Egyptian Youth's Uses of Satellite Television

*Dr. Amani Omar El Husseini**

Introduction:

Throughout history, modern technology has enabled people to meat their basic needs. Simultaneously, human values, attitudes and behavior all affect the activities of meeting these needs. Marshall MacLuhan was a pioneer in speculating around those effects of media technologies. He stated a perspective to evaluate the relationship of media, society and audience's use of communication technologies. He suggested the following: all media are developed before a need has been created, and all media are over burdened by our expectations [1].

He confirmed that technological advancements change the way we use the media. Several communication media which we have today were originally developed for purposes greatly different from their current use. It is quite noticeable today that those technologies change traditional ways of doing things.

The satellite channels have been portrayed as great educators, helping in efforts to cross cultural gaps, capable of bringing culture to the masses and reach national development goals[2]. Simultaneously, they are accused by some writers of representing foreign cultures and they weaken local ones. They try to promote modern popular culture, while increasingly weakening the identity of the nations. Youth, due to the nature of their life style, and their age, tend to be exposed to satellite television and accordingly to foreign cultures, and since they are not yet adults and local culture is not yet well rooted in them,

* Misr University for Science and Technology.

they are more likely than other age groups to be influenced by foreign cultures.

The researcher here presents this paper with the goal of stimulating conversation and cooperation among scholars in the fields of media, Sociology, and Psychology about how youth use one of the strongest and most influential technologies which is satellite television. It also comes with the promise of promoting new insights into the complicated and critical role of media in the youth's lives.

Importance and Objectives of the Research:

There are many reasons and factors which made the researcher feel there was a need for such a research to be conducted. One of these reasons is that the subject matter is the youth, of both genres, which is a critical stage of life when new information are acquired about life and still general behavior is formulated. It is a transient stage to adulthood and if youth reached with mistakes, or wrong ideas and behavior, would be too late to correct or to change. Thus, we can look at youth as a gate to future. If mistakes in raising up or in the process of socialization occur, there might be a chance to correct them during youth; however, during youth we need our boys and girls to have healthy mental, psychological, ethical and physiological status.

One of the most influential agents that shape that status is media. This study deals with the use of youth of one kind of media which is satellite television. Many adolescents all over the world growing up watch media, may be everyday of their

lives. Thus, understanding their uses and needs of this media is significant to virtually all of the research on media.

A big portion of the satellite television content that our youth are exposed to is directed to political and economic benefits. and favors of the nations exporting these contents, which presents direct threat to the consumers of the satellite channels[3].

The local television channels carry the local cultural codes, symbols, rules and values, even if they don't try to do so, but, the foreign television channels, on the other hand, carry "foreign cultures". Thus, the more the youth watch foreign channels, the more this will become at the expense of watching local ones, which carry the identity of their country. This might lead to a new social identity, which is neither the original one, nor belonging to the new values and characteristics of the foreign culture that the youth are exposed to when they watch the satellite channels.

Another reason the researcher felt that this paper was essential is that it tends to verify if adolescents think that satellite television has a negative effect on maintaining their cultural identity. This is an important issue to find out about because if they believed that they have negative effect, then we can be optimistic about their future, since usually when one knows that something is harmful, will not necessarily avoid it, but at least will be skeptical about it, and hesitant to adopt its contents. As a result, its negative effect on them would be less.

The researcher also believes that whatever the potential, content, attraction, information or communication, modern

technologies can't by themselves produce an effect, whether negative or positive, on their audiences and users; however, it is the way that people use them that determines their impact.

Finally, it is true that there might be a number of previous studies about adolescents' use of satellite channels, but, still there is a continuous need to have studies in this area, because nowadays technologies are developing so fast and the number of changes in lifestyles of adolescents all over the world are happening so fast; for example, the late age of marriage (over thirty five) is a new phenomena in Egypt. This demands continuous studies in this field to offer up to date data in the light of the changing circumstances.

The Research Objectives:

This research tends generally to examine the uses of university students of local and satellite television. It investigates specific aspects of this issue; among of which the relationship between motivations of youth's watching satellite television on one hand, and their media consumption on the other.

Another aspect investigated in this research is the effect of some independent variables; such as age, type of education and socio-economic status on gratifications sought and gained from satellite television. Among the objectives also is to examine the effect of youth's watching satellite television on their watching the local channels.

Also the researcher tends to find the relationship between the rate and intensity of television viewership on the type of satisfaction they get from watching them. Finally, the researcher

hopes for reaching some worthwhile results which would enable her to direct some useful recommendations for workers in the field, parents and professionals for better use of the media.

Review of Literature

The researcher made a review of the previous studies that were done regarding the topic of this research, both in Arabic and in English. The following are some of these studies written chronologically according to the date of their publication.

- The first study is an Arabic one by Mofied El Zeidi[4], titled: *"Issues in Globalization and Information Technology in the contemporary Arab Society"*, 2002[4]. This study raises the question: if globalization works towards enforcing the international economy, would its effect be limited on economic aspects of life? Or will this extend to culture, politics and other aspects as well? The study tended to answer this question by saying that these other effects depend on the extent of power that controls the globalization process, and its interest and benefits.

  It relates the globalization to the new communication technologies which spread certain ideas, and cultures which were called the "penetrating cultures". These cultures change tastes of people and affect the identity of the nations.

- Another study by Heba Ameen Shaheen, titled: *"The Development of New Media in Egypt and Its Effects on Local Realities"*, 2002[5]. This paper discussed the establishment and development of Egyptian Satellite Channels. It also talked about the start of specialization in media in Egypt.

According to this paper, development in telecommunication made it possible to overcome limitations of the spectral field, which can't include the specialized systems. Furthermore, digital technology had a big role in multiplying the numbers of channels broadcast by a single satellite.

- Among the studies that dealt with the issue of transnational television and its effect on globalization and the Middle East was written by Naomi Sakr, titled: *"Satellite Realities"*, 2001[6]. This study explains that global civil society by the aid of satellite television may exist as a theoretical idea, only but not as a real application.

Ten years ago, after television crossing boarders in the Middle East, independent local pressure groups involved in the field of civil rights could still avail only in a minority of Middle Easter nations, and even in those states they were effectively denied access to most famous satellite channels by the same set of laws that precluded them from operating independently or agreeing on funding from overseas.

This study contends that globalization is still considered a "work in progress", not only in terms of the geographical regions covered by complex cross-nations relationships, but also in terms of the interest groups incorporated into these relationships.

- A Doctorate dissertation by Heba Ameen Shaheen, titled, *"The Uses of Egyptian Audience of Arab Satellite Channels"*, 2001[7]. This study had a number of important results. The reason behind the preference of the sample, on which a field survey was conducted, was the daring and

liberal way of presenting different issues and the skillful anchors.

Moreover, the interviewees' first use of the Arab satellite channels were to know about the world news, to be open to the world and to learn about new cultures. This research also revealed that watching those channels decreased their viewer ship of the local Egyptian channels, and when they do watch them, it is either to learn about the Egyptian daily news, or because it was a habit that they didn't completely get rid of it. This study also showed that there was no correlation between the socio-economic status and the gratification of the world news and important events; however this correlation existed in the case of the educational level as an independent variable.

