

جامعة بن يوسف بن خدة  
كلية العلوم الإنسانية و الاجتماعية  
قسم علم الاجتماع

تخصص علم الاجتماع الثقافي

موضوع الدراسة:



رسالة مقدمة لنيل شهادة الماجستير في علم الاجتماع الثقافي

تحت إشراف الأستاذ:

الدكتور: بوزبرة خليفة

إعداد الطالب:

شتوي الأخضر



السنة

الجامعة: 2006/2005

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كلية العلوم الإنسانية و الاجتماعية  
قسم علم الاجتماع

تخصص علم الاجتماع الثقافي

موضوع الدراسة:

برامج التربية البيئية في التلفزيون الجزائري

دراسة تحليلية لسلاسل إعلانات الغزالة "دنيا"

رسالة مقدمة لنيل شهادة الماجستير في علم الاجتماع الثقافي

تحت إشراف الأستاذ:

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السنة الجامعية  
2006/2005

## شكر وعرفان

نتقدم بالشكر الجزيل إلى الأستاذ الكريم بوزبرة خليفة على التوجيه والإرشاد لنا خلال إنجاز هذه الدراسة، كما لا ننسى الأستاذ كشاد رابح الذي تابع إنجاز هذا العمل بدوره، كما أتوجه بالشكر إلى عمال مركز البحث في التربية على مدهم يد العون والمساعدة، إضافة إلى عمال وزارة تهيئة الإقليم والبيئة، وخاصة وحيد تشاتشي.

الأخضر شتوي

## إهداء

إلى الوالدين الكريمين ،أمي الغالية، وأبي العزيز...  
وإلى كل الإخوة والأخوات  
(عائشة، حفيظة، دليلة، نصيرة) ودون أن أنسى الكتكوتة  
الصغيرة إيمان.  
إلى رب أخ لم تلده أم الوناس نورالدين، وإلى كل  
الأصدقاء والصديقات، الزملاء والزميلات.  
إلى عمال مدرسة تكوين مربيات رياض الأطفال.

الأخضر شتوي

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1A dictionary of ecology ,evolution and systematics,R,J,lincoh,G-A box shall P,f Clark,1982,combridge university press,p80

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3Environnement et pollution les carrières francais, Nov-Dec 1973 ,P3

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4Herbit honson ,peter ouven, dictionary of ecology , london, 1962,P126

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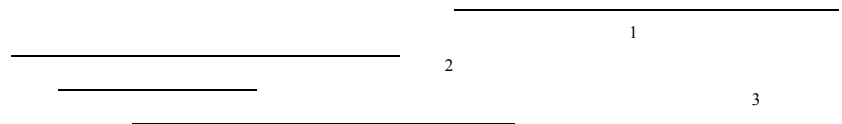
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1 فضيل دليو، مرجع سبق ذكره، ص: 104.

2 محمود عساف، أصول الإعلان في المجتمع الاشتراكي، دار الناشر العربي، 1965، ص: 266.

3 غريب سيد أحمد، علم الاجتماع والاتصال والإعلام، مكتبة الأنجلومصرية، مصر، 1995، ص: 266.

4 المرجع نفسه، ص 84

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<sup>1</sup>Richard F Morgan , A survey of environmental knowledge and attitudes of fifth years students in England , eric ,smac , ohio university 495

<sup>2</sup>Baca tead paul , a study of environmental attitudes of four different age groups , university of orenge ,ph d-USA, dissertation , vol 12 ,1978,p555

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<sup>1</sup>op- cit ,P 556

<sup>2</sup> M J caduto,a review of environmental values education , journal of environmental education , v 14 , n°3 , Washington ,1983, P85

<sup>3</sup>C cohlin , environmental values, the environmentalist , v 8 , n° 2, university of aucland , 1988, P 32

