

Jijel Radio's Ramadan Programing Schedule (1446 AH / 2025 CE): Between the Community Development, Promoting Values, and Entertainment Industry

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Abstract

The study aims to analyze the programmatic structure of Jijel Radio during the month of Ramadan 1446 AH / 2025 CE, both quantitatively and qualitatively, with the objective of examining the nature of the broadcast content scheduled, its proportional representation, and distribution across the broadcasting schedule. Additionally, it seeks to assess the extent to which this distribution aligns with the functions of local radio in terms of community development and reinforcing the audience's connection to their religious values and cultural identity. The study also evaluates whether the programming considered the specificities of its target audience and its suitability to their social rhythms during this sacred month.

Keywords: *Jijel Radio, local radio, radio programming, Ramadan programming schedule.*

الشبكة البرامجية الرمضانية لإذاعة جيجل (1446 هـ / 2025 م):
بين تنمية المجتمع وتعزيز القيم وصناعة الترفيه

ملخص

هدفت الدراسة إلى تحليل بنية الشبكة البرامجية لإذاعة جيجل خلال شهر رمضان 1446 هـ / 2025 م، كما وكيفاً بغض النظر عن طبيعة المواد الإذاعية المبرمجة ونسبة حضورها وتوزيعها على خارطة البث، وفحص مدى تجانس هذا التوزيع مع وظائف الإذاعة المحلية المتعلقة بتنمية المجتمع وتعزيز ارتباط أفراده بقيم دينهم وثقافتهم، ومدى مراعاتها لخصوصية الجمهور الذي تتجه إليه و المناسبتها لواقع حياته الاجتماعية خلال هذا الشهر الفضيل.

الكلمات المفاتيح: إذاعة جيجل، إذاعة محلية، برمجة إذاعية، الشبكة البرامجية الرمضانية.

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Introduction:

The relentless pace of technological advancements have imposed a reality on radio broadcasting characterized by mounting pressures and challenges. This stems from intensifying competition between radio (as a traditional medium) and the alternatives offered by new media, whose features create allure for an increasingly demanding and fickle audience. Consequently, the debate continues regarding radio's ability to endure and to compete for listeners' attention—a debate that grows particularly heated when discussing local radio stations, their roles, and functions in an increasingly complex digital environment, a saturated media market, and a geographically and numerically limited audience with far more immediate, attractive, and diverse alternatives.

Local radio stations form an essential component of community media structures, playing a pivotal role in shaping collective awareness and strengthening social cohesion. However, under the weight of these responsibilities and amid a fiercely competitive media landscape, local broadcasters and programming directors find themselves compelled to redouble their efforts in designing exemplary programs tailored to an audience that continues to shrink into narrow segments—primarily drivers and their passengers.

An ideal programming schedule must account for the interests of a preoccupied and disengaged audience while retaining the ability to meet their needs and to maintain their loyalty amid shifting media consumption patterns. This requires developing high-quality, competitive content that aligns with the demands of the current media environment. Simultaneously, local radio must compete for advertisers' investments while optimizing ad revenue to ensure financial stability, allowing it to sustain its media enterprise. These critical roles become even more urgent during special occasions and dedicated broadcast periods that demand exceptional programming characterized by uniqueness in form, content, and objectives.

In Algeria, local radio stations adopt a distinctive approach during the holy month of Ramadan, aligning with its spiritual significance for Muslims. They transform into platforms for religious discourse and incubators of authentic cultural values. However, this shift raises questions about the extent to which Ramadan programming schedules can effectively fulfill their societal role—reinforcing religious and cultural values among listeners—amid ongoing challenges and changes in media consumption habits.

The present paper analyzes the programming structure of Jijel Radio during Ramadan, aiming to examine its role in reinforcing listeners' religious-cultural values during the holy month, as opposed to its developmental and entertainment functions. The study employs a mixed-method approach, combining quantitative and qualitative content analysis of the station's Ramadan programming.

Accordingly, the study is structured as follows:

- Key conceptual framework
- Overview of Jijel Radio: Establishment and objectives
- Structural and ideological analysis of Jijel Radio's Ramadan programming
- General conclusions.

1- Key Conceptual Framework:**1-1- Programming and the Program Schedule:**

Numerous definitions have been proposed for programming, with many agreeing that it is the art of organizing and distributing audio-visual content across daily and weekly time slots. Some scholars view it as a technical act that translates the intellectual policy embedded within a media institution's projects—a policy that may vary from one institution to another⁽¹⁾.

As for the program schedule, it refers to the distribution of seasonal programming within the daily broadcast timeline of a TV or a radio station. It represents a contract between the media institution and the audience: the institution commits to aligning with the audience's daily rhythms, selecting appropriate days and timings for each program, while the audience, in turn, voluntarily adjusts their schedules to fit the program schedule's structure⁽²⁾.

