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Abstract

Communicational behavior of A Syrian village

This study is a descriptive research that uses the survey method.

The results illustrate that: the research community is exposed to all mediums of mass communication (traditional and new). Entertainment is the first motive for viewing and listening followed by understanding and

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following events. Home is the main place for -watching, listening, and net browsing-. The wider segment is exposed to local media and trusts its credibility. Hitherto, there is a significant segment exposed to foreign TV and radio channels. Among which, the BBC Arabic occupies the first place in terms of exposure and credibility. Personal communication has a significant role within the communicational behavior of the research community with a high deal of credibility, unlike group communication limited credibility. The majority of the respondents indicated that written press has the least position in terms of both exposure and credibility compared to the electronic means of communication that has acceptable rate. The majority of the respondents are critical towards ads credibility.

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(Katz,et,1974, 11-30)

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(Donohew, and Tipton,1973, 208)_

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200	4	8	17	22	95	54		100	100	
%100	%2	%4	%8.5	%11	%47.5	%27		%50	%50	

(2) :

35	35-25	25-15	15		64	64-50	49-35	34-18	
43	112	36	9		8	25	52	115	
%21.5	%56	%18	%4.5		%4	%12.5	%26	%57.5	

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200	11	3	186	
%100	%5,5	%1,5	%93	

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(4) :

	4	4-3	3-2	2-1		
200	31	39	76	38	16	
%100	%15,5	%19,5	%38	%19	%8	

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200	12	89	99	
%100	%6	%44,5	%49,5	

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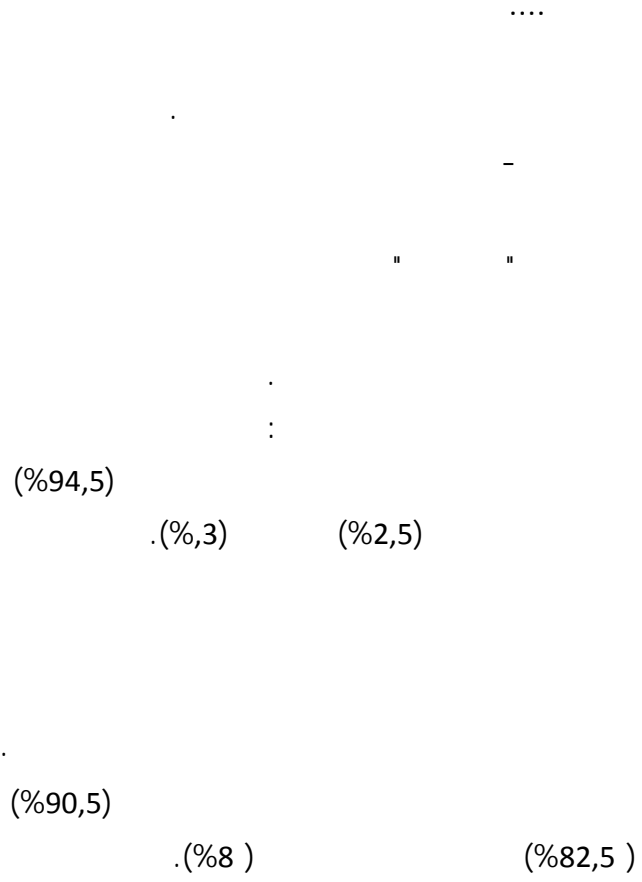
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(6) :

200	64	89	18	29	
%100	%32	%44,5	%9	%14,5	

(% 32) (%44,5)

(%9) (%14,5)



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200	6	4	30	34	48	78	
%100	%3	%2	%15	%17	%24	%37	

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200	-	-	29	171	
%100	-	-	%14,5	%85,5	

(%14,5)

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(9)

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	4	4-3	3-2	1-2		
200	6	34	22	101	37	
%100	%3	%17	%11	%50,5	%18,5	

2-1 %50,5

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200	26	81	93	
%100	%13	%40,5	%46,5	

(%46,5)

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(%10,5) (25,5) (35,5) (%78,5)

(%21,5) (%29,5)

(%9)

(11) :

200	4	6	34	48	27	17	64	
%100	%2	%3	%17	%24	%13,5	%8,5	%32	

%32)

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200	131	43	26	
% 100	%65,5	%21,5	%13	

(%34,5)

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(13) :

	4	4-3	3-2	2-1		
69	-	-	7	15	47	
%100	-	-	%10,1	%21,7	%68,1	

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(%31,8)

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%4,3)

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69	13	4	7	16	4	2	23	
%100	%18,8	%5,7	%10,1	%23,1	%5,7	%2,8	%33,3	

(%33,3)

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(15) : : -

200	-	10	184	6	
%100	-	%5	%92	%3	

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141	-	49	92	
%100	-	%34,7	%65,3	()

(%34,7)

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(17) :

	4	4-3	3-2	2-1		
141	8	12	21	69	31	
%100	%5,6	%8,5	%14,8	%48,9	%21,6	

(%73,7)

(3-2 %14,8 2-1 %48,9)
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(18) :

13	11	62	9	28	18	
%9,2	%7,8	%43,9	%6,3	%19,8	%12,7	

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(%19,8)