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<sup>1</sup>Freyk et al: *The UNEP programme in environmental education* ,*European journal science education* , *Toylar and Francis , LTD.Vol1 N°:01march 1976,P112-116*  
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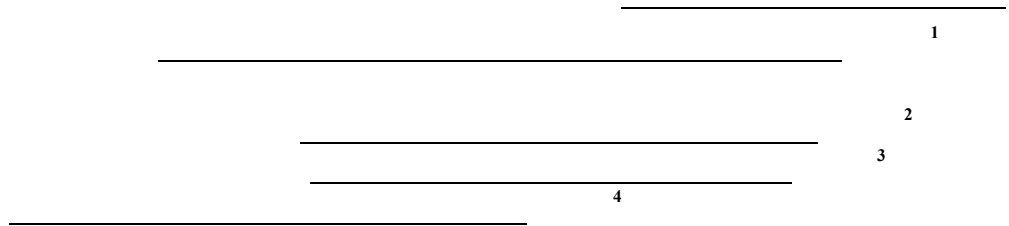
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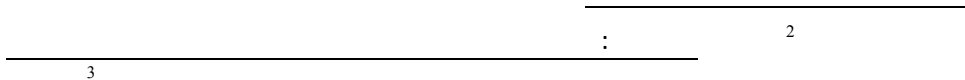
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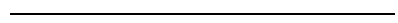
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<sup>2</sup>Connect, The Unesco Unep, Environmental education News letter N°:03Unesco, Paris, March1979,P3

<sup>3</sup>Connect, The Unesco Unep, Environmental education News letter N°:03Unesco, Paris, March1980,P 2

<sup>1</sup>Connect, The Unesco Unep, Environmental education News letter N°:01Unesco, Paris, March1979,P2

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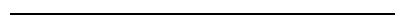
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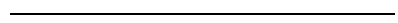
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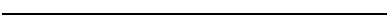
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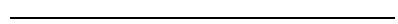
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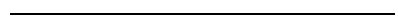
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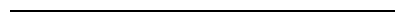
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اليونسكو، دراسة مسحية مقارنة حول دمج التربية البيئية بالمناهج الدراسية، معهد اليونسكو للتربية، قسم تعليم العلوم و التعليم التقني والبيئي، <sup>1</sup>، 1989، ص 58

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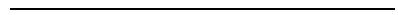
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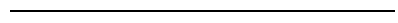
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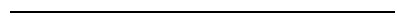
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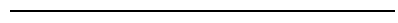
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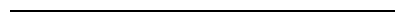
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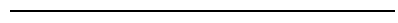
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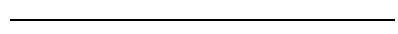
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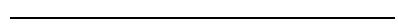
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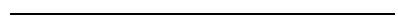
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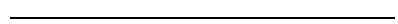
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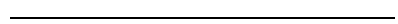
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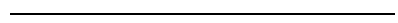


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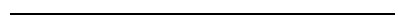


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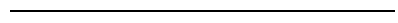
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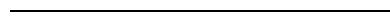
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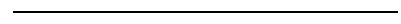
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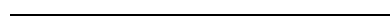
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<sup>1</sup>.المرجع نفسه ، ص 47.

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<sup>1</sup>. المرجع نفسه، ص 61-64.  
<sup>2</sup>. سهيلة تاتي، مرجع سبق ذكره، ص 05.

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<sup>1</sup>.05 المرجع نفسه، ص

<sup>2</sup>.39 عبد الحميد حيفري، مرجع سبق ذكره، ص

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<sup>1</sup>.40 عبد الحميد حيفري، مرجع سبق ذكره، ص  
<sup>2</sup>.06 سهيلة تاتي، مرجع سبق ذكره، ص