1-2- Exceptional Programmatic Network (EPN):

It refers to the totality of special television programs, also known as event programming. These are unique and distinguished programs meticulously designed to align with specific occasions or events, such as: Ramadan, religious holiday breaks, national celebrations, major sporting events, competitions, charity events, elections, presidential campaigns, and so on.⁽³⁾

This specialized network's core mission is to captivate audiences and to foster high levels of engagement between them and the presented content. This, in turn, enhances the media institution's image in their eyes and solidifies its position as a premium advertising platform.

1-3- The Ramadan Programming Network:

A seasonal special programming framework exclusively designed for the holy month, featuring predominantly locally-produced religious, entertainment, and cultural content augmented by imported Arab religious and historical programs strategically selected for audience maximization⁽⁴⁾.

1-4- Local Radio:

Local radio is defined as one of the tributaries of local media that emerges from a specific, well-defined environment and targets a particular community interconnected by shared characteristics. These features make the media work in local radio a reflection of the cultural and value-based heritage of that environment. In other words, the cultural, social, economic, and political values, along with customs and traditions, are the sole determinants of the form and the content of local media⁽⁵⁾.

Local radio fulfills multifaceted roles, the most important of which include: ⁽⁶⁾

1- Developmental Function: This is a primary function, reflecting the strong connection between local radio and the concept of local development. As a media tool, local radio acts as a bridge linking citizens—especially those in underserved regions—with local and central authorities.

2- Political Function: It reinforces specific political orientations that are presumed to preserve societal political cohesion and strengthen unifying factors.

3- Educational and Cultural Function: Contributes to spreading knowledge and equipping listeners with the information and experiences that cultivates individual and collective moral and behavioral advancement.

4- Social Function: Focuses on serving and elevating society, constituting one of local radio's primary objectives and core mandates.

5- News Function: It serves as the backbone and driving force of local radio. also providing listeners with local news and following current events and their repercussions is a cornerstone of radio work, particularly when characterized by accuracy and objectivity.

6- Entertainment Function: Achieved through light programs that help listeners relax, relieve daily stress, and enhance productivity.

2 - Brief Overview of Radio Jijel:

Radio Jijel is located in downtown Jijel and operates as part of the Algerian Radio Network. It broadcasts Arabic-language programming on FM 89.9, targeting residents of Jijel city and surrounding areas across all age groups, social strata, and cultural backgrounds. The station serves as their voice and communicates in their vernacular, with the motto: 'An optimistic developmental vision.'

Radio Jijel officially commenced broadcasting on November 1, 2006, under the direction of a young journalistic team that received theoretical and practical training supervised by a delegation from Radio Canada International. Beginning in June 2007, the broadcast schedule extended from 6:00 AM until midnight. In early 2009, the operating hours were adjusted to run from 6:40 AM to 8:00 PM as part of the standardization process linking local broadcasting with the national central radio network⁽⁷⁾.

Currently, the station broadcasts from 6:55 AM until midnight, after which it automatically switches to the Cultural Radio network until 4:00 AM, followed by National Channel 1 until the morning transmission resumes.

Jijel Radio operates three main program networks year-round: ⁽⁸⁾

A. Regular Network: Begins with the onset of the social season (early September and continues until mid-June)

B. Summer Network: Aligns with the vacation season, featuring lighter programming.

C. Ramadan Network: A special seasonal network coinciding with the holy month of Ramadan, including programs that align with the religious and social particularities of Ramadan in the Algerian and broader Muslim consciousness.

Each programming network consists of:

- **Fixed programs** (broadcast year-round).
- **Variable programs** (adjusted according to the season).

3- Study Methodology: The study adopted the social survey methodology, which is one of the principal methodologies used in exploratory and descriptive research. It is defined as the methodology based on gathering information and data about the phenomenon under study to understand its current status and its strengths and weaknesses⁽⁹⁾.

- **Study Community:** The Study community consisted of all programs broadcast on the channel during the special cycle for the holy month of Ramadan in the year 1446 AH, which extended from March 2 to March 30, 2025.
- **Study Sample and its Time Frame:** The sample was formed from a representative week of the channel's radio broadcast during Ramadan 1446 AH, specifically the second week extending from March 9 to March 15, 2025.

