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An Analytical Review of the Societal Impacts of the Jordanian "Wast El Balad" Program According to the Value Determinization

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Abstract: Some radio programs effectively make an impact on individuals and societies. Among the radio programs on the Arab level is the "Wast Al-Balad" program, which is broadcast on the Jordanian "Fan FM" radio. The article aimed to provide an analytical reading of the societal sides of the program. The article adopted the qualitative analytical approach using discourse analysis and interview tools. The results showed that the most effective aspect of Wast El Balad program was contributing to solving the social problems of individuals and overcoming difficulties, followed by influencing public opinion and community development. The program focused on the values of helping the needy and addressing societal problems, as well as problems related to government actions. The results also showed that there is a completely harmonious between the vocal and lyrical effects with the topics presented. The interviewees pointed out the program's need for improvement notes for the program, such as diversity, keeping on the current performance, and reducing the advertisements.

Keywords: "Fann" FM Radio; Societal impacts; Value determinism; Wast el Balad

1. Introduction

Traditional media such as television, radio, and newspapers are affecting their audience somehow after they were the only influential media before the emergence of new media and platforms for my number and social networking sites. But this fact does not negate that some television or radio programs or newspaper articles still influence public opinion and contribute to changing and shaping its attitudes and decisions.

Radio programs, particularly live programs, have a large social presence due to the simultaneous interaction between the presenter and the caller and because they are often explicit and far from making and censoring scissors. Through it, the citizen can express his opinion fully and clearly. It also puts the responsibility in front of the citizens face to face. It thus represents a pressure factor on the responsible authorities for further reforms and improvements in the services provided to the citizen. One of these live programs is the Wast El Balad program, which Jordanian Radio Fan FM broadcasts. The program focuses on receiving citizens' calls to submit their complaints so that the program communicates with the competent authorities to develop solutions directly and on the air. From here, we realized the importance of a direct and interactive program in building public opinion and, most importantly, in urging decision-makers to carry out their responsibilities in the best possible way.

The article will provide an analytical reading of the Wast El Balad program by reviewing some samples of its content, as well as soliciting the opinions of some Jordanian elites (ministers, ambassadors, political and social figures...) to reveal the extent of the program's impact on the country's internal government position, as well as the extent to which it contributes to providing solutions to official problems.

1.1 Problem statements

There is certainly a strong influence relationship between the media and the public. Some programs represent a milestone in influencing and creating public opinion, mobilizing passion for a particular issue, and enhancing or flattening (weakening) a specific value or topic. Over varying periods, some radio programs constituted strong and effective factors of influence, produced certain societal trends and served as a ruling authority in the trends of the society and the consolidation of its culture, concepts, and values, and even provided the audience with special role models for young people.

Many researches and studies have indicated the effectiveness of radio programs and their role in addressing values and influencing public opinion, as in Al-Hassan et al [1], Johnson & Rajadurai [2], and Saleem et al. [3]

"Wast El-Balad" program is one of the famous radio programs broadcast on the Jordanian "Fan FM" radio station. It

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deals with social, economic, political, and other issues. The article's main question is what social dimensions and values did the "Wast El Balad" program broadcasting on Jordanian "Fann FM" radio focus on, and how did it address them technically and substantively? What is the effectiveness of the "Wast el Balad" program within the influential societal roles? What are the most prominent values dealt with by the "Wast el Balad" Program? How was the presenter's performance of "Wast el Balad" technically and interactively? What is the level of harmony between the musical and lyrical effects and the subjects in "Wast el Balad" programs? What are the aspects of content and technique in "Wast el Balad" need more care? All these questions constitute the main problem of the article, and we try to answer them by discourse analysis tools.

1.1 The Importance

The article deals with an important topic for experts, officials, and those in charge of media organizations, educators, and reformers. The importance of the topic relates to the values related to the individual and society, which are being reinforced or destroyed through the values and agendas of the media, which poses a great challenge to media institutions and individuals alike. The article also highlights a radio program with analysis and criticism to provide a scientific assessment that can benefit the media, educators, officials, and researchers.

1.2 The aims

The article aims to identify the social dimensions and values that the "Wast El Balad" program broadcasting on Jordanian "Fann FM" radio, focused on, technically and substantively.

1.3 Terminology

*Fann" FM is a private Jordanian radio established in 2003 to present various information, cultural, social, and entertainment programs.

*Wast El Balad is a radio program that began broadcasting on Jordanian Radio FM Fann on March 15, 2012; its broadcast duration is three hours from 07:00 to 10:00 a.m. It discusses the issues of Jordanian society: security, economic and social, and what is related to family relations.

*Societal impacts are behavioral and cognitive repercussions that occur in society due to the media and the content they provide and then affect the behavior of individuals, their attitudes, opinions and decisions

*Value determinism refers to a theoretical trend that asserts that media content is the message and that the message is a set of values that should push people and society to elevate and sublime.

2. Review of the Literature

2.1 Value Determinism

Value determinism is a recent theoretical trend that assumes that the media content is the message and that the most important criterion in evaluating the message is the value. Therefore, the influence of the media is positive if its contents are closely related to values. The more the documents are, the more positive the impact. In turn, the negative impact is if the contents do not adhere to or contradict the value, and the greater the distance from the value, the greater the value, the greater the negative impact [4]. The concept of negative and positive is considered among the new concepts presented by the theory in addition to the media imagination, media time, symbolic media capital, situation, and imagination, "reasoning" (from the use of the mind), the act of hearing and sight, value structure and others[5]. The most important pillars on which the theory is based [4]:

- Communication should stem from the civilized cultural dimensions to which the society belongs.
- The communication should be integrative, including audiovisual, written, and oral personal communication, focusing on the written because it is one of the foundations for the rise of civilizations.
- Communication should be based on the conscious participation of the receiving public and not be unilateral and authoritarian.
- Communication should carry the cultural and spiritual values that push people and society to elevate and sublime.