- A study by Ezz El Arab, Mohamed, Eman, titled: *"Mass Communication and the Society Under the New Global System"*, 2001[8]. This paper looked positively at the role of the satellite television on the viewers all over the world. The author here commented that we, nowadays, gain the fruits of the technological progress, which was enormous and exceeded all the cultural, geographic, and political boundaries of the world's nations. This, consequently, lead to a basic evolution of the roles and functions that the mass media play in our lives. These changes, according to this study, made life easier, besides richer in terms of amount of news and information that became absolutely available to people from different social strata.

Those news are available in an immediate sense, an event might take place in one part of the world and you know about it simultaneously in a distant part, both in sound and picture. This

study also referred to the role of satellite television in the area of spreading cultural experiences globally, besides spreading education especially that satellite channels could penetrate the censorship that some governments have exercised over their mass media.

- Another Arabic study by Abdallah Mohamed Zalata, titled: *"The International Communication in Present"*, 2001[9]. The author of this study stated that international communications is related to three major issues which are: the cultural invasion, media dependency, and vertical flow of news and information. As for the first concept he explains that some nations spread ideas and cultural notions in other countries through the media and replace the local culture with foreign culture in different fields of life. As for the second concept, he summarized "media dependency" that the developing countries depend on the developed nations in having modern technologies programs, systems and practices. The third concept according to this author is the dissemination of news and information through the new media which is one way flow and is not considered a real communication because it takes place from one side only, and the masses don't interact with the news.

- A study by Farag El Shenawi, titled: *"The Effect of Foreign Satellite Television on Some Egyptian Family Values"*, 2000 [10]. It attempted to reveal the extent of effect of the satellite channels on the values of the Egyptian family. This study had a number of results among of which as follows: the most useful use of the satellite channels among the sample of the study was to learn about the news and events.

As for the negative influence, was acquiring values and patterns of behavior that didn't agree with the local ones and weakening the Arab identity. The study also revealed that the more the rate of exposure to satellite channels is the more distortion of Islamic values. The study provided a number of recommendations among of which is the necessity of improving the skills, knowledge, training and experiences of the workers in the field of television production in the Egyptian television.

- An Arabic study by Mehanna Feryal, titled: *"The Satellite Communication and Globalization"*, 2000 [11]. This study discussed the issue of the moral and value invasion of the foreign cultures transmitted through the satellite channels. These morals are not convenient to the local ones. Besides, this paper referred to the economic invasion, from the USA and Europe. The researcher here states that the Arabs in this case should either enter an economic isolation, or opening a well-studied economic channels which would match with the globalization process.

Moreover, the Arab Satellite channels should face the American cultural invasion through satellite television by not sticking to some nationalistic cliché and slogans. They should defend the Arab identity, with a future vision of globalization, without attacking it.

- A study by: David Demers, titled, *"Global Media"*, 1999[12]. This paper talks about the different corporate and giant media and how do they function in the communication process. It expresses the view that there is a mainstream bias, that the international news channels give positive news coverage to extremist groups on either left or right. Moreover, it also

states that news media rarely seek the opinions of groups that are considered to be outside of the mainstream.

This study also comments that: the more extremist the society is, he less the coverage it will get and the less favorable the coverage might be. On the other hand, the more the group's goals fall within mainstream norms and values, the more coverage it will try to receive and the more favorable that coverage would be.

- Another study that is included in the literature review of this study is a paper by Lee Kuan Yew, titled: *"Impact of New Media on Politics"* 1998[13] . This study talks about the effect of new media technologies in the field of communication in East and South Asia. It contends that information technology has made it very difficult for inconvenient pieces of news to be suppressed for long. It is here to stay and will become more all-embracing with time.

This paper predicts that it will change the governance of Asian societies. These societies will adjust, adapt and adopt the new media technology while maintaining their traditional core values. Moreover, that regulators all over the world will have to act together to combat cross-border crimes in cyberspace. The new technology is a power for both good and evil.

- Another study is by George A. Codding, Jr., titled: *"The Future of Satellite Communications"*, 1990[15]. It talks about the systems and services of communications satellite, and their advanced technologies. It also presents improvements in satellite switching and transmission; for example, improvements in signal quality, error detection and

correction, channel capacity, etc., this study also illustrated the challenge of fiber optic cable and its advantages. In one of its chapters this study showed the role of the International Telecommunication Union in international allocation of space resources.

- Another study by Hala Abdel Rahman, titled: *"Uses and Gratifications of Satellite Television in Egypt"*, 1998[16]. The purpose of this paper was to explore why people watch satellite television and how this affects their lives. A Likert-type scale was chosen for this study to specify reasons for watching satellite television.

  The scale had four degrees: agree, strongly agree, moderately agree, and strongly disagree. Five factors were measured in this study: understanding, learning, relaxation, companionship and diversion. The researcher concluded that the content of much satellite programming is inconsistent with the culture and religion of the region, as it shows exaggerated violence and highly unacceptable sexual behavior according to the Middle East values. However, satellite television is also an excellent family device for entertainment, learning and communication.

- Another study that the researcher found relevant to this paper's interest is a Doctorate Dissertation by Hanan Kamal Kilani, titled: *"Usage of the International Channels Via Direct Broadcast Satellite in Egypt"*, 1998[17]. This study attempted to discuss the assumptions of the uses and gratifications in relation to the Egyptian demographic lifestyles of the viewers of satellite channels.

The researcher of this study concluded that the satellite viewers tend to be instrumental oriented in which their viewership is purposive and intended. They are also selective when it comes to choosing the channels they are exposed to. Among the findings also of this paper is that the Egyptian viewers of all socio-economic status are more exposed to satellite channels, of all different kinds and languages, more than the Egyptian local television.

This research is an analytical one which used the field survey as its methodology. A sample of 500 Egyptian owners of Direct Broadcast Satellite were interviewed from different socio-economic strata.

- One of the most interesting studies that was studied in this review of literature was a study by: John V. Pavlic, titled: *"New Media Technology"*, 1996[18]. This study discussed

A number of issues regarding cultural and political effects of the new media technology of satellite channels and computer. The author referred to the idea of globalization and cultural homogenization, meaning that the globalization of media through satellite-delivered television and online communications present the distinct possibility of an increasing similarity of one global culture.

This study also postulated that the development of information technology not only redefine the media, but also society itself on a global level. The researcher states that advances in media technologies are destroying the capability of elites to govern what people know, hear or read.

As for gender and technology use, the researcher suggests that gender has often been a defining factor in the appearance and use of new media technologies. Males tend to have higher usage rates of new media, and they have designed much of the communication software and hardware.

- Another study by Ralph Negrine, titled: *"Satellite Broadcasting"*, 1988[19]. This study refers to the significance of both cable systems and satellite broadcasting technologies culturally and industrially. It argues that it is necessary to consider them not only within the context of more broadcasting entertainment, but also within the context of national states planning for their future industrial needs and cultural desires. It also illustrated the situation of the Nordic countries in the age of satellite broadcasting. It also referred to satellite broadcasting policy in West Germany, United Kingdom, France, Australia, the United States, Canada and Japan.

- One of the studies that dealt with satellite communication was written by James Martin, titled: *"Communications Satellite Systems"*, 1978 [20]. It explains in detail the uses of digital channels and digitized messages. It stated that it is possible to transfer any type of message into a digital type for transmission. This study comments that one disadvantage of satellite transmission is a delay because the signal has to travel far into space and back. The satellite has to apply different frequencies for receiving and transmitting, or what would happen is that the stronger transmitted signal would interfere with the weak incoming signal, and the equipment

which receives a signal, amplifies it, changes its frequency and then sends it back is called transponder.