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<sup>1</sup>.06 المرجع نفسه، ص  
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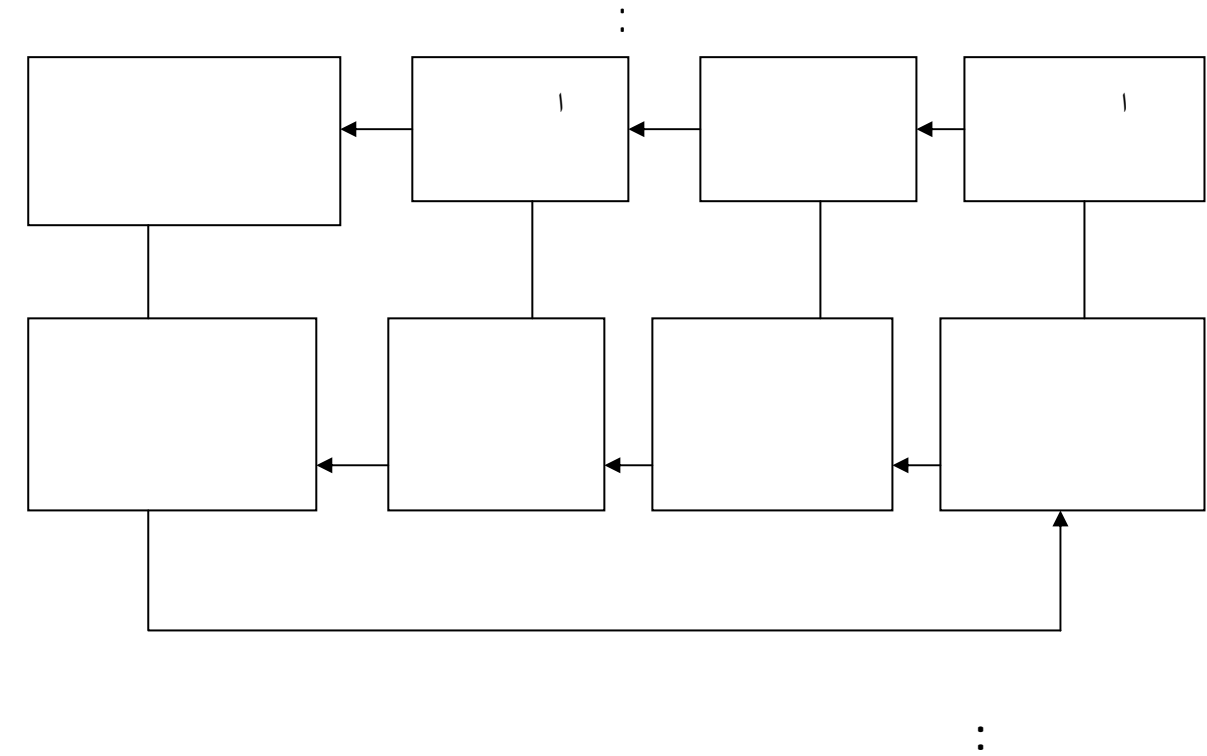
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