2.2 Radio Programs

Radio is the most widely spread and popular media, and its audience is a general audience at all levels. It can reach it by breaking through the barriers of illiteracy, geographical obstacles, and political restrictions that prevent some other means from reaching their communities[6]. According to UNESCO, local radio is an essential tool in giving a voice to those it calls "Voiceless", meaning the deprived people, to activate democracy in those societies by enabling everyone to express their opinions. Local media is directed to a particular group and is linked to the needs of these people. This media is related to the culture of the local environment and its realistic conditions[7]. Radio programs are a group of audio broadcasting materials that address a specific topic, serve a specific field at a specific time and for a particular audience group, and are present in a

network[8]. The radio program includes a set of overlapping audio information that was prepared and produced to serve specific goals and research that fabricates information according to the nature of the program. The program may include musical segments or effects; the radio program may be daily or weekly, and it may be specialized, such as women's or children's programs[9].

According to Al Hassan et al., radio concluded that it had a social, economic, political, and cultural impact on the programming district. The station was primarily used as a tool for integrated rural development. The station operates within its mandate as a socially responsible community radio providing community breaking news, current affairs, sports, culture, and health programming. Simli Radio has achieved its goal of becoming a community radio. When it comes to ownership, community members feel part of the ownership. This was because the station staff took their suggestions and recommendations to heart. They also participate in programs through announcements and advertisements [1].

One of the most important forms of radio and television stations is direct radio dialogue, which the media adopt to provide information as the fastest way to deliver their message. The direct program is a dialogue that includes the media material directed by a competent person to the listeners in a straightforward manner, "The direct talk depends on the spoken word that must be chosen carefully, given the seriousness of its impact on the recipient." Direct speech is short in its time, simple in linguistic structure, intelligent in its beginnings, presenting ideas, and full of verbal and mental images. Its presenter must have the talent of uttering[10]. There are cultural programs, which are programs aimed at developing the local community, by raising its culture, and the local radio works to provide it with new information, experiences, and skills. New social behavior of the local community links the present with the future through diversifying the knowledge and information of community members in various fields such as health culture, intercultural culture, scientific culture, and historical culture[11].

According to Johnson & Rajadurai, radio programming addresses linguistic and ethnic diversity and helps bridge society's socio-economic and rural-urban gaps. The content broadcasts are relevant to specific audiences so local voices (individuals, groups and communities) share their stories and experiences, speaking out about issues that affect lives that are largely ignored by the media; providing a platform for CRS educational programs has increased newspaper reading among students in the Kotampatti area. Health-related programs benefitted teenage students, women, and older adults more. It turns out that local government radio programs are passing on such knowledge to local people. Grant community radio licenses to NGOs to increase the number of community radio listeners. This is because NGO CR stations are aimed at community development[2]

Saleem et al., examined the impact of Pakistan Broadcasting Corporation or Radio Pakistan in guiding socio-economic development in central Punjab through infrastructure programs from 2008 to 2013[3]. The authors used a qualitative research method based on interviews with 35 producers employed by three major radio stations in Lahore, Sargodha and Faisalabad. The researchers developed a questionnaire for in-depth interviews with the producers, including 22 men and 13 women. This study found that producers believe Radio Pakistan plays a significant role in socio-economic and infrastructural development in Central Punjab by following government guidelines, maintaining the quality of programs, choosing the latest topics of discussion, and finding guests with sufficient knowledge of the subject.

Radio Fun FM was established in 2003 as the first private Jordanian radio to provide valuable content through its various programmes and information, entertainment, and assistance programs for people while enjoying art. Fan FM is the radio that created the concept of morning talk shows that simulate the issues of people, society, and the movement of life in the country until it became a daily morning platform and a haven for the Jordanian citizen in the face of slack, nepotism, red tape, bureaucracy, poor performance and lack of productivity. Radio Fan formed a unique media awareness by opening the doors of dialogue with and through the citizen, a concept not previously available in the official media.

2.3 Wast El Balad Program

Wast El Balad is a radio program that began broadcasting on Jordanian Radio Fann on March 15, 2012, its broadcast duration is three hours from 07:00 to 10:00 a.m. It discusses the issues of Jordanian society: security, economic and social, and what is related to family relations. The program relies on dialogue. Although the program appeared in line with other talk radio programs that became popular and had a large audience, it departed from the stereotypes followed by other programs. The number of episodes from the first day of the program's broadcast until August 4, 2022, is 6750 episodes. Each episode contains approximately 9 advertisements. These breaks are commercial, educational, cultural, and marketing. The program has followers from various Jordanian and Arab communities in America, Canada and the Gulf countries.

Many Jordanian newspapers and websites talked about *Wast El Balad* Program and reported some of its effects on society and the official responses that took place as a result of presenting humanitarian cases through the program. One of the Royal responses came because of a phone call by the Jordanian actor Mohammed Khatoum with *Wast El Balad*. In which he talked about his inability to pay for his treatment due to his cessation of acting on account of his illness. Where the chief of the Royal Divan Yousif Al-eissawy (according to an order of his Majesty King Abdullah II) made a phone call with Mohammed Khatoum, to ensure his health and financial condition. Consequently, arrangements had been made for his treatment and provided all the required support for his position[12].

Internationally, in the International Herald Tribune, which is part of the New York Times, Sweis[13] published an article in which she discussed an interview she had an interview with the presenter of the program and described the program as directed to an audience that has not been met any response to his complaints. Sweis indicates that one of the most important reasons for the program's success in a short period is the availability of the will to discuss files and issues that directly and consistently affect listeners' daily lives.

The newspaper referred to how the program team plays songs, music, and sound effects in proportion to the nature of the conversation or the call of one of the listeners. "When citizen calls to complain that a government department has ignored his request, you hear an emotional song in the background of the dialogue talking about the idea of the letting down," the newspaper reporter says. She points out that officials are now fully aware of the importance of media because individuals have found a way to account for the officials who are far from people's concerns. Wast El-Balad program is based on the policy of supportive campaigns and urging community members to cooperate and stand together.