- Another study is by Abram Chayes, James Fawcett, Masami Ito, Alexandre-Charles Kiss, titled: "*Satellite Broadcasting*", 1973,[21]. The researchers stated that "SB" will extend freedom of information. They concluded that direct satellite broadcasting will not qualitatively change the exciting problems, presented by broadcasting or their solutions; and the "pirating" of satellite broadcasts, whether by use of "overspill" or by cable transmissions, will not create particular new difficulties. The researchers in this study assumed that the considerably extended range of satellite broadcasting to developing countries may create quantitative problems; for example, what should be the form and scale of dues payable to copyright owners, and from what funds can payment be made.

- The last study in this review of literature is by Sami El Sherif, titiled: "*The Arab Satellite Channels – a Criticizing Perspective*"[22], which provides the history of the Arab satellite channels and the Arab experiences in this field. It also explains the ownership of those channels and their objectives. This study provides a scientific vision about the future of the Arab satellites and the possibility of achieving coordination among them, so that to be used as tools to revive the Arab culture, and to enhance the Arab identity. This study raises the question if we need this enormous number of satellite channels.

THEORETICAL FRAMEWORK:

The researcher chose the Uses and Gratifications Approach as the theoretical framework of this study, since it deals with a modern understanding of communication at the mass mediated level.

The Uses and Gratifications Approach:

This approach came most prominently to the forefront in the late 1950's and early 1960's at a time of a big resentment to the fruits of attempts to assess the short-term influence on audience and their exposure to mass media campaigns. This approach reflected a desire to understand the people's involvement in mass communication in respect more faithful to the individual audience's own experience and views than the effects that tradition could attain. Its objective was to change the image of the mass media users as - passive victims - to people who can actively bend and use the media content for their own purposes.

The Uses and Gratifications Approach was first illustrated by Elihu Katz in 1959, he asked the following question: "What do people do with media?". Other sociologists afterwards became involved in studying the underlying motives behind audience's use of mass media[23]. Katz, with two other scholars, Blumler and Gurevitch, stated that this approach deals with the social and psychological origins of needs which create expectations of mass media or other sources, that generates different patterns of media exposure, leading to need, gratification, and other results, may be unintended ones[25].

In this model, the audience is considered active, and in the mass communication process, much initiative in relating need-gratification – and media selectivity lies with the audience member. Also, the media is in competition with other sources of need satisfaction [26].

The Uses and Gratifications Model's literature has pinpointed a big number of ways in which an active media audience uses the media in order to gratify various needs; for example, excitement, learning about the self, gaining a sense of security through knowledge, connecting with others, satisfying curiosity, relaxation, and learning. It goes in this respect far beyond lists, however, and divides needs into the following:

- Cognitive versus affective needs

- Instrumental versus ritual gratifications

These distinctions refer all to the difference between satisfactions that result from the pleasurable feelings of media content and are gratified during consumption... and gratifications that stem from learning information from media content [27]. The audience, according to this model uses the media to satisfy those needs and consumption of media content can be directed by people's prior motivations. This use of media reflects their existing interests and preferences.

As for the expectations of the audience of mass media, the Uses and Gratifications Model illustrates that the people's anticipation of what they would get from exposure to the media differs from one person to another, and from one culture to another [28].

This consideration to the individual variance by this Model was one reason why the researcher chose it to be the basis to build her research hypotheses, and this is due to the fact that nowadays the youth are becoming more enlightened, and cultured – due to the plenty sources of information – which make them variable and different from one another. Thus, different youth from the same society would have entirely different expectations of what they would get from the media they expose themselves to. Besides, currently the youth are becoming more independent than their parents, which make them develop their own sets of anticipations and gratifications from their exposure to the different channels of television.

Katz, Gurevitch, and Haas see the mass media as a means used by people to connect , or disconnect, themselves with other people. They defined 35 needs derived from the literature on the social and psychological functions of the mass media, and they listed them into five categories as follows[29] :

- Cognitive needs: (acquiring information, knowledge, and understanding)

- Affective needs (emotional, pleasurable, or aesthetic experience)

- Personal integrative needs (strengthening credibility, confidence, stability and status)

- Social integrative needs (strengthening contacts with family, friends, etc.)

- Tension release needs (escape & diversion)

The researcher thought that the Uses and Gratifications is convenient to the study of youth due to the vast typology of needs it stated. Since youth's life is dynamic, they have a big number of needs that they seek to satisfy; for example, emotional, pleasurable, aesthetic, diversion, knowledge, etc., but for other segments of the society; such as elders, children, or adults, the number of needs is limited and their expectations of the media content are not very diversified.

Despite the vast application of a significant model like the Uses and Gratifications Model, a number of criticisms were directed to it, some of which were as follows: First, this model regards the audience's exposure to mass media as a systematic process, when people have certain needs and expose themselves to media to satisfy them; but, sometimes this is not the case. Sometimes those original needs aren't satisfied, or different needs they didn't know they had, are satisfied . Then the audience's expectations in this case of that media will change in the next times they have those needs [30].

Second, The Uses and Gratifications Model neglected the study of mass media audience's motivations to get gratifications from their exposure to the media. This made the practical study of the effect of media on the audience limited [31].

Third, there were no sufficient comparative studies among different societies, to compare the role of the surrounding factors of the individual in different countries which generates certain needs, and how he uses the mass media to satisfy them [32].

Fourth, some people also attacked the uses and gratifications model because they said it is a "mental" model that

depends on mental process between the person and himself. These processes are intervening and interacting which makes them untreatable. Besides, this model can only be generalized to a group of people and not on all the society members, and this lack of generalization is one on the critiques to this model[33].

Fifth, the "expectations" of the audience of getting gratifications from the mass media are frequently confused with other notions; such as the needs and motivations. Thus, the role and functions of the expectations are not clear and not operationally defined[34]. However, despite these criticisms, the Uses and Gratification model will remain an important model and a useful framework to explain how the audience uses the content of the mass media[35].

Research Hypotheses:

On the light of the theoretical frame of this study, the researcher designed six hypotheses to test in this research which are as follows:

"There is no significant correlation between watching satellite television motivations and media consumption of university students".

"The university students' type of education (practical or theoretical) affects the motivations for satellite channels viewership."

"The students' socio-economic status affects the types of motivations and the preferred content they watch on satellite channels".

"The more the students watch satellite television, the less they watch the national television channels".

"The more the students watch satellite programs, the more they don't perceive that they are harmful".

"There is a correlation between the intensity of viewership of satellite programs on one hand, and the motivations and gratifications they get on the other".

Research Methodology Procedures:

The researcher used the field study to be the study tool since it is a quantitative research that seeks providing information and data, and to describe the phenomena of the youth's usage of the satellite channels.

The researcher prepared a questionnaire that included 30 questions. It was divided to the following segments:

a- Background information about the students

b- Patterns and rates of university students' viewership of satellite channels

c- The uses and gratifications the students acquire from the satellite channels

d- The students' views regarding effects of satellite television.

This questionnaire was given to a number of Mass Communication Professors for revisions. The necessary amendments were done , some of which were regarding the order and wording of some of the questions. Moreover, a pilot study was done, the questionnaire was given to twelve university students to make sure that the questions were well-

understood and not confusing. According to this pilot study, some changes were done, some questions were deleted and others were added.

