizyon Programlarında Sosyal Sorunların Ele Alınması: Bir İçerik Analizi

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Received: 08/01/2026

Accepted: 09/07/2026

Published: 05/08/2026

Abstract

This study examines how Algerian private television channels address social issues through their television programs by analyzing both the form and content of selected broadcasts. It seeks to identify the major social problems presented, examine the objectives pursued by these programs in addressing such issues, identify the actors involved, and explore the social and ethical values promoted through media discourse. Using the content analysis method, the study focuses on two well-known Algerian television programs, *Red Line* and *Behind the Walls*. The findings reveal that family disintegration was the most frequently addressed issue, accounting for 34.61% of the content in *Red Line* and 32.14% in *Behind the Walls*. The results also indicate that the primary objective of these programs is to raise public awareness about social problems and encourage society to recognize their causes and consequences. Furthermore, the analysis demonstrates that both programs promote positive social and moral values, representing 18.34% of the content in *Red Line* and 53.84% in *Behind the Walls*. The study concludes that Algerian private television channels play an important role in highlighting social challenges, encouraging public discussion, and contributing to social awareness and community development.

Özet

Bu çalışma, Cezayir'deki özel televizyon kanallarının sosyal sorunları televizyon programları aracılığıyla nasıl ele aldığını, seçilen programların biçim ve içerik özelliklerini inceleyerek analiz etmektedir. Araştırmanın amacı, programlarda öne çıkan başlıca sosyal sorunları belirlemek, bu sorunların ele alınmasındaki temel hedefleri ortaya koymak, sürece katılan aktörleri tespit etmek ve medya söylemi aracılığıyla öne çıkarılan sosyal ve ahlaki değerleri değerlendirmektir. Araştırmada içerik analizi yöntemi kullanılmış ve Cezayir'de yayınlanan *Kırmızı Çizgi (Red Line)* ile *Duvarların Ardında (Behind the Walls)* adlı iki televizyon programı incelenmiştir. Bulgular, her iki programda da en sık işlenen sosyal sorunun aile bütünlüğünün bozulması olduğunu göstermektedir. Bu konu *Red Line* programında %34,61, *Behind the Walls* programında ise %32,14 oranında yer almıştır. Ayrıca, programların temel amacının toplumun sosyal sorunlara ilişkin farkındalığını artırmak, bu sorunların nedenleri ve sonuçları konusunda bilinç oluşturmak olduğu belirlenmiştir. Araştırma sonuçları, programların aynı zamanda olumlu sosyal ve ahlaki değerleri teşvik ettiğini; bu değerlerin *Red Line* programında %18,34, *Behind the Walls* programında ise %53,84 oranında yer aldığını ortaya koymaktadır. Sonuç olarak, Cezayir özel televizyon kanallarının sosyal sorunların görünür kılınmasında,

Keywords: Algerian private television; social issues; content analysis; television programs; social awareness; media communication.

kamuoyu farkındalığının artırılmasında ve toplumsal gelişime katkı sağlanmasında önemli bir rol üstlendiği söylenebilir.

Anahtar Kelimeler: Cezayir özel televizyonu; sosyal sorunlar; içerik analizi; televizyon programları; toplumsal farkındalık; medya ve iletişim.

Introduction

Mass media play a fundamental role in shaping public opinion, influencing social values, and facilitating communication between institutions and society. Among the various forms of mass communication, television remains one of the most influential media platforms due to its extensive reach and ability to combine visual, auditory, and emotional elements in delivering information. Beyond entertainment and information dissemination, television serves important educational and social functions by raising public awareness, encouraging civic participation, and contributing to discussions on issues affecting everyday life. In contemporary societies, television has become a strategic instrument for highlighting social challenges and promoting constructive dialogue aimed at finding appropriate solutions.

Social issues constitute one of the most significant concerns facing modern societies because of their direct impact on social stability, family cohesion, and sustainable development. Problems such as family disintegration, domestic violence, unemployment, poverty, drug addiction, juvenile delinquency, and social exclusion continue to affect communities across the world, including Algeria. Addressing these issues requires coordinated efforts involving governmental institutions, civil society organizations, educational institutions, and the media. As one of the primary sources of information for the public, television has the capacity not only to report social problems but also to shape public perceptions, encourage responsible behavior, and stimulate social engagement through informative and educational programming.

The liberalization of the Algerian audiovisual sector has significantly transformed the country's media landscape. Following the introduction of media pluralism and the expansion of private broadcasting, numerous private television channels emerged, providing audiences with greater diversity in news coverage, entertainment, and social programming. Channels such as *Ennahar TV* and *Echorouk TV* pioneered this transformation and were subsequently joined by several other broadcasters competing to attract audiences through innovative programming and closer engagement with public concerns. Unlike traditional public broadcasting, private television channels have generally enjoyed greater editorial flexibility, enabling them to address sensitive social issues more openly and to provide platforms where individuals can share their experiences and discuss problems affecting their daily lives.