Humor and Arabic pop songs are used to lighten long discussions as Jordanians make their way to work or school. In between conversations, a D.J. chooses lyrics from Arabic pop songs that echo complaints from listeners. When a caller said he felt neglected by the government, the background music was a love song about abandonment. "When the show first began, we told government officials that it's better they respond to caller requests and go on the record," said Mr. Badri, who hosted the show for nearly a year. "Some officials now realize the power of the media because ordinary citizens have found an outlet to hold them accountable.[13]

Wast El Balad program is based on supportive campaigns and encouraging the community individuals to support and cooperate each other. The following samples of stories addressed by program.

Rawan's story: the presenter received a phone call from a sad woman who started telling her story with tears as she had to borrow a sum of money to complete purchase of what she needs at home. The amount was paid in the installments, but after a period, she was unable to pay. she was about to get arrested, according to the law, for failing to pay. Anyway, her tears were even more than her words, then the presenter showed great sympathy for this woman not for her own situation but for being a tragic issue for women to be imprisoned for debt. The presenter focused on the value of cooperation and assistance and approved the injustice against the woman as she takes responsibility for her home. After the presenter listened to her sympathetically, he invited his audience and friends to stand with her and help her and within minutes the full amount was really secured. The director played a musical background that returns to a song about justice and injustice under the title "*Fi Nas*" i.e. "*There Are People*" whose lyrics tell that people are just and unjust and it is consistent with Rawan's story of injustice to which she was subjected and justice that solve her problem [14].

Spoiled Canned goods: In an episode of Wast El Balad an important issue was presented in regarding to four million spoiled canned goods that nearly reached the Jordanian market. The program presenter criticized the complacency, noting that the citizen as a consumer is no longer protected, and he criticized the official supervisory authorities. He said that there are no supervisory authorities, neither on the drug nor on food, with the exception of the General Organization for Medicine and Food for its active role in discovering corrupt cans and conducted a telephone interview with the director of the institution to inform the citizen about the circumstances of the case. The official spoke frankly about the name of the factory and owner, and legal measures were taken against him. When the official mentioned that the factory owner had appointed a lawyer to defend him, and he met the official, the presenter interrupted him, asking: What can the lawyer say, and this is an attempt at a collective crime for the Jordanian society? The presenter and the guest agreed that the factory owner deserved an aggravating punishment. The presenter's style was firm. The role of the judiciary in redressing the citizen and restoring the right to him was discussed. After the dialogue, a song was played that its lyrics say: "*Raise your head with the vigil heroes*". It is appropriate for the event, as officials were able to discover these spoiled cans before distributing in the markets and endanger the lives of many citizens[15]

3. Methodologies

3.1 The Method

The article adopted a qualitative methodology that classified as a type of long-term first-hand observation performed near to the phenomenon under study. Participant observation, interviews, focus groups and case studies are primary methods of conducting qualitative studies[16]. I consider the main options for the collection of qualitative data, which include discourse analysis, and in-depth interviews. This approach is pointed out by[17] as the "circuit of culture" model, which shows the integration of text analysis (representation) with production and consumption.

3.2 Discourse Analysis

Fairclough [18] asserted that discourse is "the language used to represent a particular social practice from a particular point of view" and is a construction of social structure. The discourse relates to language used as social practice and the variety of language applied in a particular sphere, for instance political or scientific or social discourse. Discourse analysis entails an evaluation of how language functions and its significance in various social contexts.

3.3 In-depth Interviews

To supplement the above data, I conduct interviews with selected Jordanian elite persons. In total, I plan to interview 25 characters. The in-depth interviews will follow the "qualitative research" method. This entails conducting in-depth personal interviews with a limited group of interviewees to learn about their viewpoints on a certain idea, programme or problem[19]. The basic research question might function as the opening interview question, but between five and ten more detailed questions are typically established to investigate different elements of the research problem[20]. The answers obtained will be used to address the results of the study and promote the theoretical trends related to the subject.[21] There are seven distinctive phases outlined to in-depth undertaking interviews: topic identification, design, interviews, script writing, analysis, verification and reporting.

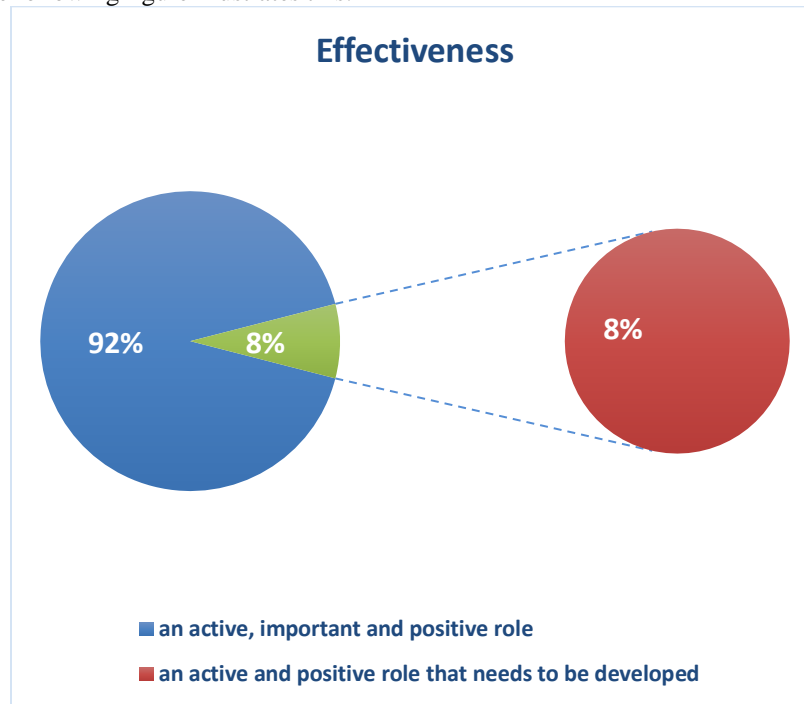
3.4 Data Analysis

It is preferable that qualitative data analysis takes place at the same time with data collection with the purpose of enabling investigators to generate an evolving understanding of the research questions. Accordingly, this enlightens both the sampling and the questions being asked. This iterative data collection method and evaluation ultimately result in a situation in the data collection in which no new categories or themes materialise. This is termed saturation and indicates the completion of the data collection[22].