The Study Sample:

This research conducted the field survey on a random sample of 220 university students from different Egyptian universities. Since the socio-economic factor was one aspect that the researcher was concerned about in this research, the sample belonged to different levels.

One half of the sample number was chosen from practical faculties; such as Medicine, Engineering, and Pharmacy. The other half was selected from theoretical faculties; such as Mass Communication, Political Science, and Commerce. The universities that the sample was drawn from were: Ein Shams University – Misr University for Science and Technology - Cairo University and 6th of October University.

As for the age of the sample members, it ranged from 17 to 21 years old. Equal number of students were chosen from the four years in college which means 55 students were chosen from first year, 55 from second year, and so on until the fourth year assuming that students in the same school year or faculty year, more or less have same age. This study wasn't concerned about the gender issue, so wasn't a determinant factor in selecting the sample members.

Applying the Field Research:

The researcher personally conducted most of the interviews, in which she had the questionnaires filled. The members of the

sample showed cooperation and they weren't hesitant to answer any of the questions. May be this was due to the nature of the topic of the research and to the nature of their age in which the students like to express themselves. The questionnaires were filled during the period of two month.

Statistical Analysis:

In order to reach emperical results for this research, the researcher depended on a number of statistical tests and scales to deal with the research variables and to test its hypotheses as follows:

1- Frequencies: which purpose was to describe the research's variables, which allowed a total picture of the research society and its variables.

2- The Cumulative Scales: A number of the answers were compiled. They covered the major study aspects, of which a scale was developed, that allowed a clearer picture of the results, and lead to better statistical handling, the used scales were as follows:

    * scale for socio-economic status

    * scale of intensity of local television channel viewership

    * scale of intensity of watching the television satellite channels.

3- Statistical Tests: the following tests were used:

- Quai Square Test: This is used for the relationship between two nominal variables.

- Phi Coefficient: This is used to investigate the degree of the steady relationship of quai square coefficient. It is an advanced test and is used in the dual tables (2X2).

- Contingency Coefficient: the researcher used this to verify the strength of the steady relationship of the quai square coefficient and it is an advanced test and is used in the non dual tables.

- Anova Test: it is used to investigate the relationship between variables which have a scale.

- Pearson Coefficient: this is used to measure the correlations between two variables.

The researcher depended on 0,005 as a level of significance to find out about if there is statistical significance or not.

Bases for Choosing the Number of the Sample and its convenience to the Chosen Statistical Tests:

The researcher could not have an access to the number of all Egyptian youth satellite users; accordingly she picked up the number of the sample on the basis of an approximate manner as follows: it occurred in so many previous research that the sample size was 400 since it is possible to calculate the number of the Egyptian users of television generally, and because the researcher could not have a figure regarding the youth watching satellite, she assumed that half the total number of the users television generally has access to satellite, and this explains why she chose this size of a sample (220).

Moreover, this number was probably convenient with the statistical procedures done in this paper because the Quai Square Test and the Anova Test both are not related to the number of the sample, but the Quai Square test is concerned about the

frequency and the variable related to the frequencies, while the Anova Test is concerned about the mean.

Data Analysis

In this section, the researcher will provide the findings and explanations of research hypotheses. Satellite programs will be abbreviated as: (Sat. Prog).

Hypothesis one:

"There is no significant correlation between watching satellite television motivations and media consumption of university students".

Question 21 and 19 were used to test the relationship between the motivations of the students behind watching certain contents of satellite television and the content they really watch. Their frequencies are presented in table number one in the next page.

As it is shown in table one, the students' motivations for watching sat. prog. Were relevant to the types of satellite channels they preferred. About 50% of those who had the motive of company preferred watching Arabic drama. One quarter of those who had the same motive preferred English drama. This could be interpreted as follows: Arabic drama provides more relevant social problems and slices of life from the same culture. This is probably appealing because when someone feels lonely and in need for company, he would turn to drama characters he is able to identify with or to share with the actors and actresses their experiences, which would decrease his feeling of loneliness.

Table (1)
Motives for Watching Sat. Prog. And Favorite Genres

Motive \ Content	Arabic Drama #	Arabic Drama %	English Drama #	English Drama %	Varieties #	Varieties %	Sports #	Sports %	News #	News %	Culture #	Culture %	Documentary #	Documentary %	Others #	Others %	Total #	Total %
Escape	3	16.7%	8	44.40%	4	22.20%	2	11.10%			1	5.60%					18	100%
Avoide Bordon	20	37.70%	19	35.80%	7	13.20%	2	3.80%	1	1.90%	1	1.90%	2	3.80%	1	1.90%	53	100%
Relaxation	5	21.70%	7	30.40%	3	13.00%	3	13.80%	2	8.70%	1	4.30%			2	8.70%	23	100%
Company	4	50.00%	2	25.00%	Zero	Zero	Zero	Zero	1	12.50%			1	12.50%			8	100%
Entertainment	14	21.50%	32	49.20%	6	9.20%	6	9.20%	3	4.60%	3	4.60%	1	1.50%			65	100%
Habit	4	17.40%	7	30.40%	3	13.00%	4	17.40%	3	13%	2	8.70%					23	100%
Exciteret	1	7.70%	5	38.50%	1	7.70%	1	7.70%	4	30.80%	1	7.70%					13	100%
Others	1	10%	4	40.00%	Zero	Zero	1	10.00%	4	40.00%							10	100%
Total	52	24.40%	84	39.40%	24	11.35	19	8.90%	18	8.50%	9	4.20%	4	1.90%	3	1.40%	213	100%

Chi – square
Value = 68.838   degrees of freedom (df) = 49   Significance = .032

- One can also say that drama is *"The Art of Life"*[(37)]. Moreover, TV drama provides issues from life and the problems people encounter that is why they are very attractive to those who seek social company.

- Regarding those who are motivated by seeking entertainment, half of them preferred watching English drama, probably due to the big number of action, and thriller movies, full of fascinating production and editing techniques.

- Those who tend to escape also preferred English drama because sometimes people try to escape from their difficulties or problems by turning to a different culture to convince them that the cause of those problems is due to some defects in their own culture or system, etc.

- As for those who are motivated by dealing with boredom, they prefer watching Arabic and English drama as their first choice.

- Regarding those who seek excitement, it was obvious that they are exposed to two major genres which are: English drama (38.50%), and news (30.80%).

- This can be explained that English drama includes exciting content, as mentioned before, that is why it fits for the viewer ship of those who seek excitement. Furthermore, those who have this kind of motivation might in many cases turn to watching news, as in many international or local newscasts because there is excitement in terms of actions and events.

Thus we can accept the first hypothesis of this study that says: "There is no significant correlation between watching satellite television motivations and media consumption of university students".

Hypothesis two:

"The university students' type of education (practical or theoretical) affects the motivation for Sat. Prog viewership.".

One of the variables that this research tended to investigate was the effect of the type of education of the student (whether theoretical or practical) on the motivation of viewing Sat. Prog.

Qestions 3 and 21 were used to test the effect of the type of education on the different motives for watching sat. prog.

Question 21 states the following: What is the strongest reason that makes you watch sat. prog.? Eight choices were given so that to cover both ritual and instrumental motives as follows: ritual motives: avoiding boredom, relaxation, excitement and habit. The instrumental motives such as: escape, company, excitement and information.

Table (2)

Type of Education and Motivation for Watching Sat. Prog.