• **Data Collection Tools:** The nature of the topic, the research questions posed, and the outlined objectives dictate the tool or tools the researcher uses to collect data and information related to the subject of the study. Accordingly, it was appropriate for this study to utilize the following:

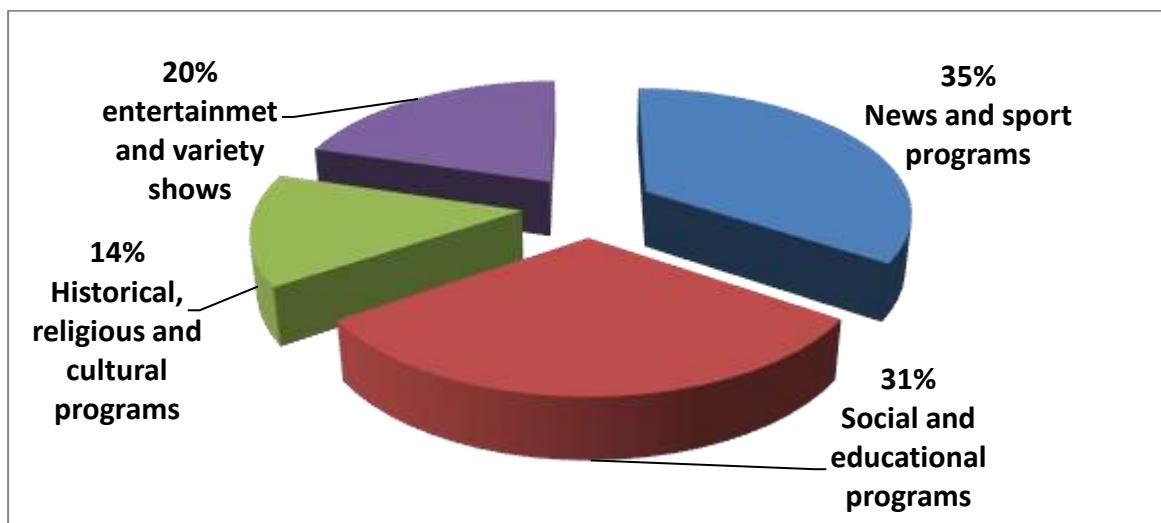
- **The Interview Tool:** An online interview was conducted with the Director of Production and Programming at Jijel Radio, Mr. Karim Chkireb, on April 12th, 2025.
- **The Content Analysis Tool:** Berelson defines it as: "a research technique for the objective, systematic, and quantitative description of the manifest content of communication."⁽¹⁰⁾

This tool was used to analyze the structure of the Ramadan programming schedule of the study sample channel. The aim was to identify the nature of its constituent programs, to classify them into categories based on their content, and subsequently to deduce the predominant character of the functions they perform.

4- Structural and Ideological Analysis of Jijel Radio's Ramadan Programming

The construction of a programming network—whether for radio or television—is subject to several considerations that programmers must be fully aware of, including their overlaps and impacts. At its core, programming represents a dynamic negotiation between competing imperatives: the station must align audience expectations with its financial constraints while operating within legal and regulatory boundaries and maintaining station identity. This act further requires synchronization with social and family lifestyle rhythms while preserving creative freedom granted to the programming team. These elements form the foundational pillars of the programming process⁽¹¹⁾.

Figure 1: Structure of Jijel Radio's Ramadan Programming Network for 1446 AH/2025 Season



Source: Karim Chkirb, Head of Production and Programming Department at Jijel Radio.

According to data obtained from the Head of Production and Programming Department at Jijel Radio (as illustrated in Figure 1), the programming plan for Jijel Radio during the holy month of Ramadan included diverse program formats with varied thematic content. News and Sports Programs ranked highest at 35% of total output, followed by social and educational programs (31%), then entertainment and variety programs (20%). Religious, Cultural, and historical programs formed the smallest category at 14%.

4-1- Religious Programs:

Table 1: provides technical details on religious programs broadcast by Jijel Radio during Ramadan 1446 AH / 2025 CE:

Program Name	Program Concept	Broadcast Cycle	Druation	Broadcast day and time	Nature of the broadcast
Fatawas	An interactive program fielding listeners' religious and social queries.	weekly	52min	Friday 10.05-11.00	live
Illuminate d Homes	An educational-religious program highlighting the foundations of healthy family relationships	weekly	52min	Sunday 15.05-16.00	recorded
Ramadan Hadith	Live discussions on religious and ethical matters	daily	10min	Daily 18.30	recorded
Friday Seminar	A program addressing virtuous ethics and the core values of the Islamic nation	weekly	52min	Friday 14.05-15.00	live
With Imams	An interview program featuring engagements with prominent scholars and imams across the province	weekly	52min	Tuesday 20.05-21.00	recorded
Ramadan Messages	A guidance program promoting reconciliation principles and fostering a culture of peer tolerance.	weekly	52min	Wednesday 20.05-21.00	recorded

Women and Verses	A talk show narrating the stories of influential female figures who left their mark in Islamic history.	weekly	52min	Saturday 20.05-21.00	recorded
With Quran	An interactive program covering multiple qira'at styles	weekly	52min	Sunday 15.05-16.00	live
Ramadan Whispers	A program highlighting the the virtues of Ramadan	Daily daily	10m	Daily 18.20-18.30 pm	recorded
Fasting Reflections	Explaining proper fasting practices for families and communities	weekly	52min	Thursday 15.05-16.00	recorded
An Hour with the Prophet	Narrating the Prophet's biography (peace be upon him) with extracted ethical teachings	daily	52min	Daily 1.00-2.00	recorded

Source: Researcher's compilation based on interview outputs with the Head of Production and Programming.