4. The Results

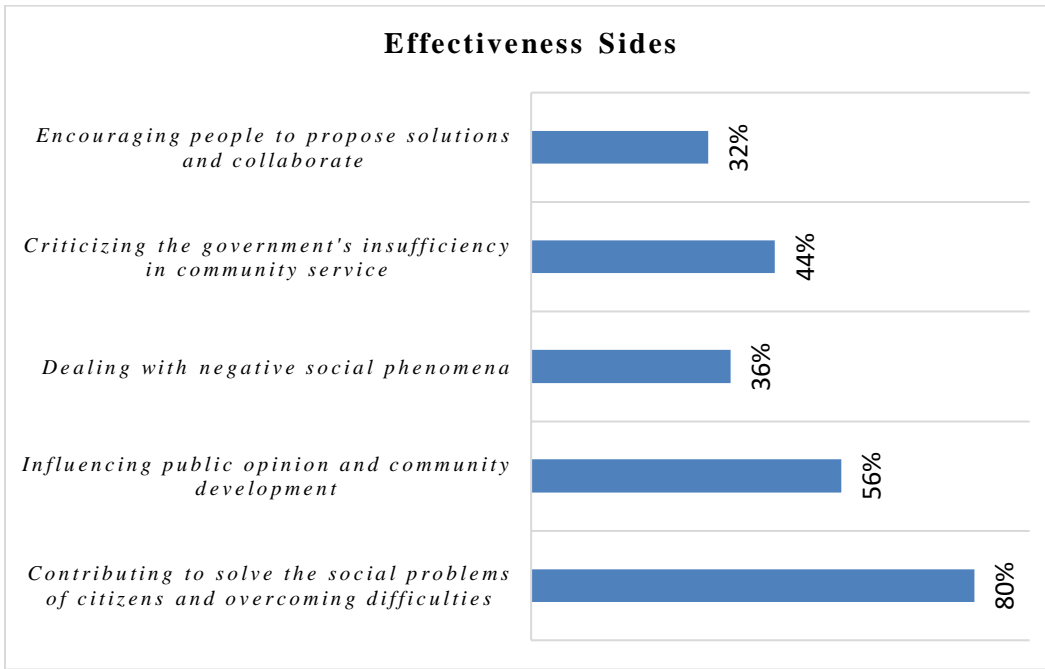
4.1 The effectiveness of the "Wast el Balad" program within the influential societal roles

Most of the "interviewees" confirmed that the "Wast El-Balad" program is one of the programs affecting the community, and it plays a positive role in solving social problems, helping the needy, and overcoming the difficulties faced by a large number of citizens. The following figure illustrates this:



Figure(1) shows the evaluation of interviewees about the Wast El Balad effectiveness.
 Source: The researcher using Excel and Spss

"A very effective program that helps to solve social problems and overcome difficulties"[23]–[25]. "It has a very positive role, through which it helps many people and solve their problems, in addition to knowing various and educational news[26] [27]" A positive, developmental and societal role" [28], "The program is very important that deals with issues that affect citizens' lives and have a direct impact on public opinion"[29]–[31], "helps in revealing the citizen's complaints and following up their urgent and transparent treatment with the concerned official, and pointing out the aspects of delay or defect in many of the procedures"[32]–[34], and The following figure shows the most prominent aspects of the impact of the program "Wast El Balad":

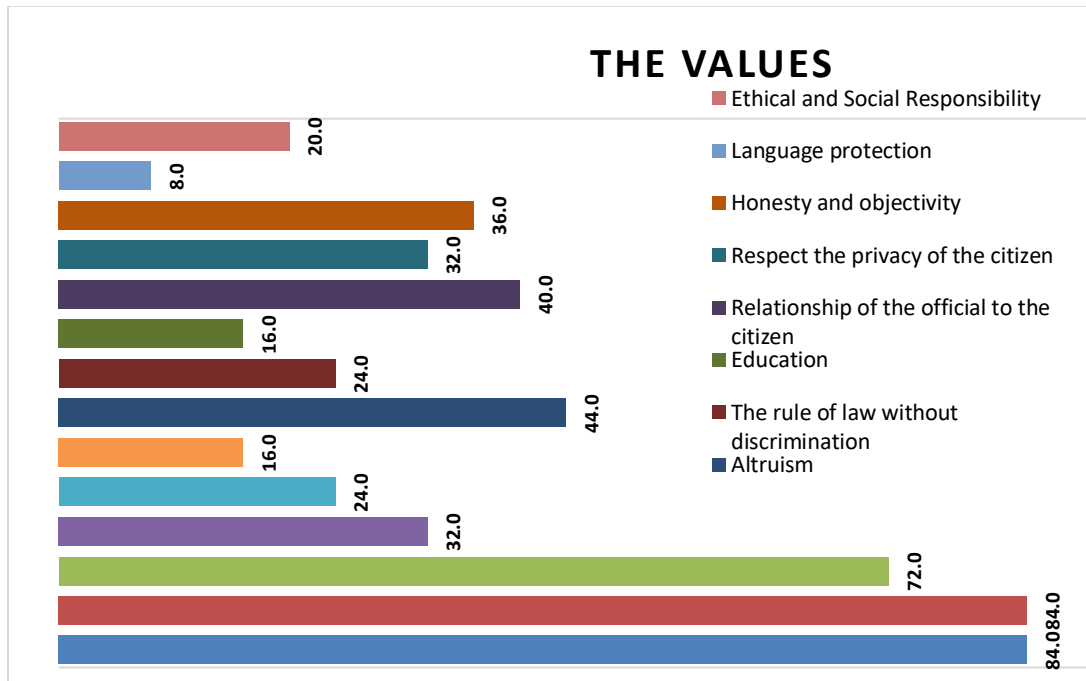


Figure(2) shows the effectiveness sides of Wast El Balad program.
Source: The researcher using Excel and Spss

The figure above showed that the most effective aspects of Wast El Balad were "Contributing to solve the social problems of individuals and overcoming difficulties" (80%), followed by "Influencing public opinion and community development" (56%), thirdly "Criticizing the government's insufficiency in community service" (44%), in the penultimate rank, "dealing with negative social phenomena" (36%), and finally, "Encouraging people to propose solutions and cooperate" (32%).