Type of education	Types of Motivation																	
	Escape		Avoide bordon		Relaxation		Company		Enterta-inment		Habit		Excite-ment		Getting info.		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Practical	8	8.30	23	24.00	4	4.20	4	4.20	34	34.40	10	10.40	6	6.3	7	7.3	96	100
Theoretical	10	8.50	30	25.60	19	16.20	4	3.40	31	26.50	13	11.10	7	6	3	2.60	117	100
Total	18	8.50	53	24.90	23	10.80	8	3.8	65	3050	23	10.80	13	6.10	10	4.70	213	100

Chi square = 11.174   degree of freedom = 7   Significance = .131

- As it is shown in the above table, the type of education did not affect the kinds of motivation for watching Sat. Prog. About one quarter of both samples of practical and theoretical faculties are motivated by avoiding boredom, which is one of the ritual motivations.

- It was found that a small percentage (8%) of both groups watch sat. prog. for satisfying an instrumental motive which is escape. Moreover, about 10% of the two samples watched satellite channels as a habit.

- One can assume that at the stage of university education, the students are not yet specialized in their thinking so as to be directed to what to watch on television by the type of their education, rather, they still belong to an age group during which the students are motivated to watch sat. prog. according to somewhat similar reasons whether they go to a practical or theoretical faculty.

Questions 3 and 22 were used to test the relation between the type of education of the students and their gratifications of watching sat. prog.

Table (3)

Type of Education and Gratifications Achieved or not.

| Type of education | Gratifications | | | | | |
| | Yes | | No | | Total | |
	#	%	#	%	#	%
Practical	63	65.60	33	34.40	96	100
Theoretical	75	64.10	42	35.90	117	100
Total	138	64.80	75	35.20	213	100

Chi square = .054   DF = 2   Significance = 0817

- From the above table, it is found that there is no significant relationship between the type of education of the students and their gratifications by watching sat. prog.

- About 65% of both practical and theoretical faculties agreed that they were satisfied from watching sat. prog. While the rest of the sample of the two groups thought they were not gratified.

Question 3 and 29 tended to verify the relation between the students' types of education and the contents that satisfy their needs for watching satellite channels.

Table (4)

Type of Education and the Most Favorit Sat. Prog.

Type of education	Drama		Information		Entertainment		Nothing special		Total	
	#	%	#	%	#	%	#	%	#	%
Practical	19	19.80	41	32.70	20	20.80	16	16.70	96	100
Theoretical	7	6	56	47.90	32	27.40	22	18.80	117	100
Total	26	12.20	97	45.50	52	24.40	38	17.80	213	100

Chi square = 9.598   DF = 3   Significance = .022

- It is found that the type of education changed the students' favorite satellite content. While half the sample of the students going to theoretical faculties prefers information content, only 32% of practical faculties do.

- Also, differences occurred regarding drama as the most favorite content of Sat. Prog. While only 7% of the theoretical students chose it, 20% of the practical students considered it their most favorite content. This could be due to the fact that the students in the practical faculties study

technical and difficult materials, so they like to resort to drama to be involved in something to take them away from the toughness of their studies.

- As for entertaining content, the practical students favor was 20.8% and 27.4% for students of theoretical faculties.

It is clear that the type of education could change the favorite genres; however, it did not have significant relationship with the motives. This means that only a part of the second hypothesis could be accepted.

Hypothesis three:

"The students' socio-economic status affects the types of motivations and the preferred content they watch on Sat. Prog."

⁑ questions 4,5,7,8 were used to evaluate the socio-economic status of the students. Students were divided over three levels: low, medium and high. Those questions were used with question 21 to find out the relationship between the socio-economic status and the motives for watching sat. prog.

Table (5)

Type Socio-economic Status and the Motivations for watching Sat. Prog.

The socio-economic status	Escape		Avoide bordon		Relaxation		Company		Entertainment		Habit		Excitement		Getting info.		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Low	2	10.00	4	20.00			2	10.00	8	40	2	10.00	2	10			20	100
Midum	12	9.00	34	25.40	17	12.70	6	4.50	38	28.40	14	10.40	5	4	8	6.00	134	100
High	4	6.80	15	25.40	6	10.20			19	32.20	7	11.90	6	10.20	2	3.40	59	100
Total	18	8.50	53	24.90	23	10.80	8	3.8	65	30.50	23	10.80	13	6.10	10	4.70	213	100

Chi square = 13.492   degree of freedom = 14   Significance = .488

- It is apparent from the previous table that the socio-economic status did not affect the students' motivations for watching sat. prog. for example, there wasn't much difference among the low, medium and high levels in their being motivated to watch sat. prog. by boredom (20% for the low, 25% for the medium, and the high level).

- As for viewership for just being a habit, the percentage for the low was 10%, and 11% for the medium and 12% for the high socio-economic level.

- Relaxation was a motivation for watching sat. prog for only the medium socio-economic level and the high one (12.70% for the medium, and 10.20% for the high). Also, it wasn't a motivation for the students from low levels.

The next table will examine *the relationship between the socio-economic status of the student and whether he is gratified by watching sat. prog. or not.*

Table (6)

Socio-economic Status and Gratification of Watching Sat. Prog.

The socio-economic status	Gratifications.					
	Yes		No		Total	
	#	%	#	%	#	%
Low	11	55.00	9	45.00	20	100
Midum	86	64.20	48	35.80	148	100
High	41	69.50	18	30.50	59	100
Total	138	64.80	75	35.20	213	100

Chi square = 1.434   DF = 2   Significance = .488

- It is clear from table (6) that there is a similarity among the three different socio-economic levels; for example, the students who agreed that the sat. prog. satisfy their needs from the low, medium and high socio-economic strata did not have much difference that would be statistically reported. (55% for the low, 64% for the medium and 69% for the high.

- As for those who answered that sat. prog. don't satisfy their needs among low, medium and high levels, were 45% for the low level, 35.8% for the medium, and 30.50% for the high level.)

The next table (7) shows *how socio-economic status affects the language of the satellite channels the students like to watch.*

Table (7)

Socio-economic Status with The language of Watched Sat. Prog.

The socio-economic status	Types of Programes							
	English		Arabic		Others		Total	
	#	%	#	%	#	%	#	%
Low	5	25.0	15	75.0			20	100
Midum	61	45.5	67	50.0	6	4.50	134	100
High	41	69.5	11	18.6	7	11.9	59	100
Total	107	50.2	93	43.7	13	6.1	213	100

Chi square = 26.681   DF = 4   Significance = .000

- It is obvious from the previous table that the higher the socio-economic status of a students is; the more they tend to watch English satellite channels than the Arab ones.

- For the low status, medium and high percentages for watching English channels were: 25% for the low, 45% for the medium and 69.5% for the high.

- Thus one can conclude that the socio-economic status affects the language of the channels preferred by the students. This seems logic because those from higher status tend to go to language schools, and they would prefer to watch English channels since for them they are understandable.

The next table verifies the relation between *the socio-economic status and the students' favorite Sat. Prog.*

Table (8)

Type Socio-economic Statues amd Favorite satellite genres

The socio-economic status	Genres									
	-- Escape		Avoide bordon		Relaxation		Company		Enterta-inment	
	#	%	#	%	#	%	#	%	#	%
Low	2	10.00	4	20.00			2	10.00	8	40
Midum	12	9.00	34	25.40	17	12.70	6	4.50	38	28.40
High	4	6.80	15	25.40	6	10.20			19	32.20
Total	18	8.50	53	24.90	23	10.80	8	3.8	65	30.50

Chi square = 13.492   degree of freedom = 14   Significance = .488

- It is clear enough that the socio-economic status of the students did not change significantly their preferences to different satellite programs. The three economic levels preferred watching drama in the first place. 10% of the low, 11% of the medium and 15% of the high preferred drama. As for information, the preferences came as follows: 45%

for the low level, 50% for the medium, and 33% for the high.