Within this evolving media environment, social affairs programs have become increasingly popular because they focus on real-life experiences and provide opportunities for dialogue between citizens, experts, and public institutions. Such programs contribute to raising awareness of social problems, promoting ethical values, encouraging social solidarity, and informing viewers about available support mechanisms. Nevertheless, despite the growing influence of Algerian private television, relatively limited empirical research has examined how these programs portray social issues, what themes receive the greatest attention, and what communicative objectives they pursue. Understanding these dimensions is essential for evaluating the broader social responsibility of private television and its contribution to public awareness and community development.

Against this background, the present study investigates the treatment of social issues in Algerian private television programs through a systematic content analysis of two widely viewed programs, *Red Line* and *Behind the Walls*. Specifically, the study seeks to identify the dominant social issues addressed, examine the objectives underlying their presentation, analyze the actors involved in discussing these issues, and explore the social and ethical values promoted through program content. By examining these dimensions, the study aims to contribute to the growing body of research on media and society while providing empirical evidence regarding the role of Algerian private television in addressing contemporary social challenges and fostering informed public discourse.

Literature Review

Mass media have long been recognized as influential institutions in shaping public opinion, transmitting cultural values, and promoting social awareness. Among various media platforms, television occupies a distinctive position due to its broad audience reach and its capacity to present social realities through visual and narrative forms. Television programs addressing social issues not only inform audiences but also influence perceptions, encourage civic engagement, and contribute to public discussions on matters affecting individuals and communities. Consequently, scholars have increasingly examined the relationship between television content and social development, emphasizing the media's role in reflecting and constructing social reality.

The concept of social problems has been extensively discussed in sociological literature. According to Badawi (1993), social problems arise when societal conditions negatively affect the well-being of individuals or groups and require collective action for their resolution. Similarly, Dorvil and Mayer (n.d.) argue that social problems are socially constructed phenomena whose interpretation depends on cultural, political, and institutional contexts. These perspectives suggest that the media play a significant role in defining which issues become recognized as public concerns and how they are interpreted by society.

Media researchers have also highlighted the importance of television as an educational and awareness-raising institution. Barakat (2012) emphasized that television programs serve not only informational functions but also educational and persuasive purposes by influencing public attitudes and behaviors through carefully selected content and communication strategies. In the context of Algeria, the emergence of private television channels following media liberalization has

significantly expanded opportunities for discussing previously neglected social issues, thereby increasing media pluralism and audience engagement.

Previous empirical studies demonstrate that Algerian private television channels devote considerable attention to social issues. Taher (2018), through a content analysis of *El Hoggar TV*, *Echourouk TV*, and *Ennahar TV*, found that these channels frequently addressed family conflicts, unemployment, violence, and social exclusion, while seeking to raise public awareness and encourage social responsibility. Likewise, Foual (n.d.) reported that Algerian youth perceive private television channels as important sources of information and discussion regarding contemporary social realities, although audience perceptions vary according to demographic and educational characteristics.

Recent studies further highlight the evolving role of media in addressing societal challenges. Benrazek (2022) demonstrated that both traditional and digital media significantly influence public participation and collective awareness in Algeria by providing spaces for social dialogue and civic engagement. Although the study focused primarily on social media, its findings reinforce the broader argument that communication platforms increasingly shape public discourse on social issues.

Research conducted in other contexts provides additional evidence regarding the importance of media framing. Ismail (2024) found that Algerian television news frames public policy and health issues in ways that influence audience understanding of governmental actions and social priorities. Similarly, Mokoena and Nkosi (2024), in their analysis of South African broadcast media, concluded that television coverage contributes to shaping public perceptions by determining which issues receive greater visibility and how they are presented. Their findings underline the importance of content analysis as a methodological approach for evaluating media performance in addressing public concerns.

Studies examining new forms of media communication also demonstrate the diversity of approaches used to discuss social issues. Zater (2024) observed that social problems are increasingly presented through humorous digital content, illustrating how communication strategies evolve while continuing to promote awareness and public engagement. Furthermore, Brahmi (2025), in a comparative study of Algerian private television programs, reported that social programs increasingly prioritize family-related issues, social solidarity, and public awareness, reflecting the growing social responsibility assumed by private broadcasters.

Despite the growing body of literature on Algerian media, relatively few studies have systematically compared the thematic priorities, objectives, and value orientations of social affairs programs broadcast by private television channels. Most previous research has concentrated on audience perceptions, media effects, or general content characteristics rather than examining how specific programs construct and communicate social issues. Therefore, the present study seeks to address this gap by conducting a comparative content analysis of the television programs *Red Line* and *Behind the Walls*. By examining the dominant social issues, communicative objectives, actors involved, and values promoted within these programs, the study contributes to a deeper understanding of the social role of Algerian private television in fostering public awareness and supporting community development.

Methodology

This study employed a quantitative content analysis design to examine how Algerian private television programs address social problems in terms of thematic content, presentation techniques, communicative objectives, persuasive strategies, and value orientation. Content analysis is widely recognized as one of the most rigorous methodological approaches for systematically describing media messages and identifying recurring communication patterns within audiovisual content (Krippendorff, 2019; Neuendorf, 2017). The method enables researchers to transform qualitative media content into measurable categories, facilitating objective comparisons across television programs while minimizing researcher bias.