4.2 The most prominent values that the "Wast el Balad" Program dealt with

The "Wast El Balad" program focused on a specific set of values, and the participants' responses in the interviews showed that the most prominent of these values are helping the needy, addressing societal problems and those related to government actions.



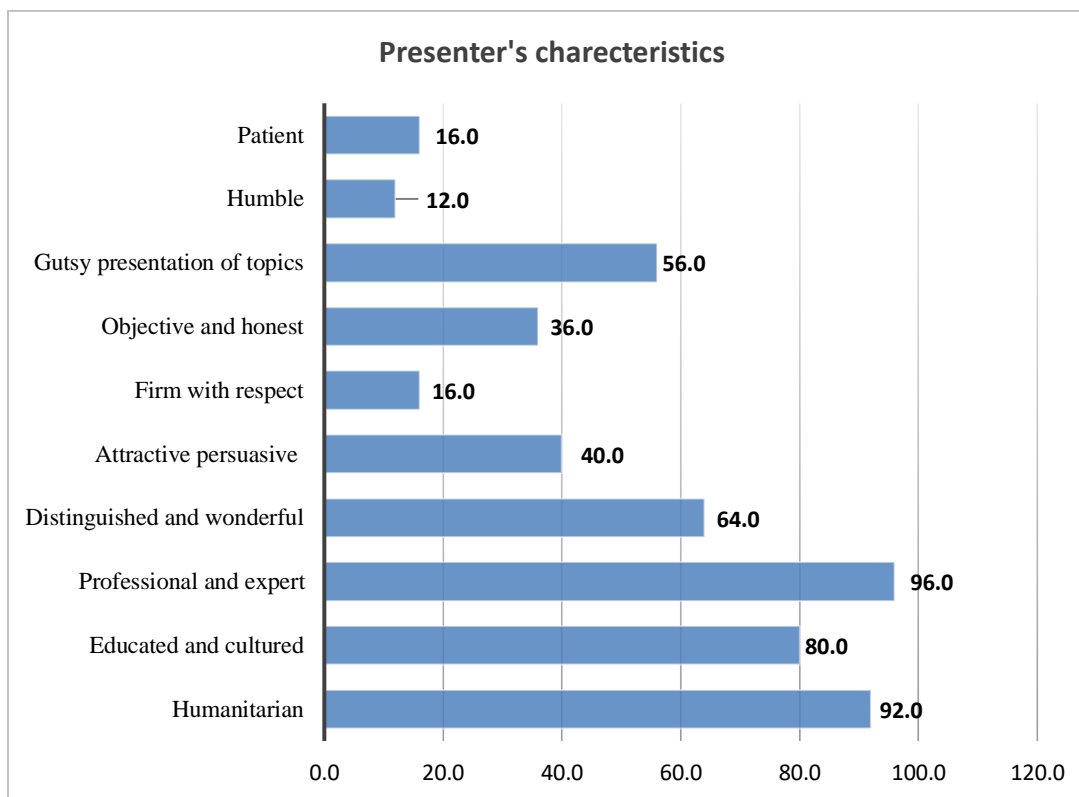
Figure(3) shows the Values focused by Wast El Balad program.
Source: The researcher using Excel and Spss

Chart (3) shows that "helping the needy" and "solving problems" were among the most prominent values reinforced by "Wast El Balad" Program with (84%) of the respondents' responses, followed by social solidarity at (72%). The proportions of the rest of the values varied, but they all formed a value framework that indicates human interaction. Al-Sheikh [35]and Al-Armouti [36] confirmed that human interaction through "social solidarity"[23], [27]. One of the most prominent values that "Wast El Balad" Program focused on. The interviewees also emphasized that the program always emphasizes the values of "helping the needy" and "solving problems"[37]–[39].

The most prominent of those humanitarian cases that the "Wast El Balad" program dealt with was urging the public to help to provide medical treatments to patients in need. Such calls have received wide public interaction. "One of the patients needed to travel to Germany for treatment, and the presenter and his team on the radio persevered to help this patient, and set aside a day to collect the amount, and the public and the affluent interacted until they collected the amount, and the patient was sent to Germany for treatment"[36]. Among the cases of social solidarity presented by the program is the "loaf of bread campaign", where the program called on its audience to donate by buying bread and distributing it to the needy poor during the Corona pandemic." [34]. Another example: the city lady "Rawan", who is a widow and mother of children, and she was not even able to leave her house because of the lawsuits due to debts, as the program adopted her case and within minutes her problem was resolved[30].

During the program's episodes, many human values emerged, such as "justice"[23], [24], [32], [40], "citizenship" [25] [28], "altruism" [29], "kinship" [28], "education" [41], "assistance in paying university fees instead of poor students" and "positive impacts on enhancing social solidarity" [25], "helping the stranded student to return to Jordan and contacted him and secured the return ticket and returned him to his country safely, which indicates that the program exceeded all borders and references to serve Citizens." [40]. In addition, there were values of "respecting citizen's privacy" [30], "credibility and objectivity"[31], [40], [42], [43], "Caring for the Arabic Language" [44], "The Rule of Law" [33], and "ethical and social responsibility" [34]. Some interviewees indicated that "there are many cases in which the program sided with the oppressed citizens , stood boldly to expose the mistakes of some officials and highlight the value of accountability and media oversight as a real duty of the fourth authority" [24].

4.3 "Wast el Balad" presenter's performance technically and interactively



Figure(4) shows the Wast El Balad program presenter's characteristics.