- The explanation for this might be due to the availability of other sources of information in the case of the students from high socio-economic status.

- The low and medium status came also close in their preference to "no specific genres", 15% for the low and 14 for the medium. However, the high class jumped to more than quarter of the sample, which means they are less selective than the other two lasses in their selection of what they watch on the satellite channels.

- Anyway, the table showed that similarity of both low and medium classes and the high class showed differences from the other two in all the genres except in the entertaining content where the low, medium and high preferences were as follows: 30% for the low, 24% for the medium, and 33% for the high status.

- After analyzing table 5, 6, 7, and 8, we can reject one part of hypothesis three regarding the students' motivations. The study showed there was no statistical significance that the different socio-economic levels affected the types of motivations behind the students' watching the sat. prog. however, the study proved the other part of the hypothesis regarding the favorite genres of satellite content the students prefer to watch.. it proved that the socio-economic level affected those preferences and determined the actually watched ones.

Hypothesis four:

"The more the students watch satellite television, the less they watch the national television".

Questions 10 and 15 were used to test the effect of exposure to satellite channels on the students' viewership of local ones. The ANOVA Test was used for data analysis of the following table.

Table (9)

The Effect of Exposure to Sat. Prog. On Watching Local Ones

	Exposure to sat. prog.	N	Mean	DF	F	Sig.
	Yes	114	6.0877			
Watching Local prog.	To some extent	69	5.6377	2	4.493	0.012
	No	30	4.7333			
	Total	213	5.7512			

- It is shown in the above table that there is a relationship of statistical significance between the students' exposure to satellite channels and local ones.

- The value of F= 4.493, on a significance level of 0.012. It is clear that the more the students watch the satellite channels, the less they watch the local ones. Thus one can accept the fourth hypothesis.

- This result has serious implications because one can assume that the more the students are exposed to foreign channels, they are less influenced by the local ones.

- One can argue here that just being exposed to foreign cultures would widen the person's scope of thinking as a

complementary medium to the local channels, but If it is nearly the only source he is exposed to, then the influence would be negative rather than positive since foreign channels carry foreign cultures which are different from local ones, some of the students might be exposed to a "cultural shock", which happens when one is exposed to foreign culture which carries different "codes", that is according to the science of Semiotics, a large number of those codes shape a culture. They are agreed upon by almost all the members of one culture. Then each culture has its own set of codes, and when someone is exposed to different codes then an expected conflict is a big possibility, which accordingly might lead to wrong behavior, maladjustment and confusion.

Hypothesis Five:

"The more the students watch satellite programs, the more they don't perceive that they are harmful".

The next table (10) tends to show *the relationship between the students' rate of exposure to sat. prog. and their opinion about if they think these programs are harmful or not*

Table (10)

The Effect of the Rate of Exposure to Sat. Prog. to the Perceived Damage

Rate of Exposure	Perceived Exposure Dangers							
	Yes		To Some extent		No		Total	
	N	%	N	%	No	%	N	%
Low	52	64.20	20	24.70	9	11.10	81	100
Midum	20	44.40	17	37.80	8	17.80	45	100
High	30	34.50	39	44.80	18	20.70	87	100
Total	102	47.90	76	35.70	35	16.40	213	100

Value = 15.117   Degree of Freedom = 4   Significance = .004

- The previous table showed that the more the students are exposed to the Sat. Prog., the less they perceive that their content is harmful to them. A scale was made for the rate of exposure as follows: high, medium and low. The perceived harm reached 64.2% for the high, 44.4% for the medium, and 34.5% for the low exposure rate.

- This finding has a critical dimension, which is that watching more of satellite content makes the students brain-washed, and they don't see or feel that the satellite content has any bad effect on them. However, we should state that 34.5% of the low exposure level is still a considerable percentage for the high class, which is also a depressing finding, because although these students perceive the harm of the Sat. Prog. yet, still, they continue to watch them intensively.

- The researcher had to go deeper than just knowing if the students think if they are harmed by the sat. prog. or not and *examine the kinds of this harm they thought might happen to them*, which the next table will show.

Table (11)

Level of Exposure to Sat. Prog. and Types of Perceived Dangers

Level of Exposure	Perceived Dangers													
	Harmful to Religion		Attraction to foreign culture		Harmful to Local Identify		Imitating Foreign Behavior		Violate Local Values		Wasting Time		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Low	25	34.7	8	11.1	6	8.3	23	31.9	8	11.1	2	2.8	72	100
Midum	12	32.4	7	18.9			15	40.5	2	5.4	1	2.7	37	100
High	21	30.4	14	20.3	7	10.1	23	33.3	2	2.9	2	2.9	69	100
Total	58	32.6	29	16.3	13	7.3	61	34.3	12	6.7	5	2.8	178	100

Chi square = 11.174   degree of freedom = 7   Significance = .131

- It is evident from the previous table that the rate of exposure to sat. prog. didn't change the degree of believing in certain kind of danger caused by those programs. The researcher defined a number of dangers for the students as a result of watching Sat. Prog. which were as follows: bad influence on one's religion, attraction to foreign cultures, endangering local identity, imitating unacceptable behavior, violating local values, and wasting one's time for useful activities.

- Regarding the low, medium, and high level of exposure, the attraction to foreign cultures percentages were 11% for the low, 18% for the medium, 20% for the high. As for the danger of violating local values, the percentages were 11% for the low, 5% for the medium and 3% for the high. The perceived bad effect on religion presented 35% for the low, 32 for the medium, 30% for the high.

Hypothesis Six:

"There is a correlation between the intensity of viewership of Sat. Prog. on one hand, and the motivations and gratifications they get on the other".

Questions 16, 17 and 21 were used to find out the relationship between the students' exposure rates to satellite channels and their motivations for this exposure. The rates of exposure were classified into three levels: low, medium and high rates from the above table, it is found that there is a significant negative relationship between the students' rates of exposure and their motivations to watch satellite channels. Regarding the motive of escape, the percentages along the three rates low, medium and high were: 11%, 5% and 8%.

Table (12)

Exposure to Sat. Prog. and Motivations.

Exposure To Sat. Prog.	Motivation for Watching Sat. Prog.																
	Escape		Avoide boredom		Relaxation		Company		Enterta-inment		Habit		Excite-ment		Getting info.		Total	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
Low	9	11.1	15	18.5	14	17.4	3	3.7	22	27.2	9	11.1	4	4.9	5	6.2	81	100
Midum	2	4.4	11	24.4	2	4.4	1	2.2	17	37.8	5	11.1	4	8.9	3	6.7	45	100
High	7	8.0	27	31.0	7	8.0	4	4.6	26	29.9	9	10.3	5	5.7	2·	2.3	87	100
Total	18	8.50	53	24.9	23	10.8	8	3.8	65	3050	23	10.80	13	6.1	10	4.7	213	100

Chi square = 13. 789   degree of freedom = 14   Significance = .466

- As for the motive of avoiding boredom, it showed some difference among the three levels of exposure (low, medium and high) 18.5% for the low exposure, 24.4% for the medium, and 31% for the high. This implies that the highly exposed have more tendency than the other two exposure rates to get bored in their lives and the sat. prog. are the resort for them to get rid of this boredom, which is logic.

