

## **The role of television production in improving visual communication to develop Egyptian tourism propaganda**

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### **Introduction:**

The television image has become important as a visual language to address the different groups in the world, due to the technological boom in the development of quality, which contributes to provide a tourist image of Egypt in a new and new quality has not been produced before and that activates the process of mass communication, Film production in terms of the cost factor has become the ultra-sharp television picture is the most representative of this kind of documentary documentaries representing tourism in the Arab Republic of Egypt

The problem of research: The problem of research is to improve the quality of the television image of the documentary films and tourist propaganda of Egypt through the technological development in digital television technology

The importance of research: Improving the mental image of Egypt as a tourist destination by spreading the cultural awareness of Egypt at the Arab and Western levels by raising the quality of the image of the documentary films of tourist propaganda, using the modern digital technology of television image.

The objective of the research: The aim of the research is to improve the quality of the image of the tourist TV films by taking advantage of the modern technological possibilities provided by the digital TV imaging system and the development in the form, dimensions, quality and colors of the digital TV picture.

Research Methodology: The study follows the descriptive approach to describe the devices and the tools used in the processes of achieving high quality in the television image and the experimental method

The most important search results

- The interactive feature is the most important characteristic of the New Media on the traditional media. This stage is a coup against the traditional communication model, where the average person can reach his message to those who want it while he wants in a multi-direction rather than a higher Down only, according to the old contact form.
- The need to pay attention to the development of tourism marketing methods - the most important of which is the image of the TV tourist documentary film - by raising its efficiency and quality, as well as studying the factors that control the quality of the digital display to reach the best quality of the digital TV display.

**Keywords:**

Television production, Visual Communication, Tourism Media

**Search Recommendations:**

- The necessity of establishing an Egyptian television channel specialized in the field of tourism, which will be available on foreign and Arab industrial satellites, so that it will be able to offer promos and tourist films, thus increasing tourism awareness among the Egyptian people and attracting tourism investments from abroad.
- It is necessary to observe the criteria of the production of tourist TV documentary picture, which the researcher listed in this study, before and during the production of the tourist documentary film.
- The need to raise awareness of how to choose a digital television camera in the filming of television documentary films in accordance with the requirements of quality and drama of these films.
- The importance of scientific and technical study of the technology of producing high-quality television image, unlike what is happening now in the Arab Republic of Egypt, through exposure to a wider range of study of the modern digital technology of the image industry, especially with regard to the high image quality and the factors affecting the achievement of this quality and requirements This quality.
- To sensitize most of the workers in the field of color correction in the Egyptian labor market to the need to develop themselves academically as most of the employees of this profession depend on the experience of the years of work, through the work of training courses for cadres working in color correction, all do not work out of academic study but from the starting Market experience.
- The need to establish an electronic academic library in the scientific section, which includes the innovations of foreign and Arabic books in the science of photography, cinema and television.

Finally, the researcher is recommended to enrich the library of the college and the university with books and modern researches that explain and explain the concept of tourist documentary film and its production systems

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