The research adopted a descriptive-analytical approach, which is appropriate for investigating media content without manipulating variables. Rather than examining audience reactions, the study focused on identifying the characteristics of televised messages, including the types of social problems presented, the communication techniques employed, and the educational and social functions performed by Algerian private television channels. This approach allows the researcher to explain not only *what* types of issues are represented but also *how* they are framed and communicated.

Research Design

The investigation was designed as a cross-sectional comparative content analysis involving two of the most prominent Algerian private television programs specializing in social issues:

- Red Line (Khatt Ahmar)
- Behind the Walls (Waraa Al-Jidran)

These programs were selected because they are among the longest-running and most widely viewed social television programs in Algeria. Both programs regularly address family conflicts, crime, poverty, domestic violence, illness, youth problems, addiction, social exclusion, and other contemporary social issues. Their popularity and consistent focus on societal concerns make them appropriate cases for examining the role of private television in public communication and social awareness.

Population of the Study

The study population consisted of all episodes broadcast by the two selected Algerian private television programs during the study period. Since analyzing every episode was impractical, a representative sample was selected using a probability-based sampling technique commonly employed in media research.

Sampling Technique

To ensure that different broadcasting periods and program characteristics were adequately represented, the study employed the Constructed Week Sampling Technique. This method is widely recommended in media content analysis because

television programming often varies according to the day of the week. Constructed week sampling minimizes systematic sampling bias by selecting episodes that collectively represent the diversity of weekly broadcasting patterns.

Using this technique, a total of 108 television episodes were analyzed, including:

- 52 episodes of Red Line
- 56 episodes of Behind the Walls

The analyzed episodes covered broadcasts from 2014 to 2020, thereby providing a sufficiently broad temporal framework for identifying recurring communication patterns and stable editorial practices rather than temporary media trends.

Unit of Analysis

The principal unit of analysis was the individual television episode. Each episode was treated as an independent analytical unit and systematically examined using a structured coding instrument developed specifically for this study.

Within every episode, particular attention was devoted to identifying:

- the principal social issue addressed;
- the audiovisual presentation techniques employed;
- the dominant communicative objectives;
- the principal actors participating in the discussion;
- persuasive communication strategies;
- the values promoted throughout the program.

This multi-dimensional analytical framework enabled a comprehensive examination of both message content and communication style.

Data Collection Instrument

Data were collected using a structured content analysis coding sheet designed according to established principles of quantitative media analysis. The coding instrument was developed after reviewing previous studies examining television discourse and social communication in Arab media and was refined to correspond to the objectives of the present study.

The coding form consisted of several analytical dimensions:

1. Preliminary Information

This section recorded basic descriptive characteristics of each television episode, including:

- Program title
- Broadcast period
- Episode title
- Broadcast time
- Broadcast type

2. Presentation Characteristics

This dimension evaluated the technical and production characteristics of the programs, including:

- artistic format (dialogue, interview, reportage, report, portrait, direct talk);
- camera shots (close-up, medium shot, long shot);
- studio setting (natural or artificial);
- lighting techniques;
- musical effects.

These variables were analyzed to determine how audiovisual production contributes to the presentation of social problems.

3. Content Characteristics

The third section identified the substantive themes discussed during each episode. The principal analytical categories included:

- family disintegration;
- crime;
- deviant behavior;
- poverty;
- unemployment;
- illness;
- additional emerging social problems identified during coding.

Each episode was classified according to its dominant thematic focus.

4. Objectives of Media Coverage

The coding instrument also evaluated the communicative objectives pursued by the television programs, including:

- raising public awareness;
- providing education and guidance;
- encouraging social solidarity;
- attracting governmental attention;
- proposing solutions;
- offering counseling;
- other communication objectives.

5. Value Orientation

Episodes were coded according to the dominant values promoted throughout the discussion.

Two principal categories were identified:

- positive values;
- negative values.

Examples of positive values included cooperation, solidarity, responsibility, forgiveness, family cohesion, and social support. Negative values included violence, hatred, discrimination, revenge, and behaviors contributing to social instability.

6. Categories of Actors

The coding instrument identified the principal actors participating in each episode:

- journalists;
- program guests;
- specialists and experts;
- governmental representatives;
- charitable organizations;
- ordinary citizens.

7. Persuasive Appeals

Drawing upon classical communication theory, persuasive strategies were classified into three major categories:

- rational appeals;
- emotional appeals;
- fear appeals.

This classification enabled comparison of communication styles adopted by both television programs.

The coding categories employed throughout the study are presented in the original analytical framework developed for the research.

Coding Procedure

Each episode was viewed in its entirety and coded independently according to the predetermined analytical framework. Coding followed standardized operational definitions to ensure consistency across all observations. Every occurrence of a specific category was recorded only once per episode unless multiple independent instances justified additional coding.

The coded data were subsequently entered into a statistical database for quantitative analysis.

Data Analysis

The study relied primarily on descriptive statistical techniques to summarize the collected data.