- As for entertainment, the percentages were as follows: 37.8% for the medium, 29.9% for the high and 27% for the low exposure rate.

The next table will *relate the rate of exposure of the students to Sat. Prog. and the type of content that gratifies their needs.*

Table (13)

Exposure To Sat. Prog. To Gratifications

Exposure To Sat. Prog.	Gratifications									
	Drama		Information		Entertainment		Nothing Specific		Total	
	#	%	#	%	#	%	#	%	#	%
Low	9	11.1	35	43.2	21	25.9	16	19.8	81	100
Midum	9	20.0	18	40.0	6	13.30	12	26.7	45	100
High	8	9.2	44	50.6	25	28.70	10	11.50	87	100
Total	26	12.2	97	45.5	52	24.4	38	17.8	213	100

Chi square = 10.949   degree of freedom = 6   Significance = .090

- The previous table showed that the rate of exposure to sat. prog. is not necessarily related to the gratifications they get out of their viewership . Half of the students with high exposure rate are gratified by getting information from different satellite channels, while more than one quarter of them get entertained by these channels. As for drama, only 9% of them get gratified by watching drama content.

- As for students of medium exposure, 40% of them get gratified by getting information about different aspects of life. Also 26% get gratified by any content with no specification from the analysis of the table.

- From the previous analysis, one can reject the sixth hypothesis of this study which says that: "there is a correlation between the intensity of viewership of sat. prog. on one hand, and the motivations and gratifications they get on the other".

Conclusion:

This research concluded a number of findings which could be useful in the field of youth's exposure to satellite television as an issue that became a phenomenon and a part of their life style.

The sample of this study included 220 university students from both practical and theoretical faculties between the age of 17 to 21 years old. A number of variables were examined to explore the study issue. The field survey was chosen as a methodology to this research. Six hypotheses were tested and the Uses and Gratification Model was used as a theoretical frame to build those hypotheses.

Among the conclusions is that motivations of the university students for watching satellite channels were related to the actually watched ones. Also it was generally observed that both Arabic and English drama were the mostly viewed satellite content. It was assumed that drama, from among other television genres, is "the art of life", because it provides issues from everyday life and the problems that people encounter and that are why they are attractive to the audience, especially for those who seek social company.

Moreover, it was concluded statistically that the type of education (whether theoretical or practical) did not affect the motives of watching satellite programs. The researcher explained that at the stage of university education, the students are not yet directed to specialized areas of interest in life as to be directed to what they watch on television by the type of their work, for example.

It was also found that the type of education affected the type of their favorite satellite programs. Furthermore, the study concluded that the socio-economic status did not affect the students' motivations for watching satellite programs.

The research's findings stated that the higher the socio-economic status of a student, the more they tend to watch English satellite channels than Arabic ones. This seemed logical because students from higher social standards tend to go to language schools, and they would prefer to watch English channels, because for them, they are understandable.

Also, the variable of the socio-economic level did not affect the type of genres favored by university students. This came different than the researcher's expectations because she thought the students from lower social status would prefer drama, as an escape from the life difficulties.

Regarding the effect of watching satellite programs on the students' viewership of the local channels, it was concluded that the more the students watch satellite television, the less they watch the national channels.

Finally, the research concluded that there isn't a correlation between the intensity of viewership of satellite programs on one hand and the motivations and gratifications they get on the other.

References:

First: English References:

I- Books:

- David Demers, **"Global Meida"**, USA, New Jersey, Hampton Press Inc., 1999.

- George   A Codding Jr., **"The Future of Satellite Communication"**, Westview Press Inc., USA, 1990.

- James Martin, **"Communication Satellite Systems"**, USA, N.J., Prentice-Hall, Inc., 1978.

- Jarice Hnson, **"Connections, Technologies of Communication"**, USA, Harper Collins College Publishers, 1994.

- John V. Pavlik, **"New Media Technology"**, USA, Allyn & Bacon, Mass., 1996.

- Katherin Miller, **"Communication Theories"**, USA, New York, McGraw Hill, 2002.

- Leow Jeffres, **"Mass Media Processes and Effects"**, USA, Waveland Press, Inc., 1986.

- Naomi Sakr, **"Satellite Realities"**, New York, USA, I.B.Tauris and Co. Ltd., 2001.

- Nathan T. Hamilton, **"Theories of Persuasive Communication and Consumer Decision Making"**, ADV 382J, September 30, 1998.

- Ralph Negrine, **"Satellite Broadcasting"**, Routledge, Chapman and Hall, Inc., New York, USA, 1988.

- Werner J. Severin, James W. Tankard, Jr., **"Communication Theories"**, USA, Longman Publishers, Fourth Edition, 1997.

II- Published Studies in Periodicals and Submitted Papers in Conferences:

- Abraham Chayes, Fames Gawcett, Masami Ito, and Alexandre Charles Kiss, **"Satellite Broadcasting"**, The International Institute, Oxford University Press, London, 1973.

- Elihu Katz, Jay Blumler, Michael Gurevich, "Uilization of Mass Communication", **"The Uses of Mass Communication"**, Beverly Hills, Sage Publications, Volume III, 1974.

- F. Gerald Kline, Peter V. Miller and Andrew J. Morrison, "Adolescents and Family Planning Information", **"The Uses of**

Mass Communication", Beverly Hills, USA, Sage Publications, Volume III, 1974.

- Hala Abdel Rahman, **"Uses and Gratifications of Satellite Television in Egypt"**, Masters Thesis, Journalism and Mass Communication Development, The American University in Cairo, June 1998.

- Hanan Kamal Kilani, **"Usage of the International Channels Via Direct Broadcast Satellite in Egypt"**, a Doctorate Dissertation, Faculty of Mass Communication, Broadcasting Section, Cairo University, May, 1998.

- Heba Ameen Shaheen, **"The Development of New Media in Egypt and Its Effects on Local Realities"**, Conference on New Media and Change in the Arab World, Media Department, Faculty of Arts, Ain Shams University, February, 2002.

- John J. Gallaway, F. Louis Meek, "Audience Uses and Gratifications", **Communication Research**, Beverly Hills, USA, Sage Publications, Volume 8, Number 4, October, 1991.

- Karl Erik Rosengreen, "Uses and Gratifications Research, a Cretique and a Sociological Alternative", **The Uses of Mass Communication,** Beverly Hills, USA, Sage Publications, Volume III, 1974.

- Lee Kuan Yew, "Impact of New Media on Politics", **The Asian Media Conference,** Los Angelos, USA, October 29, 1998.

Second: Arabic References:

First: Arabic References:

1- Arabic Books:

١- ايمـان محمـد عـز العـرب، "الاعلام و المجتمـع فـى ظـل النظـام العـالمى الجديـد"، الطبعة الأولى، مركز الدراسات العربية، كلية الآداب ، جامعة طنطا، ٢٠٠١.

٢ـ حسـن عمــاد مكـاوى ، ليلـى حسـين السـيد، "الاتصـال و نظرياتـه المعاصرة"، الـدار المصرية اللبنانية، الطبعة الثالثة، ٢٠٠٠.

٣ـ فرج الكامل، "بحوث الاعلام و الرأى العام"، الطبعة الأولى ، دار النشر للجامعات، مصر، ٢٠٠١.