Religious programs are defined as media content designed to provide theological framing for audiences. They constitute "specialized media activities focused on religious sciences within the framework of general media committed to Islam,"⁽¹²⁾ with two primary objectives:

- **Strengthening Islam:** Rooted in the principle of "enjoining good and forbidding evil" (al-amr bi-l-ma'ruf wa-n-nahy 'ani-l-munkar), It is also an obligation to advise the Muslim leaders and the general public. This includes:⁽¹³⁾

- Instilling monotheistic faith in the One God within people's hearts
- Elevating intellectual, civilizational, and emotional levels
- Addressing socio-economic issues through Islamic perspectives
- Promoting unity and harmony within the Muslim ummah.

- **Universalizing Islam:** This is achieved by elevating the word of God on Earth through the proper introduction of Islam as a comprehensive creed and a complete way of life. It involves explaining its five pillars, disseminating its teachings, and deepening their understanding among target audiences as well as promoting and reinforcing Islamic culture. Additionally, it entails monitoring the conditions of Muslims worldwide, particularly oppressed minorities, and presenting the enlightened image of true Islam through the exemplary character of the Prophet Muhammad (peace be upon him), his Companions, and the righteous predecessors⁽¹⁴⁾.

What is striking is that the programming orientations of radio channels, including Radio Jijel, do not differ from those of the general Arab satellite channels, which are more religious during the month of Ramadan, according to Nasreddine Laayadi, who noted that religious programming on general Arab satellite channels increases during this holy month by percentages ranging between 10% and 20% of the total programming broadcast by these channels, and that it is an accumulation of quantity at the expense of quality⁽¹⁵⁾.

This is the same observation we recorded regarding the programming network of Jijel Radio, which included 12 religious programs presented in diverse formats, with a total airtime exceeding 480 minutes of original broadcast time.

However, the data presented in Table 1 above underscore the need to enhance the technical aspects of religious programs on Jijel Radio, moving beyond conventional production methods that lack creative touches. Additionally, their broadcast timings, which are often outside peak listening hours, should be reconsidered. This current scheduling constitutes inequity and

unfairness, especially given that religion serves as the fundamental guiding force in Muslims' lives, particularly during the holy month of Ramadan.

Regarding content, there is a pressing need to diversify topics beyond those exclusively related to fasting and Ramadan rituals. Programming should encompass Islamic jurisprudence on transactions, moral conduct, proselytization, guidance, cultural aspects, and Islamic history. Content should maintain balanced proportions and measured presentations. Moreover, programs should be produced by qualified personnel with both professional and religious training, equipping them to develop well-structured, comprehensive plans for such influential programming.

4-2- Entertainment & Variety Programs:

Table 2: Technical Specifications of Jijel Radio's Entertainment Programs During Ramadan 1446H/2025CE

Program Name	Program concept	Broadcast cycle	duration	Broadcast day and time	Broadcast time
Ramadan Enlightenments	Variety	Daily	120min	Daily 7.00-9.00	live
Our Kitchens	Dedicated to the world of cooking	Daily except Friday	52min	Saturday 11.05-12.00	live
Qa'det Jijeliyya	Varied evening programming across disciplines at the Radio Cultural Club	daily	90min	Daily 22.10-00.00	live
Reyhou Ma'ana Rana Ma'akoum	Diverse energizing segment	Daily	52min	Daily 17.10-18.00	live
Anta Al-Fa'iz (You're the Winner)	Entertainment-education program	weekly	52min	Saturday 11.05-12.00	live
Ya Hassra	A program helping listeners reminisce about the past by replaying audio clips from historic Ramadan shows and radio dramas	weekly	52min	Monday 20.05 -21.00	recorded

Source: Researcher's compilation based on interview outputs with the Head of Production and Programming

Entertainment, amusement, and listener engagement occupy a central position within the programming objectives of any radio station. Entertainment programs command a significant portion of broadcast schedules across radio channels. The primary function of such programs is to provide listeners with amusement, help alleviate stress, facilitate relaxation, and rejuvenate energy. It is noteworthy, however, that these programs are not devoid of value-laden messages and substantive content that operate under the guise of entertainment.