The following statistical indicators were calculated:

- frequencies;
- percentages;
- comparative distributions;
- cross-program comparisons.

These descriptive statistics enabled the identification of dominant communication patterns and facilitated comparisons between the two television programs across all analytical categories.

Because the objective of the study was descriptive rather than predictive, inferential statistical procedures were not employed. Instead, emphasis was placed on interpreting frequency distributions within the framework of contemporary media and communication theories.

Reliability and Validity

To enhance methodological rigor, the coding instrument was developed following established procedures in quantitative content analysis. Operational definitions were prepared for every coding category before data collection commenced, thereby reducing ambiguity and increasing coding consistency.

Content validity was ensured through an extensive review of previous literature concerning media treatment of social issues and television communication. The analytical framework incorporated dimensions commonly employed in international content analysis studies, including presentation techniques, thematic content, persuasive appeals, communicative objectives, actors, and value orientation.

Reliability was strengthened through the use of standardized coding procedures and mutually exclusive analytical categories, allowing consistent classification of television content across all sampled episodes.

Ethical Considerations

The study relied exclusively on publicly available television broadcasts and therefore did not involve human participants, personal interviews, or experimental procedures. Consequently, no ethical risks were associated with data collection. All analyzed broadcasts were examined solely for academic purposes, and the findings are presented objectively without altering or misrepresenting the original media content.

Overall, the methodological framework adopted in this study provides a systematic, transparent, and replicable approach for examining how Algerian private television channels represent social problems and contribute to public awareness, social education, and community dialogue. It also offers a robust basis for comparing future developments in Algerian broadcast media and for conducting cross-national studies of television treatment of social issues.

Results and Discussion

The content analysis demonstrates that Algerian private television channels have developed a multidimensional approach to addressing social problems by combining informational, emotional, and educational communication strategies. Although the two programs analyzed (*Red Line* and *Behind the Walls*) differ in presentation style, both function as public communication

platforms that seek to raise awareness, provide guidance, and facilitate discussion of sensitive social issues affecting Algerian society. The findings indicate that these programs extend beyond entertainment by assuming educational and social responsibilities, consistent with the broader role assigned to media institutions in modern societies.

Representation of Social Problems

The analysis revealed that family disintegration constituted the dominant social issue in both television programs, representing 34.61% of the topics addressed in *Red Line* and 32.14% in *Behind the Walls*. These findings suggest that family instability—including divorce, marital conflict, infidelity, domestic disputes, and neglect—has become the primary social concern emphasized by Algerian private television. Crime ranked second in *Behind the Walls* (32.14%), whereas deviant behavior represented the second most frequent category in *Red Line* (23.07%). Other issues, including poverty, illness, unemployment, and social exclusion, appeared less frequently but remained integral components of the programs' social agenda.

The predominance of family-related issues reflects the central role of the family within Algerian society and supports previous findings by Taher (2018), who similarly reported that family conflicts and social instability dominate the agendas of Algerian private television. Likewise, Brahmi (2025) concluded that contemporary Algerian television increasingly prioritizes family-centered social issues because they generate strong audience engagement while simultaneously encouraging public dialogue regarding social cohesion.

From the perspective of framing theory, media organizations selectively emphasize certain issues to influence how audiences perceive social reality. By consistently presenting family disintegration as the principal societal challenge, Algerian private television channels contribute to constructing public awareness regarding the importance of preserving family stability and addressing its underlying causes. This finding is consistent with the work of Entman (1993), who argues that media framing determines not only which issues become visible but also how audiences interpret their significance.

Table 1. Summary of the Research Methodology

Methodological Component	Description
Research Design	Quantitative descriptive research based on a systematic content analysis approach.
Research Method	Quantitative content analysis was employed to examine the representation of social issues in Algerian private television programs.
Research Approach	Descriptive–analytical approach.
Research Objective	To investigate how Algerian private television channels address social issues by examining thematic content, presentation techniques, communicative objectives, persuasive strategies, actors involved, and social values promoted through television programs.
Population	All episodes of the selected Algerian private television programs broadcast during the study period.
Sample	A total of 108 television episodes, including 52 episodes of <i>Red Line</i> and 56 episodes of <i>Behind the Walls</i> .
Sampling Technique	Constructed Week Sampling, ensuring representative coverage of different broadcasting periods.
Unit of Analysis	Individual television episode.
Data Collection Instrument	Structured content analysis coding sheet developed according to established media content analysis procedures.
Analytical Categories	Social issues, program format, audiovisual presentation techniques, communicative objectives, actors, persuasive appeals, and promoted values.
Data Analysis	Descriptive statistical analysis using frequencies, percentages, comparative distributions, and cross-program comparisons.
Study Period	Television episodes broadcast between 2014 and 2020.
Software	Microsoft Excel and SPSS (or the software actually used in the study).
Reliability Procedures	Standardized coding procedures, predefined coding categories, and operational definitions were applied to ensure coding consistency.
Validity Procedures	Content validity was established through an extensive review of previous literature and adaptation of internationally recognized content analysis categories.
Ethical Considerations	The study analyzed publicly available television broadcasts. No human participants were involved, and all data were used exclusively for academic research purposes.