٤ـ عبد الرحمن منيف، "بـين الثقافيـة و السياسية"، المركز الثقافى العربى، الطبعـة الأولى، ١٩٩٨.

٥ـ عبد الله محمد زلطـة، "الاعـلام الـدولى فـى الوقت الحاضر"، القـاهرة، دار الفكـر العربى، ٢٠٠١.

٦ـ مفيـد الزيدى، "قضـايا العولمـة و المعلوماتيـة فـى المجتمـع العربـى المعاصر"، دار أسامة للنشر و التوزيع، الطبعة الأولى، عمان، الأردن، ٢٠٠٢.

2- Arabic Studies Published in Periodicals:

١ـ أمانى عمر الحسينى حافظ، "أثر تعرض الأطفال للدراما التليفزيونيـة علـى تنشئتهم الاجتماعية"، رسالة دكتوراه منشورة ، جامعة القاهرة، كلية الاعلام، قسم الأذاعـة و التليفزيون، سبتمبر ٢٠٠١.

٢ـ ابراهيم العقباوى، "حقوق الانسان و الدراما المصرية"، الفن الاذاعى، اتحاد الاذاعـة و التليفزيون.

٣ـ فريال مهنـا، "الاعـلام الفضـائى العربـى ووقائع العولمـة"، المجلـة المصرية لبحوث الاعلام، العدد السابع، يناير ـ يونيو، ٢٠٠٠.

هوامش صفحات البحث:

(1) Jarice Hanson, "Connections, Technologies of Communication", USA, Harper Collins College Publishers, 1994, p. 20.

(2) Leow Jeffres, "Mass Media Processes and Effects", USA, Waveland Press, Inc. 1986, p. 325.

(٣) عبد الرحمن مونيف، "بين الثقافة و السياسة"، المركز الثقافى العربى، الطبعة الأولى، ١٩٩٨، ص ص ٦٩ ـ ٧٠ .

(4) Mofied El Ziedi, "Issues in Globalization and Information Technology in the Contemporary Arab Society", Dar Osama for Publishing and Distribution, Amman, Jordan, First Edition, 2002.

(5) Heba Ameen Shaheen, "The Development of New Media in Egypt and Its Effects on Local Realities", Conference on New

Media and Change in the Arab World, Media Department, Faculty of Arts Ain-Shams University, February, 2002.

(6) Naomi Sakr, **"Satellite Realities"**, New York, USA, I.B. Tauris and Co. Ltd., 2001.

(7) Heba Ameen Shaheen, **"The Uses of the Egyptian Audience of Arab Satellite Channels"**, A Doctorate Dissertation, Cairo University, Faculty of Mass Communication, Broadcasting Department, 2001.

(8) Ezz El Arab, Mohamed Emam, **"Mass Communication and Society"**, 2001.

(9) Abdallah Mohamed Zalata, **"The International Communication in Present"**, Cairo, Dar El Fekr El Arabi, 2001.

(10) Farag El Shenawi, "The Effect of Foreign Satellite Television on Some Egyptian Family Values", **"Mass Communication Studies"**, The Arab Regional Center, Volume 101, October-December, 2000.

(11) Mehanna Feryal, "The Arab Satellite Communication and Globalization", **"The Egyptian Magazine for the Communication Research"**, Seventh Edition, January, June, 2000.

(13) David Demers, **"Global Media"**, USA, New Jersey, Hampton Press, Inc., 1999.

(14) Lee Kuan Yew, "Impact of New Media on Politics", **"The Asian Media Conference"**, Los Angeles, October 29, 1998.

(15) George A Codding, Jr., **"The Future of Satellite Communication"**, Westview Press, Inc., USA, 1990.

(16) Hala Abdel Rahman, **"Uses and Gratifications of Satellite Television in Egypt"**, Masters Thesis, Journalism and Mass Communication Department, The American University in Cairo, June 1998.

(17) Hanan Kamal Kilani, **"Usage of the International Channels Via Direct Broadcast Satellite in Egypt"**, A Doctoral Dissertation, Faculty of Mass Communication, Broadcasting Section, Cairo University, May 1998.

(18) John V. Pavlik, **"New Media Technology"**, USA, Allyn & Bacon, Mass., 1996.

(19) Ralph Negrine, **"Satellite Broadcasting"**, Routledge, Chapman and Hall, Inc., New York, USA, 1988.

(20) James Martin, "Communication Satellite Systems", USA, N.J., Prentice-Hall, Inc., 1978.

(22) Abram Chayes, Fames Fawcett, Masami Ito, and Alexandre Charles Kiss, **"Satellite Broadcasting"**, The International Broadcasting Institute, Oxford University Pressd, London, 1973.

(۲۳) سامى الشريف، **"الفضائيات العربية، رؤية نقدية"**، دار النهضة العربية، القاهرة، ۲۰۰٤.

(24) Nathan T. Hamilton, **"Theories of Persuasive Communication & Consumer Decision Making"**, ADV 382J, September 30, 1998, pp. 2-3.

(25) Elihu Katz, Jay Blumler, Michael Gurevitch, "Utilization of Mass Communication", **"The Uses of Mass Communication"**, Beverly Hills, Sage Publication, Volume III, 1974, p.21.

(26) **Ebid**, pp. 5-6.

(27) Katherin Miller, **"Communication Theories"**, USA, New York, McGraw Hill, 2002, pp. 242 – 243.

(۲۸) حسن عماد مكاوى، ليلى حسين السيد، **"الاتصال و نظرياته المعاصرة"**، الدار المصرية اللبنانية، الطبعة الثالثة، ۲۰۰۲.

(29) Werner J. Severin, James W. Tankard, Jr., **"Communication Theories"**, USA, Longman Publishers, Fourth Edition, 1997, p. 333.

(۳۰) امانى عمر الحسينى، "أثر تعرض الأطفال للدراما التليفزيونية على تنشئتهم الاجتماعية"، رسالة دكتوراه غير منشورة، جامعة القاهرة، كلية الاعلام، قسم الاذاعة و التليفزيون، سبتمبر، ۲۰۰۱.

(31) F. Gerald Kline, Peter V. Miller and Andrew J. Morrison, "Adolescents and Family Planning Information", **"The Uses of Mass Communication"**, Beverly Hills, USA, Sage Publications, Volume III, 1974, P. 113.

(32) Karl Erik Rosengreen, Uses and Gratifications: A Paradigm Outlined, **"The Uses of Mass Communications"**, Beverly Hills, Sage Publications, VIII, 1974.

(33) Philip Elliott, "Uses and Gratifications Research, A Critique and a Sociological Alternative**", The Uses of Mass Communication,** Beverly Hills, USA, Sage Publications, Volume III, 1974, p. 111.

(34) John J. Galloway, F. Louis Meek, "Audience Uses and Gratifications", **"Communication Research"**, Beverly Hills, USA, Sage Publications, Volume 8, Number 4, October 1981, pp. 435-437.

(٣٥) فرج محمد الكامل، "**بحوث الاعلام و الرأى العام**"، القاهرة، دار النشر للجامعات، العدد الأول، ٢٠٠٠.

(٣٦) ابراهيم العقباوى، "حقوق الانسان و الدراما المصرية"، **الفن الاذاعى**، العدد ١٧١، اتحاد الاذاعة و التليفزيون، يوليو، ٢٠٠٣، ص. ٩.