Various studies and researches have demonstrated that the roles and functions of media entertainment are diverse, making it an effective means for releasing aggressive impulses, alleviating anxiety, stress, depression, and repressed desires. Furthermore, it can enhance

human capacity for reflection and conscious awareness of life's challenges, thereby contributing to the restoration of psychological balance and stability for the audience⁽¹⁶⁾.

The same studies indicated that purposeful variety programs can contribute to disseminating aesthetic values, enhancing taste refinement, and sharpening sensibilities among media audiences (both listeners and viewers). Furthermore, these programs can be utilized to reinforce positive social values and customs while combating certain harmful practices and alien behaviors that are incongruent with societal norms. This ultimately reflects on individual conduct and the level of civility manifested in public spaces and workplaces⁽¹⁷⁾.

Here, we can discern the characteristic interplay and integration between the educational-cultural function and the entertainment function in numerous entertainment programs that adopt formats such as quizzes, puzzles, mock trials, interviews, and similar formats.

However, the reality indicates that these objectives are almost entirely absent from variety and entertainment programs on local radio stations. Instead, they are predominantly characterized by entertainment for entertainment's sake and a policy of filling airtime. These programs exploit the substantial broadcasting slots they are allocated to distract listeners from their core issues, numbing them with a mix of triviality, superficiality, and mediocrity.

The entertainment and variety programs featured in Jijel Radio's Ramadan programming schedule took on various forms, most notably musical and singing programs as well as quiz and puzzle shows.

What stands out in the data presented in the table above is the dominance of interactive segments, which occupy large broadcasting slots on a daily basis. These are open-ended, unrestricted time slots where hosts can initiate discussions on various topics of their choice or based on listeners' suggestions, interspersed with musical and singing interludes—some of which even involve audience participation. Examples include programs like "*Reehou Ma'an Rana Ma'akoum*" (a regular program that continued airing during Ramadan), "*Ya Hassra*", "*Qa'det Jijeliyya*", and others.

However, such segments often seem to exist merely to fill airtime without substantial content. They are typically marked by randomness in subject matter and improvisation in presentation, making them difficult to manage except by experienced presenters skilled in handling live, unstructured broadcasts.

Among the listed programs, "*Anta Al-Fa'iz*" (You Are the Winner) stands out as the only quiz-style program featured in Jijel Radio's Ramadan broadcast schedule. Produced by the Directorate of Religious Affairs, it airs weekly every Saturday at approximately 11:00 AM. Over its 52-minute duration, the program takes live calls, with listeners participating by answering questions that are predominantly religious in nature.

Quiz-style programs are considered among the most successful radio formats due to their inherent excitement, suspense, and appeal. These elements create a unique intellectual pleasure stemming from challenging the listener's knowledge reserves, effectively stimulating their innate curiosity and desire for discovery. Even when not directly participating, listeners instinctively follow contestants, subconsciously attempting to answer questions or solve puzzles before the participants do. They experience satisfaction when their answers are correct, yet feel no embarrassment when mistaken—making this format exceptionally engaging and psychologically rewarding⁽¹⁸⁾.

As for *Ishraqat Ramadan* (Ramadan Enlightenments), it is a versatile morning prime-time program. Previously broadcast under the title "*Sabah El Kheir Ya Jijel*" (Good Morning, Jijel) in the regular programming schedule, it features numerous fast-paced and varied segments, The program maintains a dynamic rhythm and lighthearted diversity, catering to a broad audience during peak listening hours, Through a set of paragraphs, including:

- Civilized Behaviors
- Give Us Your Opinion
- Medical Advice
- Vitamin

- Police at Your Service
- Oxygen
- Figures & Landmarks
- Good News
- Easy & Quick
- Traffic Signal
- Reminder

4-3- Educational and Awareness Programs:

Table 3: provides a technical overview of the educational and awareness programs broadcast on Jijel Radio during Ramadan 1446 AH / 2025 CE:

Program Name	Program Concept	Broadcast cycle	Druation	Broadcast Time and Day	Braodca st
Ether Nights	Educational Program	weekly	52min	Monday 22.00-23.00	live
Soumou Tasihou	A dedicated segment on Ramadan nutrition and healthy eating	weekly	52min	Monday 09.05-10.00	live
Notable Figures of Jijel	A program chronicling the history and prominent figures of Jijel Province	weekly	52min	Friday 20.05-21.00	Recorded
"Qalu Nas Zaman" (They Said in the Past)	It focuses on inherited folk heritage through traditional proverbs	weekly	52min	Wednesday 20.05-21.00	live
The Police Accompany You	Offering safety tips and guidance in collaboration with the State Security Directorate	weekly	52min	Thursday 10.05-11.00	live

Source: Data compiled by researcher based on interview outputs with the Head of Production and Programming

The term "cultural programs" refers to non-curricular programs designed to provide audiences with information and knowledge across various life domains⁽¹⁹⁾. These programs foster the intellectual and emotional attitudes necessary to understand societal dynamics and adapt to them. In essence, they deliver informational content while promoting cognitive development, critical thinking, and personal growth. They contribute to moral development, knowledge expansion, and encourage listeners to pursue learning—acquiring new knowledge, skills, and experiences. Additionally, they aid in sound decision-making and enhance individual and social behavior.