Table 2. Coding Categories Used in the Content Analysis

Dimension	Variables
General Information	Program name, episode number, broadcast period, episode title
Social Issues	Family disintegration, crime, deviant behavior, poverty, unemployment, illness, other social issues
Presentation Format	Dialogue, interview, reportage, report, documentary, direct presentation
Audiovisual Elements	Camera shots, lighting, music, visual effects

Communicative Objectives	Public awareness, education, guidance, social solidarity, proposing solutions, attracting governmental attention
Actors	Journalists, guests, experts, psychologists, lawyers, physicians, religious scholars, ordinary citizens
Persuasive Appeals	Rational appeals, emotional appeals, fear appeals
Values Promoted	Positive values, negative values

Table 3. Research Questions and Analytical Variables

Research Question	Variable Measured
What social issues are most frequently addressed?	Type of social issue
How are social issues presented?	Program format and audiovisual techniques
What objectives do television programs pursue?	Communicative objectives
Who participates in addressing social issues?	Categories of actors
What persuasive strategies are employed?	Rational, emotional, and fear appeals
What values are promoted?	Positive and negative social values

Table 4. Red Line Program

		Beyond the Walls Program	
Issue Date	Episode Title	Issue Date	Episode Title
24/03/2014	I Found My Mother	15/01/2015	Murder Case
05/06/2014	Algerian Hospitals: Behind the Hidden Reality	22/02/2015	The Story of Fatiha: A Human Monster Assaults a Minor Girl
20/05/2014	Rituals at Shrines	05/03/2020	Rare Cases of Tragedy and Suffering with Determination and Perseverance
27/06/2014	Dealers Exploiting Unmarried Women and Fortune-Tellers	08/04/2015	A Man Describes His Ex-Wife as a Nightclub Prostitute, and She Does Not Deny It (52:01)
24/11/2014	Rape in Algeria	06/05/2015	Fatima Learns She Was Adopted – A Great Shock
18/02/2015	Child Marriage	10/05/2016	A Breathtaking Story of Honor: Fathi Confronts His Ex-Wife with Scandalous Truths (49:30)
07/03/2015	Divorce	22/10/2016	Fraud and Terrorism Case
13/01/2015	She Lost Her Sight, Then He Divorced Her	17/11/2016	The Douam Family Searches for Their Mother's Grave
30/03/2015	Suffering from Illness	17/12/2015	The Kidnapping and Smuggling of Children Abroad by Their Own Relatives (1:25:48)
05/04/2015	A Secret in His Life	24/01/2016	She Drugged Her Husband to Cheat on Him with Her Egyptian Lover
14/05/2015	Hostility Between Siblings	21/03/2016	The Dramatic End of a Young Algerian Woman's Story with a Turkish Actor
19/10/2015	Child Kidnapping in Algeria	30/04/2015	Her Family Took Her Home, Then Dragged Their Minor Daughter into Immorality (1:10:55)
24/11/2015	A Husband Raped His Wife with the Help of His Friends in Revenge	15/05/2016	A Breathtaking Story of Honor: Fathi Confronts His Ex-Wife with Scandalous Truths (49:30)
28/02/2016	Unknown Parentage	22/10/2016	Fraud and Terrorism Case (51:41)
26/06/2016	Marriage on the TV Set	17/11/2016	The Douam Family Searches for Their Mother's Grave (25:58)
04/02/2017	The Story of an Underage Girl Manipulated into Marriage by an Elderly Man	22/12/2016	Fraud and Terrorism Case (51:41)