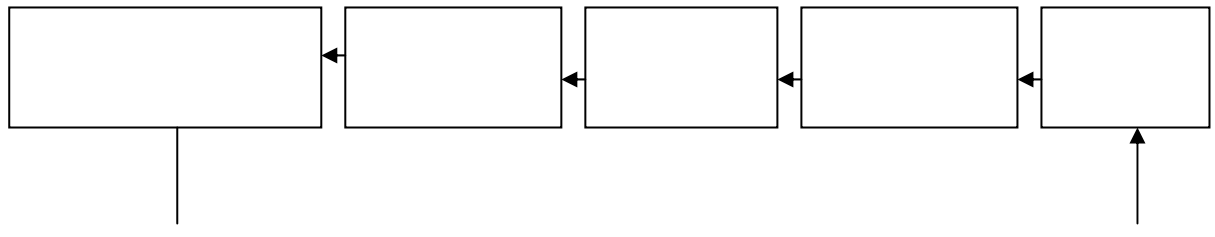
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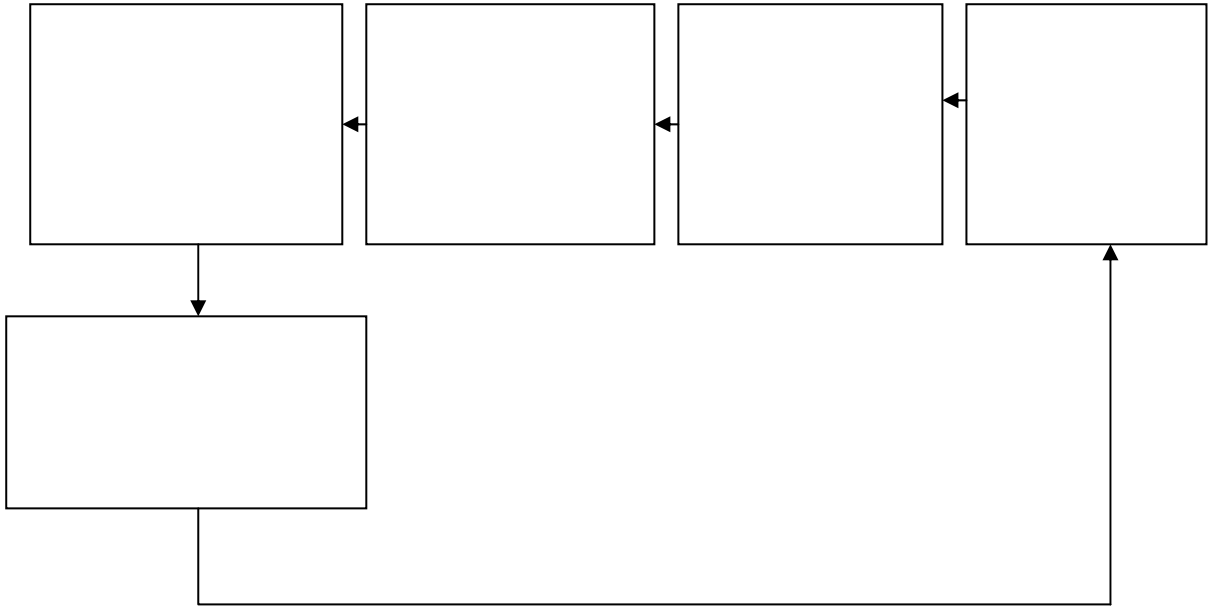
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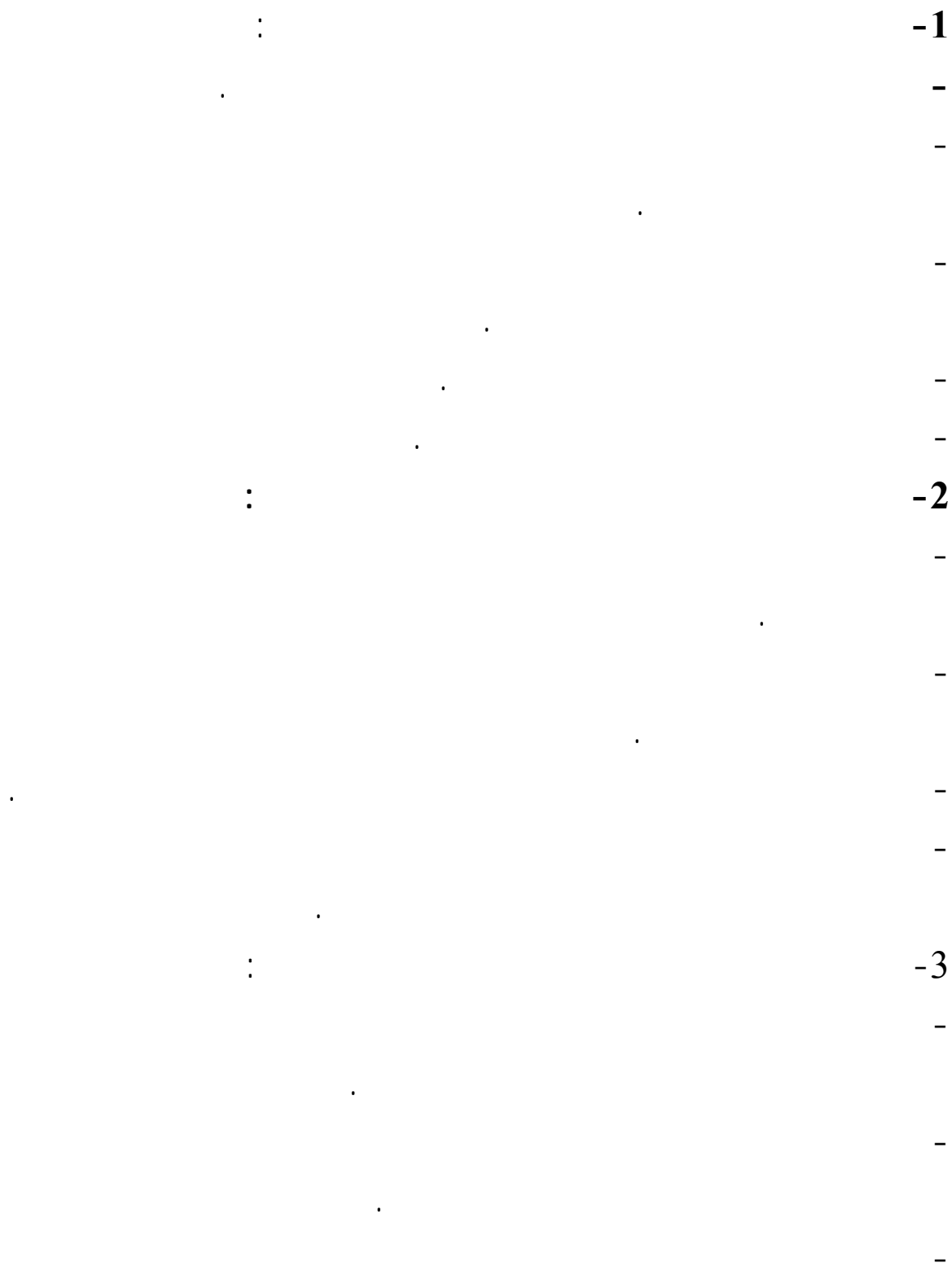