Despite the aforementioned importance, Jijel Radio demonstrated limited interest in educational and awareness programs during its Ramadan 1446 AH/2025 CE broadcast schedule. The station featured only a few programs focused on equipping listeners with new knowledge, experiences, and skills in areas related to their health and historical heritage.

The program "*A'lam Jijel*" (Notable Figures of Jijel) stands as the sole historical program in Jijel Radio's Ramadan broadcast lineup. Prepared and presented by Karim Shkireb, it documents the lives of influential personalities in the region's history, offering listeners inspiring role models that instill pride.

This solitary program in Jijel Radio's broadcast schedule highlights an unjustifiable neglect of one of the most crucial media genres—programs that document historical events, chronicle their genesis, analyze their temporal contexts and ongoing impacts on societies' present and future, safeguard collective memory from oblivion, transmit civilizational heritage to future generations, and strengthen their connection to it.

The scarcity was also evident in programs dedicated to the region's cultural heritage, with the exception of "*Qalu Nas Zaman*" (They Said in the Past), classified as a cultural program aimed at strengthening listeners' connection to their intangible heritage—folk proverbs and sayings passed down from ancestors. This program represents an effort to revive part of the collective memory and safeguard it from oblivion, especially as this content often proves engaging, intriguing, and even amusing, particularly for younger generations of listeners.

4-4- Economic and Local Development Programs:

Table 4: provides technical specifications of local development programs broadcast on Jijel Radio during Ramadan 1446 AH / 2025 CE:

Program Name	Form and Content	Broadcast cycle	Druation	Broadcast Day and Time	Broadcast Type
Consumer Guide	A talk show examining consumer culture and market conditions	weekly	52m	Tuesday 10.05-11.00	Live
A Focus on Development	A talk show documenting local development realities and prospects across municipalities	weekly	52min	Thursday 11.05-12.00	Live
Green Line	A talk show hosting representatives from various sectors for open dialogue	weekly	52min	Sunday 14.05-15.00	Live
The Economic Magazine	A journalistic review of regional economic developments	weekly	52min	Monday 14.05-15.00	Live
Training Window	Various Achievements of the Vocational Training Sector	weekly	52min	Tuesday 14.05-15.00	Live
The Forum	A symposium addressing developmental issues at the local level	weekly	52min	Tuesday 15.05-16.00	Live
Discussion Hour	A current affairs talk show focusing on developmental issues	weekly	52min	Wednesday 16.05-17.00	Live
Prospects in Agriculture	It focuses on the world of agriculture	weekly	52min	Wednesday 14.05-15.00	Live

Source: Prepared by the researcher based on outputs from the interview with the Head of Production and Programming Department

Economic programs refer to those that address the economic conditions of society and the state, presenting ways to drive development forward by highlighting challenges and proposing solutions. They support ongoing efforts to convince the public of the necessity for active participation in development processes and economic reform. Additionally, they provide an accurate picture of future economic trends, the activities associated with them, and the resources they require⁽²⁰⁾.

Within this framework, these programs can actively contribute to fulfilling the core objectives of economic media, they can help: raise public awareness of current economic issues, build citizen trust in national products and promote their consumption, expose corruption, combat illicit economic activities, and address socio-economic challenges such as unemployment, price inflation, market dumping, and commercial fraud⁽²¹⁾.

Within its Ramadan programming schedule, Jijel Radio continues to broadcast its regular local development programs while adapting their content to address negative economic phenomena prevalent during the holy month. These include price hikes, speculation on widely consumed goods, and even social behaviors with economic repercussions—such as wasteful spending and lack of consumer awareness among citizens.

The data presented in the table above demonstrate a substantial allocation of programming slots to economic content addressing local development issues. These programs were predominantly scheduled in afternoon time slots, broadcast weekly with live transmission formats. Their continued broadcasting during Ramadan further confirms that local development initiatives and the promotion of economic growth in the province constitute priority concerns for both policymakers and programming directors at Radio Jijel.