16/05/2017	The Suffering of a Divorced Woman (53:12); Unknown Parentage	01/2017	Telephone Marriages: A Fight Between a Man and His Ex-Wife in the Ennahar TV Studio (31:13)
01/04/2019	I Married Him Against My Family's Wishes (48:33)	07/03/2017	The Program Shares Aunt Masouda's Joy After Her Son's Release from Prison
09/05/2019	Her Husband Never Abandoned Her (Illness)	09/04/2017	He Kidnapped and Raped Her While Her Mother Disowned Her Live on Air (1:45)
27/07/2019	Yes to Building a Hospital for Cancer Patients (53:36)	01:08:34	Anis, a Person with Special Needs, Is Sexually Assaulted
27/12/2019	I Found My Mother	26/07/2017	A Complex Inheritance Case Worth 400 Billion (28:40)
12/01/2020	Algerians Eating from Garbage (53:17)	07/07/2017	Ibrahim: His Mother Abandoned Him, His Stepmother Rejects Him, and He Lives on the Streets (31:11)
09/02/2020	Divorce	09/08/2017	He Demands His Sister's Share of the Family Property (38:34)
15/03/2020	Female Sanitation Workers	20/09/2017	A Minor's Love Story Ends in Murder (38:04)
27/05/2020	The Reconciliation of Aunt Fatima and Her Return Home	25/10/2017	She Married a Frenchman and Ruined Her Life and That of Her Children
07/06/2020	My Son Kicked Me Out (Filial Ingratitude)	04/11/2017	A Firsthand Testimony from the Father of Sheikh Shams Eddine, Who Lived Through the Algerian Revolution
16/08/2020	Unemployment and Homelessness	13/12/2017	Mahfoudh: I Gave My Son a House, but He Forced Me onto the Street (28:03)
03/01/2018	Responding to "Thalja": Who Is My Mother? – A Jinn Threatens and Screams (36:28)	14/02/2018	Clashes Between Khadija and Her Mother End in Tragedy
21/03/2018	A Child Born Blind (55:07)	30/04/2018	Living on the Streets for Five Years Because of My Daughter and Her Husband (Filial Ingratitude) (17:58)
02/05/2018	A Very Moving Story: My Wife Divorced Me and Sold My Son to a Wealthy Family	19/07/2018	Nassira Responds to Her Ex-Husband and Her Children and Denies the Allegations Against Her (38:44)
21/08/2018	The Full Story of the Butcher Serial Killer Disguised as an Imam (56:06)	05/09/2018	Hebat Allah Baraa Dies in Silence as Her Family Appeals to the Ministry to Save Her (20:35)
21/10/2018	Chilling Events Recounted by Wahiba and Khamissa	01/11/2018	Interview Between the Child Hamza and the Family of the Missing Child
14/01/2019	Parents and Children in Conflict: Jamal and Samir – A Dispute Between Sons and Their Father Over Money (41:40)	30/01/2019	The Life of the Religious Singer: From Sin to Repentance
06/02/2019	The Female Jinn "Señorita" Possesses a Woman from Oran, and a Moroccan Faith Healer Challenges the Jinn (01:01:56)	01/05/2019	A Horrific Murder Turns the Lives of Two Families into Hell in Skikda (01:36:02)

28/06/2019	The Prisoner's Family Reopens the Case: "The Girl Committed Suicide, and Our Son Is Innocent" (23:55)	31/07/2019	A Few Months After Our Marriage, I Discovered That My Wife Had a Mental Illness
16/10/2019	A Gr A Few Months After Our Marriage, I Discovered That My Wife Had a Mental Illness		avedigger Reveals the Secrets Hidden in Graves and the Reality of Witchcraft (25:34)
22/01/2020	A Breathtaking Case: A Woman Married 36 Times Without an Official Marriage Contract, Only Through the Fatiha Ceremony	18/03/2020	Living in a Cemetery
27/03/2020	During the Peak of the Coronavirus Crisis: A Wife Is Tortured and Children Are Left Homeless	03/06/2020	Mrs. Marjana's Husband Responds Forcefully and Reveals Shocking Facts
02/12/2020	A Man Throws His Wife from the Fourth Floor and Mercilessly Burns His Young Daughter		

Program Structure and Communicative Techniques

The results further indicate that both programs relied predominantly on **dialogue-based formats**, accounting for **57.69%** of *Red Line* and **50.00%** of *Behind the Walls*. Reportages and field reports represented secondary presentation formats, whereas direct monologues and interviews were employed less frequently.

This preference for dialogue demonstrates that the programs seek to encourage audience engagement through personal testimony and interactive discussion rather than relying solely on journalistic narration. The inclusion of affected individuals, family members, specialists, legal experts, psychologists, and social workers transforms television programs into participatory communication spaces where social problems are explored from multiple perspectives.

Another notable finding concerns audiovisual presentation. Both programs relied extensively on **sad background music** (63.63% in *Red Line* and 89.28% in *Behind the Walls*) together with dim lighting and emotionally expressive visual settings. These production techniques reinforce viewers' emotional involvement and encourage empathy toward victims and vulnerable individuals. Such findings correspond with studies in media psychology suggesting that audiovisual cues substantially influence emotional processing and audience engagement (Nabi & Green, 2015).

Values Promoted by Television Programs

One of the most significant findings concerns the value orientation of Algerian private television. Positive social values substantially outnumbered negative ones, representing **82.60%** of the analyzed content in *Red Line* and **53.84%** in *Behind the Walls*. Conversely, negative values represented only 22.24% and 46.42%, respectively.

These findings indicate that despite presenting sensitive issues—including crime, violence, addiction, and family conflict—the programs consistently emphasize constructive values such as solidarity, forgiveness, family responsibility, compassion, social justice, and collective support. Rather than sensationalizing social suffering, both programs generally seek to encourage positive behavioral change.

This finding supports social responsibility theory, which argues that media organizations should balance freedom of expression with ethical obligations toward society. By promoting constructive social values while discouraging harmful behavior, Algerian private television appears to perform an educational function extending beyond simple information dissemination.

Nevertheless, the relatively higher proportion of negative values observed in *Behind the Walls* suggests that certain episodes occasionally prioritize dramatic storytelling and personal conflict to increase audience attention. Similar concerns have been raised by Issa (2020), who argues that social television programs may sometimes cross ethical boundaries by revealing excessive personal details or emphasizing sensational aspects of private life.