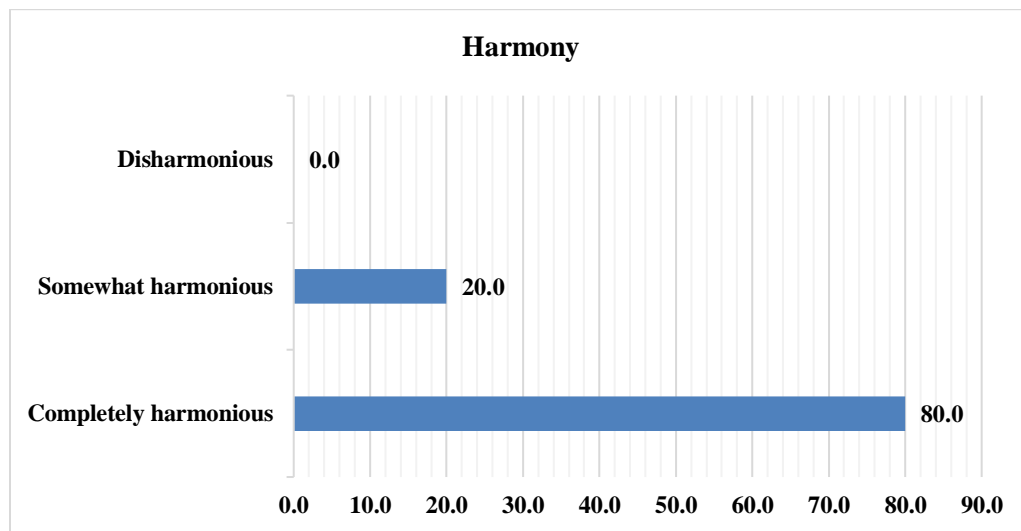
Source: The researcher using Excel and Spss

The figure above showed that the Wast El-Balad's presenter was "Professional and expert" (96%), "Humanitarian" (92%), and "Educated and Cultured" (80%). Most of the interviewees also described the presenter as "Distinguished and wonderful"

(64%), and the presenter was distinguished as "Gutsy Presentation of topics(%56)". The interviewees unanimously agreed that the presenter is a humane person, educated, capable, highly experienced, and a patriot. "An educated person is well-versed in various aspects in a way that allows him to conduct dialogue. A patriot seeks to make his country better" [23], "He is primarily humanitarian... as he honestly conveys what many suffer from humanitarian, social and other issues ... and he has a lot of patience" [26], "If we talk about performance, the presenter is incomparable to other ones, whether humanly or technically, and this we all notice every morning, especially when presenting program addresses humanitarian problems or other problems presented by people who listen to the program" [36], "a professional expert" [41]. The interviewees also confirmed that the West El Balad program's presenter is a distinct journalist, bold in presenting important issues, acceptable to the public and from political and governmental parties, and brings joy to his followers:

"A journalist with distinction. Credibility, boldness in presentation, depersonalization, follower, and charisma. He promoted in his program a social phenomenon that was forgotten by many, which is the love of helping and serving people. He brought back to us the beautiful memories of the live broadcast program on Jordanian Radio"[30], "The presenter has the experience, the knowledge and the moral dimension related to his personality, his style, and the human sense towards the citizen's issues"[42], "The presenter has academic/knowledge and practical experience in presenting such programs for decades - he is respected and appreciated by the listeners of the program as well as the official parties - his humility in dealing with citizens as it is a live program and the door is open for communication for all segments of society - he was able to solve many issues that were presented to the program in record time"[31], "he brings pleasure to his followers and participants"[44]. Regarding his dealings with the media, the interviewees praised the professionalism and performance of the presenter towards social issues, as he has practiced the work environment in the traditional media, and from there he entered the digital media environment and platforms with professionalism. He has dealt with issues of public and private citizen's issues in high transparency and a lovely spirit..., additionally transparency in pointing out any defect in the procedures in force with any party related to these issues" [32], "The presenter's performance is outstanding, and he is a veteran journalist, contemporary with the traditional media through in which he got to digital media and its various tools, and has a lovely personality and a sense of humor that he employs smoothly to pass many of the messages that the program wants to deliver" [33].

4.4 The level of harmony between the musical and lyrical effects and the subjects in "Wast el Balad" programs



Figure(5) shows the harmony between the effects and content in West El Balad program.

Source: The researcher using Excel and Spss

The figure above showed that 80% of the interviewees believe that there is a completely harmonious between sound and musical effects, and the nature of the topic presented in the program, "There is a high harmony between the sound and lyrical effects and the topics presented, so that the listener can follow the program with a kind of attention and not boredom of follow-up for consecutive periods. The presence of musical periods and breaks gives the program more attractive to listen to it"[32], and that "the team in harmony with the broadcaster adds suspense and constant follow-up to the large number of followers of the program and through sound effects that respect public taste and the issues at hand" [40].

While 20% believe there is a Somewhat harmonious but it needs some improvements. Because the largest percentage of interviewees see completely harmony between effects and topics, we think it's best to point to critical remarks in some detail. Some interviewees pointed to the need to re-evaluate the effects to be more harmonious[44]. Some interviewees also pointed out that "the level of harmony may be better if audio and video transmission is made, for example, through YouTube, so that listeners can follow the program audibly and visually, especially while traveling in the car or bus, where one spends a long time, ..., and is forcible to listen and watch the interesting programs available to him/her" [33].