4-5- Social Programs:

Table 5: outlines the social programs featured in Jijel Radio's Ramadan 1446 AH / 2025 CE broadcast schedule:

Program Name	Program Concept	Broadcast cycle	Druation	Broadcast Day and Time	Broadcast
Jijel Zoom	Monitoring various social phenomena during Ramadan	weekly	52min	Tuesday 9.05-10.00	Live
Platforms	It focuses on content creators	weekly	52min	Wednesday 16.05-17.00	recorder
Life is a Challenge	It documents individuals' life stories and experiences	weekly	52min	Thursday 14.05-15.00	recorder
Paradoxes	It addresses negative behaviors phenomena during Ramadan, aiming to identify their causes and suggest solutions to address them.	weekly	52min	Sunday 20.05-21.00	recorder

Source: Prepared by the researcher based on findings interview results with the Head of Production and Programming Department

Social programs systematically address the lived social realities of individuals within their communities - examining both positive and negative aspects through analytical explanation, guidance, and counseling. These programs explore real models of community service to share

and replicate their experiences while encouraging others to emulate them. They also deconstruct negative social phenomena through investigating their root cause, exposing their manifestations, and proposing solutions to either resolve them or prevent their spread such as social pathologies including drug abuse and criminal behavior.

Based on this proposal, social programs on radio can contribute to various societal objectives which include:

- Supporting community development through providing a consultative platform for discussing exchange of ideas on sensitive social issues, supplying listeners with verified information about local/global events and offering expert analysis to help audiences contextualize complex issues and develop evidence-based perspectives. This helps reinforce social cohesion and serve as a stabilization mechanism⁽²²⁾ when political tensions and economic shocks escalate.
- These programs strengthening social norms & intergenerational bonds serving as cultural safeguards and bridges mitigating cultural alienation among youth⁽²³⁾ They work to immunize individuals and communities against the negative impacts of direct exposure to Western cultural models promoted by local and foreign media, while raising awareness about the risks of uncritically embracing liberalization and urbanization values they advocate.
- Establishing social exemplars by presenting positive role models that equip new members of society with the skills and beliefs valued by their community⁽²⁴⁾ .

The data in Table 5 reveal that Jijel Radio's Ramadan programming schedule included several programs addressing certain reprehensible social phenomena that had become prevalent in Jijel society. The producers, along with specialist guests, aimed to analyze these issues, investigate their underlying causes, and ultimately develop solutions to address them. The objective was to effect fundamental changes in listeners' attitudes, values, and behaviors, while striving to align them with the community's authentic cultural values. This was pursued by capitalizing on the distinctive spiritual atmosphere of the holy month, which renders it both a gateway for transformation and an opportunity for moral and behavioral discipline.

The notable observation, however, is the limited number of such programs and the overlap in their thematic focus. For instance, both *Jijel Zoom* and *Mofariqat* (Paradoxes) aimed to raise awareness about critical social issues facing the Jijel community, to equip listeners with coping strategies through expert and activist collaborations, and explicitly promote positive values while strengthening social solidarity ties.

Nevertheless, both programs were scheduled outside peak listening hours, which likely diminished their reach and impact on target audiences.

One can also observe Jijel Radio's modest attempt to adapt to shifting audience consumption patterns through its program *Manssat* (Platforms), which provides a window into digital content production while keeping its audience updated about new media platforms. However, the weekly broadcast frequency may undermine the timeliness and immediacy expected from content that is inherently characterized by renewal, diversity, and abundance.

4-6- News and Sports Programs:

Table 6: presents the news programs included in Radio Jijel's Ramadan 1446 AH/2025 CE broadcast schedule.

Type of Program	Broadcast	duration	timing
News Report	daily	5min	08.00 am 10.00 am 02.00 pm 08.00 pm
News Brief	daily	5min	09.00 am 11.00 am 03.00 pm

			09..00 pm
Local News	daily	5min	12.00 pm 05..00 pm 10..00 pm
The aired on Chanel One	daily	30min	13.00 pm 06..00 pm 00.00 pm
Regional News	daily	15min	04..00 pm

Source: Prepared by the researcher based on interview outputs with the Director of Production and Programming.

The local radio's news programs cover local, national, and international events relevant to listeners, including: political developments, economic conditions, weather forecasts, maritime navigation, transportation updates, and similar matters.

Radio Jijel has maintained its commitment to providing objective and timely news services within its Ramadan schedule. Approximately every hour, the station broadcasts news bulletins or summaries, supplemented by local and regional news reports. Additionally, it connects with the national mother channel at fixed times: precisely at 1:00 PM, 5:00 PM, 7:00 PM, and 11:00 PM.

The evident emphasis on news functionality appears to constitute a professional commitment that admits no exceptions within Radio Jijel's editorial policy. The designation of the Ramadan schedule as a special programming framework does not justify reducing core responsibilities that form part of the station's media mandate, notwithstanding minor adjustments made to certain bulletin timings to accommodate changes in social rhythms during the holy month.