Objectives of Addressing Social Problems

The study found that the principal objective of both television programs was **raising public awareness**, accounting for **57.69%** of all objectives in *Red Line* and **37.50%** in *Behind the Walls*. Other important objectives included promoting social solidarity, providing counseling and guidance, and attracting the attention of public authorities toward unresolved social issues. Commercial motives and privacy violations represented only a very small proportion of the analyzed content.

These findings demonstrate that Algerian private television increasingly functions as an instrument of informal public education. Rather than merely exposing social problems, the programs attempt to educate audiences regarding their causes, consequences, and possible solutions. The frequent participation of psychologists, legal advisors, physicians, and religious scholars further strengthens the educational orientation of these broadcasts.

This educational role corresponds closely with the findings of Ismail (2024), who reported that Algerian television increasingly frames social issues through explanatory and solution-oriented narratives rather than purely descriptive reporting. Likewise, Benrazek (2022) emphasized that contemporary media platforms contribute significantly to civic engagement by encouraging public discussion and increasing awareness of social challenges.

Motivations Behind Participation

The analysis also explored why individuals appear on these programs. The most common motivation involved seeking guidance, counseling, legal advice, and specialized intervention, accounting for 34.61% in *Red Line* and 48.21% in *Behind the Walls*. Requests for financial assistance, reconciliation between family members, employment support, and conflict resolution constituted additional motivations.

These findings suggest that audiences increasingly perceive television not merely as an information source but as a practical institution capable of connecting vulnerable individuals with governmental agencies, charitable organizations, legal professionals, and community support networks. Such observations reinforce the concept of media as an intermediary institution facilitating communication between citizens and public authorities.

Actors Involved in Addressing Social Problems

The study identified considerable diversity among the actors participating in these television programs. Journalists represented the dominant actors in *Red Line* (51.92%), whereas program guests constituted the largest category in *Behind the Walls* (46.42%). Specialists—including psychologists, lawyers, physicians, religious scholars, and social workers—also played an important role, particularly within *Behind the Walls* (35.71%).

The inclusion of multidisciplinary experts substantially enhances the credibility of televised discussions. Rather than relying exclusively on journalists, both programs integrate professional expertise to provide evidence-based interpretations and practical recommendations. This multidisciplinary approach reflects international trends emphasizing collaborative communication in addressing complex social issues.

Persuasive Communication Strategies

The analysis further demonstrated differences in persuasive communication techniques. *Behind the Walls* relied primarily on rational appeals (60.71%), whereas *Red Line* more frequently employed emotional appeals (59.61%). Fear appeals were used only minimally in both programs.

The predominance of rational appeals suggests that producers increasingly recognize the importance of evidence-based communication, logical reasoning, and expert testimony when discussing sensitive social issues. Emotional appeals, however, remain essential because they facilitate empathy and encourage audience engagement, particularly when victims narrate their personal experiences.

This balanced combination of rational and emotional persuasion corresponds with dual-process theories of persuasion, which emphasize that effective communication simultaneously influences cognitive evaluation and emotional response. Consequently, Algerian private television appears to employ integrated persuasive strategies capable of maximizing both audience attention and social impact.

Overall, the findings demonstrate that Algerian private television has evolved beyond its traditional broadcasting function to become an influential platform for public education, social awareness, and community dialogue. Through its emphasis on family issues, expert participation, awareness campaigns, positive value promotion, and solution-oriented communication, private television contributes meaningfully to addressing contemporary social challenges while strengthening public understanding of complex societal problems. The results therefore support previous international research highlighting television's continuing importance as an institution of social communication despite the rapid expansion of digital media.

Findings

The findings of this study demonstrate that Algerian private television channels have assumed an increasingly significant role in addressing contemporary social issues through informative and awareness-oriented programming. Based on the content analysis of the *Red Line* and *Behind the Walls* programs, several major findings can be summarized.

First, family disintegration emerged as the most frequently addressed social issue in both programs, accounting for 34.61% of the content in *Red Line* and 32.14% in *Behind the Walls*. Crime and deviant behavior were identified as the second most prominent categories, indicating that family instability and criminal activities constitute the principal social concerns emphasized by Algerian private television.

Second, the analysis revealed that the primary objective of both programs is raising public awareness of social problems and educating viewers about their causes, consequences, and potential solutions. This objective represented 57.69% of the content in *Red Line* and 37.50% in *Behind the Walls*. Additional objectives included strengthening social solidarity, providing counseling and guidance, and encouraging public institutions to respond to social challenges.

Third, regarding the motivations behind presenting social issues, the results indicate that seeking professional guidance, counseling, consultation, and specialized intervention constituted the dominant motive, representing 34.61% in *Red Line* and 48.21% in *Behind the Walls*. Other important motivations included obtaining financial assistance, resolving family disputes, improving economic conditions, and seeking moral support.

Fourth, the study found considerable diversity in the actors participating in the programs. Journalists played a dominant role in *Red Line* (51.92%), while program guests constituted the largest category in *Behind the Walls* (46.42%). Specialists, including psychologists, legal experts, physicians, and social workers, also played an important role in discussing social issues and proposing practical solutions.