.(%12,7)

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.(%7,8 %9,2)

(19) :

54	-	2	4	11	13	6	24	15	12	
38,2	-	%1,4	2,8 %	%7,8	%9,2	%4,2	%17	10,6	8,5	

(%38,2)

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 .(%9,2 %7,8 %4,2 %17 %10,6
 (%2,8)
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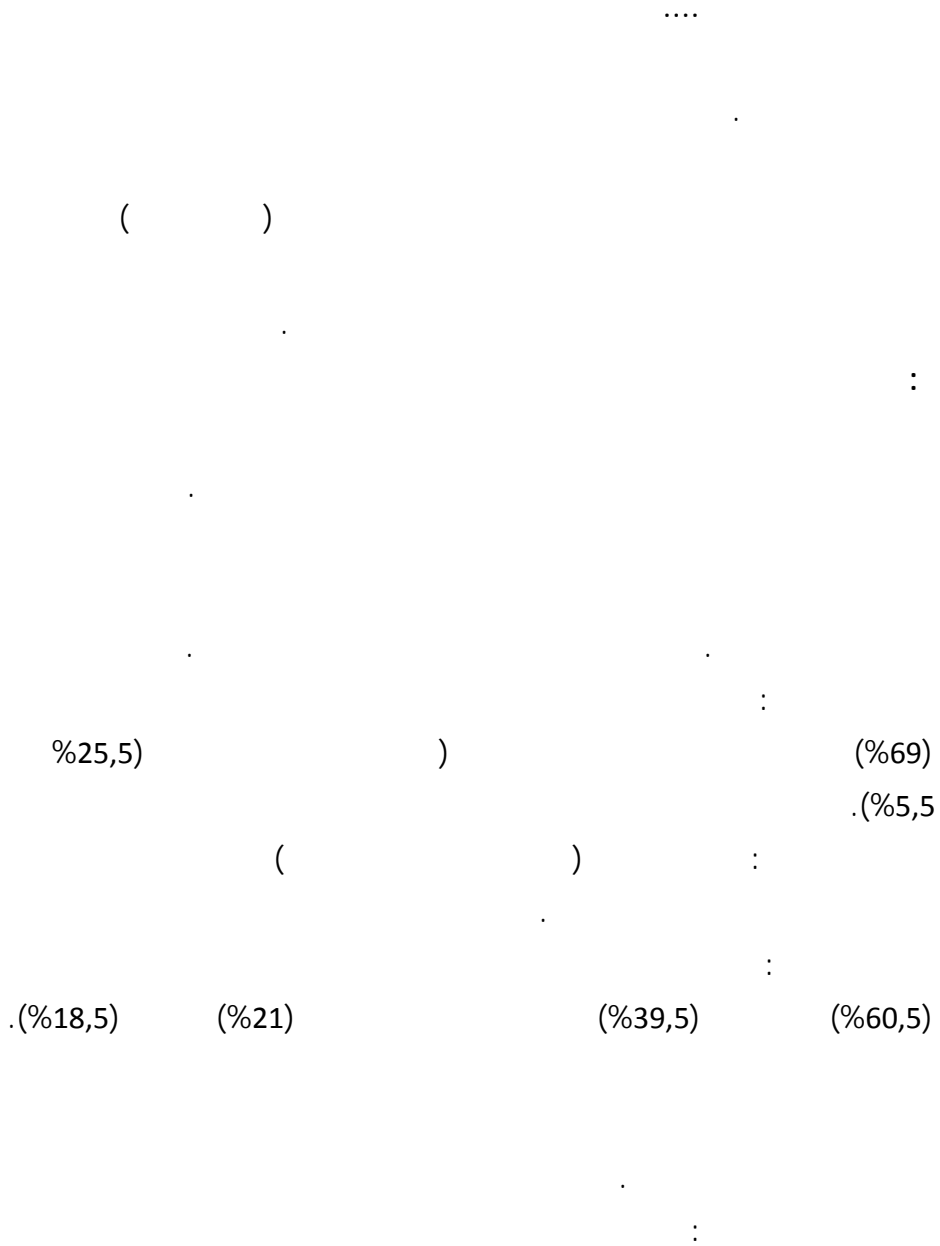
(20) :

141	-	28	5	4	13	43	48		
%100	-	%19,8	%3,5	%2,8	%9,2	%30,4	%34		

%34 -%64,6)

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200	-	117	8	21	23	31	
%100	-	%58,5	%4	%10,5	%11,5	%15,5	

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(22) :

200	17	23	52	42	66	
%100	%8,5	%11,5	%26	%21	%33	

(%33)

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(23) :

200	90	34	9	17	8	18	24	
%100	%45	%17	%4,5	%8,5	%4	%9	%12	

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200	38	15	79	68	
%100	%19	%7,5	%39,5	%34	

(39,5)
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154	35	28	34	57	
%100	%22,7	%18	%22	%37	

(%37)

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47	13	17	7	5	4	
%100	%28,2	%36,9	%15,2	%10,8	%8,6	

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:1993	.8
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:2001	.10
:2004	.11
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:2002	.12
:2005	.13
:1970	.14
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