Regarding sports programs, the station continued broadcasting two regular programs during Ramadan: *DZfoot* and *Min al-Mala'ib* (From the Stadiums). Both are weekly programs - the former airing on Mondays at 9:00 PM while the latter airing on Fridays from 3:00 PM for two hours.

5- General Conclusions:

The analytical examination of Radio Jijel's Ramadan programming structure has yielded several key findings, which we present in the following points:

- Jijel Radio's Ramadan programming schedule demonstrates the programming department's strategic commitment to multifaceted objectives, which we summarize in the following points:
 - Adherence to the public service mandate in structuring its Ramadan programming schedule, through implementation of a plan that incorporates audience needs and interest as well as sociotemporal rhythms characteristic of the holy month, while respecting the region's distinct cultural and societal particularities.
 - The endeavor to strengthen Muslims' connection to their religious values and facilitate their adherence to the faith's moderate teachings.
 - An initiative to revitalize local heritage and highlight indigenous folk culture, aiming to safeguard its continuity, reanimate its constitutive elements and keeping them alive in collective memory to prevent cultural erosion and oblivion.
 - Comprehensive coverage of local events and provision of diversified community services across all demographic segments, coupled with the enlightenment of local public opinion.
 - Cultivating civic consciousness among citizens and disseminating a culture of participatory engagement, while overseeing monitoring, follow-up, and evaluation processes.
 - Fostering interactivity through audience participation in program activation.
 - Contributing to the constructive utilization of listeners' leisure time through content that synergistically blends entertainment and edification across diverse program formats.

However, the commendable efforts exerted have largely failed to achieve most of these objectives, for numerous reasons that may be fundamentally linked to the following points:

- The absence of a strategic vision and clear media policy, resulting from centralized management and lack of decision-making autonomy concerning the nature of programs produced and scheduled.

- The emergence of program clustering phenomena, where audio content with homogeneous themes is concentrated within specific time slots, consequently depriving certain listeners of access due to their inability to adapt to the distinct temporal rhythms characteristic of the holy month of Ramadan.
- The absence of creativity and innovation in planning, coupled with reliance on improvisation in program selection and content orientation, has resulted in a pattern of monotony and repetition.
- In addition, there is poor technical quality and a failure to keep up with developments due to limited financial resources, a shortage of human resources, and the fact that Radio Jijel employees are tasked with numerous tasks and responsibilities, including preparation, presentation, production, and management, all at the same time. This undoubtedly affects the productivity and professional competence of employees.

Conclusion:

This study has endeavored to provide a critical analytical examination of the Ramadan programming structure of Radio Jijel, assessing its adherence to the objectives of local broadcasting concerning community development and the reinforcement of cultural and religious values specific to the Jijel region.

The quantitative and qualitative analysis revealed that, despite the commendable efforts of its administrators, the 1446 AH/2025 CE Ramadan programming schedule failed to meet the requisite standards for sustaining audience engagement. This shortcoming stems from multiple factors related to the channel's editorial identity which institutionalized bias causing disproportionate emphasis on news programming and unbalanced proliferation of talk shows, particularly those addressing local development issues. Meanwhile, creative content has withered due to administrative constraints, inadequate financial / human resources, and persistent technological challenges that have marginalized its core broadcasting functions and diminished its societal impact.

Accordingly, the study recommends the imperative need to:

- Rigorous strategic planning for the Ramadan programming schedule, ensuring adequate lead time for the production and programming department to prepare content while enhancing departmental autonomy by expanding the decision-making prerogatives of the programming unit regarding program selection, content duration and editorial discretion.
- It is imperative to avoid program clustering phenomena, where homogeneous broadcast content is concentrated within specific time slots, while ensuring fluid distribution patterns that align with listeners' daily rhythms.
- Emphasizing program quality over quantity, as prioritizing quantity over quality often manifests as confusion and overlapping content among programs.
- It is imperative to conduct novel research delineating the sociocultural transformations within the Jijel community and its evolving media consumption patterns, with direct application in radio programming architecture.
- The necessity of adopting modern programming technologies while avoiding formulaic approaches in broadcast scheduling architecture.
- Institutionalizing audience participation in the selection and production of media content.
- Radio Jijel must prioritize continuous professional development for its personnel to equip them with cutting-edge competencies in programming architecture and audience engagement. This entails mastering advanced scheduling methodologies and dynamic content flow optimization to enhance broadcast efficiency, alongside persuasive communication techniques, loyalty cultivation frameworks, and retention enhancement strategies to deepen audience relationships. Such upskilling is particularly critical in today's volatile digital landscape, where intensifying audience attention fragmentation, escalating platform competition, and rapidly evolving content consumption patterns demand agile, informed responses from media professionals.

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