4.5 The aspects of content and technique in "Wast el Balad" that need more care

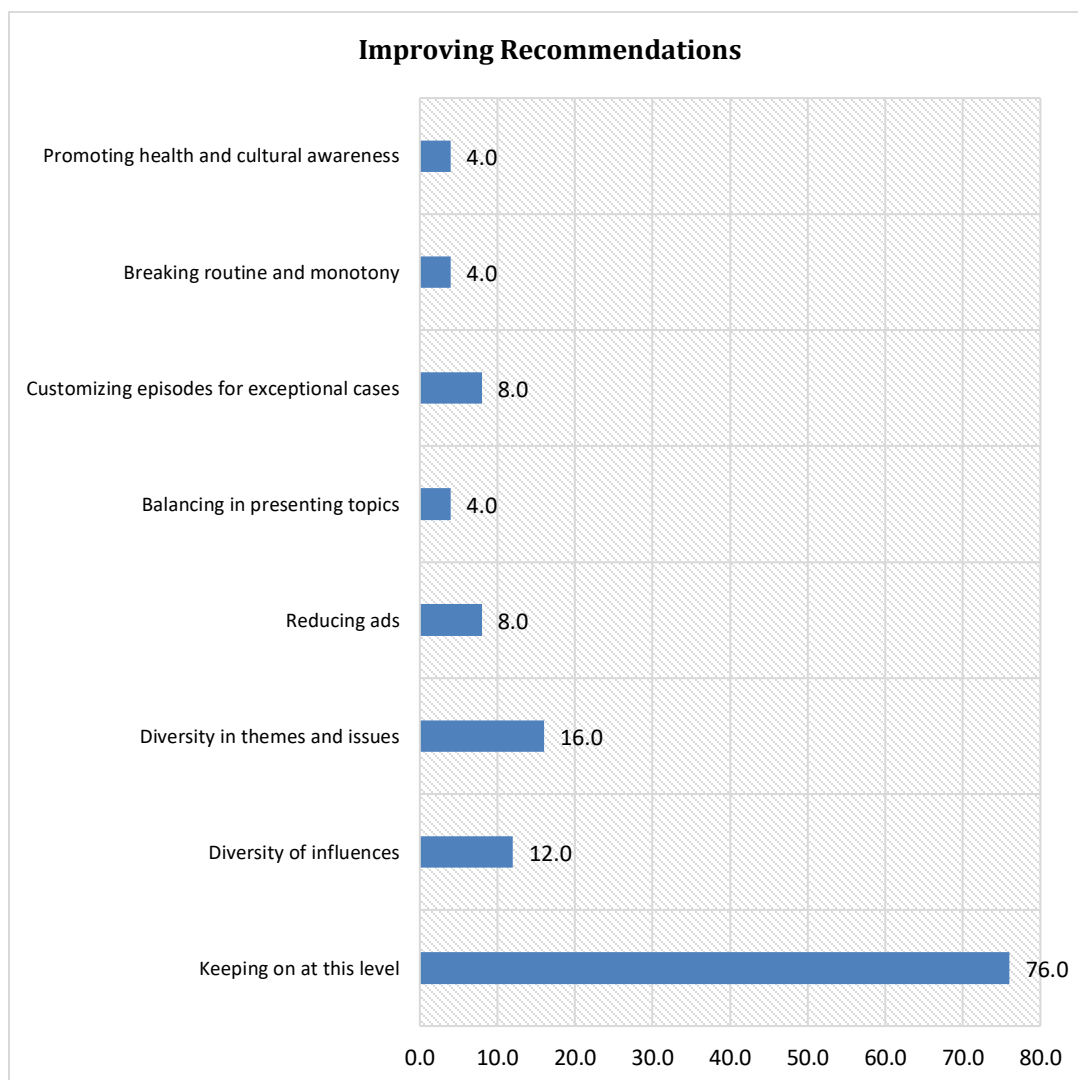


Figure (6) shows the most sides that need to be developed in Wast El Balad program
 Source: The researcher using Excel and Spss

The interviewees believe that the "Wast El Balad" program deals with all social, cultural, humanitarian and other issues and it is at the required level"[26] [31][32], and "the program, according to all, is successful from all sides, therefore we find that the presenter has experience, acumen, and knowledge of matters that need more attention, so he does it without making us noticing it.. that is why the program is successful" [36]. However, the interviewees pointed out improvement notes for the program, such as "diversity"[29], [35], [43], [45] and "Keeping on the current performance"[23], [28]. This recommendation got (76%) of the interviewees' Responses, "Allocation of Topics"[30], [34], [40], [46], "Reducing Advertising" [47], and more "Balance In "introducing the topics", and "breaking the routine" [24]

5. Discussion

5.1 The effectiveness

"Wast El-Balad" radio program plays a positive role in solving social problems, helping the needy, and overcoming the difficulties faced by many citizens as governmental defects in many procedures. The program also has a lot of impacts on public opinion and community development, criticizing insufficient governmental services, and encouraging people to propose solutions and cooperate. Also, the program has provided many individuals with the opportunity to express their problems, overcoming the personal, geographic and political barriers that may prevent some people from conveying their complaints[6]. The results also showed that the program was the voice of the deprived and the voice of the "voiceless" ones,

as the program was closely needed by its audience[7].

"Wast El-Balad" program is a live radio program based on direct dialogue with the audience[10]. It seeks to provide its audience with new information, experiences and skills and influence the current and future social behavior of the community, by diversifying the knowledge and information in various fields such as health, culture, science, and history[11]. Saleem et al.[3] suggested that producers believe that radio plays an important role in the social, economic and infrastructure development of society by following government guidelines, maintaining program quality, selecting the most recent topics, and hosting guests with sufficient knowledge of topics. The pattern of live radio programs is characterized by interacting and communicating with the audience. So, the program had included social, economic, political, and cultural impacts on the community[1]. From value determinism view, the communication should be based on the conscious participation of the receiving public, and not be unilateral and authoritarian[4].

5.2 *The values*

"Wast El Balad" program focused on a specific set of values, such as helping the needy, addressing societal problems and those related to government actions, and social solidarity. During the program's episodes, many human values emerged, such as justice, citizenship, altruism, respecting citizens' privacy, credibility, objectivity, concerning of Arabic Language, domination of Law, and ethical and social responsibility. The program sided with the oppressed citizens, stood boldly to expose the mistakes of some officials, and highlight the value of accountability and media oversight as a real duty of the fourth authority. This result comes in the context of what is stated in the theoretical direction "value determinism", which assumes that the content of the media is the message, which is the core of evaluation of the medium, as the message represents values. Therefore, the content is positive if it has positive values, and negative if it has negative ones[4]. In addition, according to value determinism, communication should stem from the civilized cultural dimensions to which the society belongs, and it should carry the cultural and spiritual values that push people and society to elevate and sublime.