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<sup>1</sup> الجريدة الرسمية للجمهورية الجزائرية ، العدد 04 جانفي 2001.



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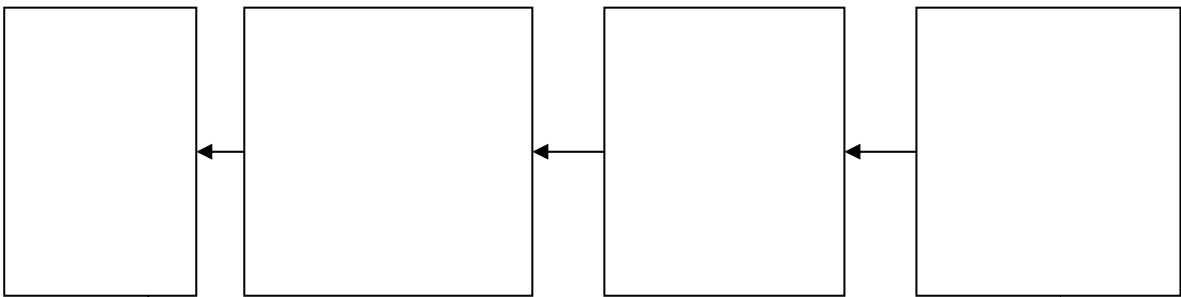
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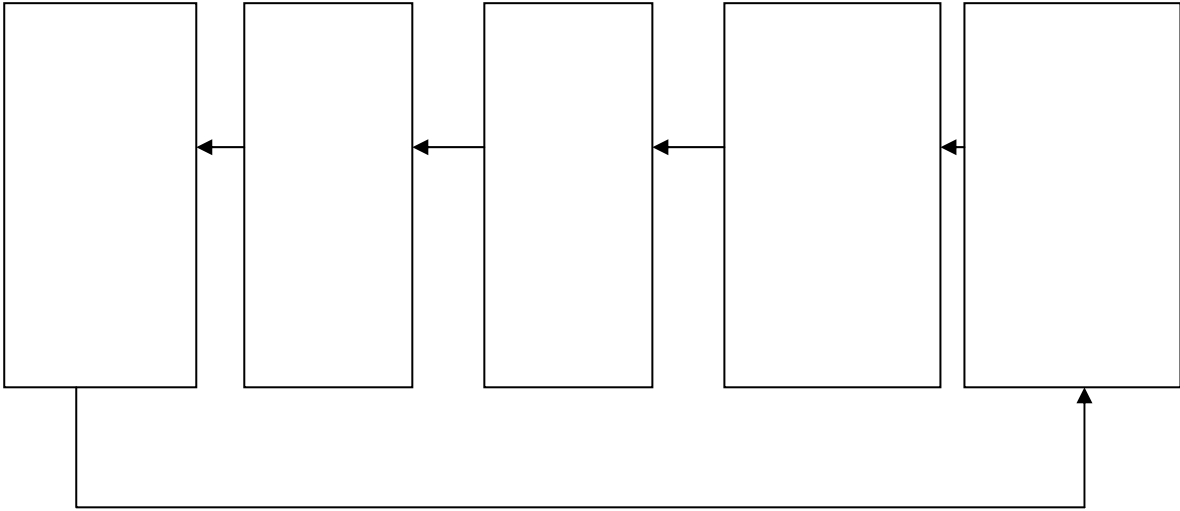
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