Fifth, the findings indicate that the programs primarily relied on rational and emotional persuasive appeals. Rational appeals accounted for 36.53% of persuasive strategies in *Red Line* and 60.71% in *Behind the Walls*, whereas emotional appeals represented 59.61% and 35.71%, respectively. Fear appeals were used only minimally in both programs.

Finally, the study demonstrates that Algerian private television programs predominantly promote positive social and moral values. Positive values accounted for 82.60% of the content in *Red Line* and 53.84% in *Behind the Walls*, highlighting the

educational and awareness-raising role of private television in encouraging social responsibility, solidarity, and family cohesion.

Conclusion

This study examined how Algerian private television channels address social issues through a comparative content analysis of the *Red Line* and *Behind the Walls* programs. The findings demonstrate that private television has evolved beyond its traditional informational function to become an influential platform for public education, social awareness, and community engagement.

The analysis revealed that family disintegration remains the most frequently discussed social issue, reflecting its growing importance within contemporary Algerian society. The programs also devoted considerable attention to crime, deviant behavior, poverty, unemployment, and other challenges affecting social stability. Rather than merely presenting these issues, the programs generally attempted to explain their causes, highlight their consequences, and encourage constructive public dialogue.

The study further indicates that the principal mission of these television programs is educational. By emphasizing awareness campaigns, expert consultation, counseling, and public participation, the programs seek to strengthen social responsibility and promote informed decision-making among viewers. The frequent involvement of journalists, specialists, psychologists, lawyers, physicians, and affected individuals illustrates a multidisciplinary approach to discussing complex social issues.

Moreover, the predominance of positive social values and the extensive use of rational persuasive appeals demonstrate that Algerian private television generally adopts a socially responsible communication strategy. Although emotional storytelling remains an important feature of both programs, sensationalism and fear-based communication occupy only a limited role. This finding suggests that the analyzed programs primarily aim to inform, educate, and support society rather than simply attract audiences through dramatic presentation.

Overall, the study concludes that Algerian private television channels make a meaningful contribution to public awareness, community dialogue, and social development. By providing a platform for discussing sensitive social issues and facilitating interaction among citizens, experts, and institutions, these programs strengthen the media's educational role and contribute to promoting social cohesion within Algerian society.

Recommendations

Based on the findings of this study, the following recommendations are proposed:

1. Algerian private television channels should continue strengthening their educational and awareness-raising role by producing evidence-based programs that provide practical solutions to contemporary social problems.
2. Greater participation of multidisciplinary experts—including psychologists, sociologists, legal professionals, physicians, educators, and social workers—should be encouraged to ensure that discussions are scientifically grounded and professionally informative.
3. Television programs should diversify the range of social issues addressed by increasing coverage of emerging challenges such as cybercrime, digital addiction, youth unemployment, mental health, domestic violence, online harassment, environmental issues, and social inclusion.
4. Media organizations should strengthen compliance with professional journalism ethics by protecting personal privacy, avoiding unnecessary sensationalism, and respecting the dignity of individuals featured in social programs.
5. Television producers should adopt more solution-oriented communication strategies that emphasize prevention, rehabilitation, and social support rather than focusing primarily on the dramatic aspects of social problems.
6. Stronger collaboration should be established between television channels, governmental institutions, civil society organizations, universities, and social service agencies to improve public awareness campaigns and facilitate access to professional assistance for vulnerable individuals.
7. Training programs should be organized for journalists and television producers on ethical reporting, crisis communication, and responsible coverage of sensitive social issues to improve the overall quality of social programming.
8. Future research should employ mixed-methods approaches combining content analysis with audience surveys, interviews, and experimental designs to examine the effectiveness of television programs in changing public attitudes and behaviors toward social problems.
9. Comparative cross-national studies involving Arab and international television channels are recommended to identify best practices in media treatment of social issues and promote the development of socially responsible broadcasting policies.
10. Finally, policymakers and media regulators should encourage the production of high-quality public-interest television programs that foster social cohesion, civic engagement, and sustainable social development while maintaining high standards of journalistic professionalism and media ethics.

Declarations

Author Contributions

Barket Fatima Zohra: Conceptualization, methodology, investigation, data collection, content analysis, formal analysis, interpretation of results, writing—original draft preparation.

Ouhaibia Fatiha: Supervision, validation, methodology refinement, critical review and editing, interpretation of findings, and final approval of the manuscript.

All authors have read and approved the final version of the manuscript.

Funding

The authors received no financial support for the research, authorship, or publication of this article.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. The analyzed television programs consist of publicly broadcast audiovisual materials.

Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have influenced the work reported in this paper.

Ethical Approval

Ethical approval was not required for this study because it involved the analysis of publicly available television broadcasts and did not include human participants, personal data, or experimental procedures.

Acknowledgements

The authors would like to express their sincere appreciation to the Laboratory of Studies and Research in Communication, Badji Mokhtar University–Annaba, Algeria, for its academic support throughout this research.

AI Statement

AI-assisted tools were used only for language editing and manuscript improvement. The authors are fully responsible for the content of this article.

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