5.3 *The Presenter's performance*

Wast El-Balad's presenter was professional, humanitarian, educated, cultured, wonderful, highly experienced, a patriot, well-versed in various aspects, honest and patient. His performance is incomparable to other ones, bold in presenting important issues, acceptable to the public and from political and governmental parties, credibility, boldness in presentation, depersonalization, and charisma. He promoted in his program a social phenomenon that was forgotten by many, which is the love of helping and serving people. Regarding his dealings with the media, he has practiced the work environment in the traditional media, and from there he entered the digital media environment and platforms with professionalism. With all those characteristics that the presenter described and described his performance, his direct speech depended on the spoken word that directly affected the recipient, especially since the presenter was speaking direct and simple speech in his linguistic structure in order to present ideas and topics, with the skill of the presenter[10]. Therefore, the presenter's performance was distinguished by persuasion and influence, for instance, the Royal Divan response to one of the humanitarian cases presented by him was an indicator of this influence[12].

5.4 *The harmony*

There is a high harmony between the effects and the topics presented so that the listener can follow the program with attention and not boredom of follow-up for consecutive periods. The musical periods and breaks give the program more attractive to listen to it. Some suggested improvements such as re-evaluation of the effects to be more harmonious, and transmission of audio and video through YouTube so that the public can listen to the program audibly and visually, especially while travelling in the car or bus. In general, there was a distinctive use of sound and lyrical effects, in line with the topic raised by the presenter, as in the story of Rawan, in which the director of the program used a musical background that returns to a song about justice and injustice that tells that people are just and unjust and it is consistent with Rawan's story of injustice to which she was subjected and justice that solves her problem [14].

5.5 *The Improvements*

Although the "Wast El Balad" program deals with all social, cultural, humanitarian and other issues at a good level, the program, according to some, needs some improvement, such as Keeping on the current performance, reducing advertising, and more balance in introducing the topics. The elitist trend with the continuity of the program at the current level means that the program has become an outlet for the citizen and even for the official who sometimes expresses the shortcomings in government performance in order to exonerate him/herself in front of society. The Jordanian elite also expressed their desire to reduce the number of advertisements, and this also confirms that the level of audience interaction with the program is great, and therefore they prefer to continue with the fewest number of advertisements possible, because of the interaction they find and solutions to many problems. Among the required improvements is balancing the issues, meaning that the issues are not all about unemployment, or debtors, but rather the issues are distributed and varied, and each problem is given its right of coverage and treatment.

6. Conclusion

The "Wast El Balad" program focused on a specific set of values, such as helping the needy, addressing societal problems and those related to government actions, and social solidarity human interaction. During the program's episodes, many human values emerged, such as justice, citizenship, altruism, respecting citizens' privacy, credibility, and objectivity, caring for the Arabic Language, the Rule of Law, and Ethical and Social Responsibility. The presenter was Professional and expert, Humanitarian, highly experienced, a patriot, and well-versed in various aspects. There is a high harmony between the effects and the topics presented so that the listener can follow the program with a kind of attention and not boredom of follow-up for consecutive periods. Although, the "Wast El Balad" program deals with all social, cultural, humanitarian and other issues, the program, according to some, needs some improvement, such as Keeping on the current performance, reducing advertising and more balance in introducing the topics.

7. Recommendations

The researcher recommends the following:

- 1) Making more sponsorship and promotion for the radio program pages on social media.
- 2) Conducting more studies on the relationship between radio programs and institutions concerned with community service.

8. Funding

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Appendix

Interviewees List

Interviewee, date of interview	Position
Hanan Kamel I. Al-Sheikh July 15 2022	Dean of the Faculty of Media Middle East University
Omar Yousef Al-Alan July 15 2022	General Manager Khabarni Company for Electronic Media
Hussein Faisal Hussein Al-Jaghibir July 15 2022	General Manager Al-Anbat newspaper
Khaled Al-Rahahleh July 15 2022	Director of Operations Department Al-Mamlaka Tv
Jamil Nazih Jamil Samawi July 17 2022	Academic Middle East University
Jumana Bundakji Al-Najdawi July 17 2022	A Housewife
Kamel Khurshid Murad July 20 2022	Faculty Member Middle East University
Khawla Ibrahim Nazzal Al-Armouti July 20 2022	Former Minister Ministry of Social Development
Muhammad Hussein Al-Momani July 21 2022	Senator The Senate
Nawaf Ajarmeh July 21 2022	Secretary General Ministry of Education
Murad Al Bawab July 21 2022	General Manager National Tourism Co. for Tourism Development
Samir Said Murad July 22 2022	Former Minister Ministry of Labor
Sufian Salman Qudah July 22 2022	Ambassador Ministry of Foreign Affairs and Expatriate Affairs
Ibrahim Sobeih July 22 2022	Surgeon Farah hospital
Khaled Musa Al-Hnaifat July 22 2022	Minister Ministry of Agriculture
Yousef Mohammed Al - Shamali July 23 2022	Minister Ministry of Industry Trade and Supply
Najwa Dhaifallah Mansour Al-Qubeilat July 23 2022	Secretary General of Administrative and Financial Affairs Ministry of Education
Elham Abdul Rahman Suleiman Al-Khurasat July 23 2022	Secretary General (physician) Ministry of Health
Ezzedine Mohieldin Kanakaria July 23 2022	Chairman of the Board of Directors Jordan Duty Free Company
Kifah Muhammad Abu Tarboush July 24 2022	General Manager Prince Hamzah Hospital
Mamoun Muhammad Al-Debi'e July 24 2022	Secretary General Ministry of Higher Education and Scientific Research
Sakhr Marwan Dudin July 24 2022	Ex-Senator -The Senate Former Minister- Ministry of Media
Muhammed Mazhar Annab July 24 2022	General Manager Mazhar Annab & Partners Co.
Yanal Abd Al-Salam Freihat 24 July 2022	parliamentarian
Abdullah Younis Al-Bashir July 24 2022	General Manager Jordan Hospital