



Mansoura University
Faculty of arts
Department of Media

**The Ewareness of the Egyptian University Youth
of the Societal Deviations of the Egyptian Drama
Presented by Specialized Arab Satellite Channels**

A Thesis To Obtain a Master's Degree In Arts / Media

Prepared by Researcher

Ahmed Fouad AbdElRahman ElSabbagh

Under Supervision of

Prof. Dr. Asmaa Elgiouhy Mokhtar

Assistant Professor of Radio and TV

Faculty of Arts – Mansoura University

2020

The study aimed to this study sought to identify the role that Egyptian university youth perceive societal deviations in the Egyptian drama presented by specialized Arab satellite channels.

This study relies on the media survey method in the descriptive and analytical aspect, which is an organized scientific effort to obtain information or descriptions of the phenomenon or phenomena under study, where the current study employs the media survey method to monitor and analyze the Egyptian university youth's awareness of societal deviations in Egyptian drama presented by specialized Arab satellite channels Using quantitative and qualitative tools such as: the questionnaire form, the content analysis form, which are tools that are consistent with the theoretical approach related to the theory of uses and gratifications, and the theory of cultural implantation. The field study sample is a random sample of (400) singles from university students. The analytical study sample is a course Full six-month television from 01/10/2019 to 4/30/2020. Where analyzed 320 episodes of the series shown in the channel Pnc Drama, and 350 episodes of the series presented in the channel dmc drama, as well as 310 episodes of the series presented in the channel mbc drama, and episodes of the series that were shown in the channels in the specified time period were analyzed, due to the difficulty of analyzing all episodes Only a number of episodes were chosen for analysis as a sample of all episodes.

The most important objectives of the study were as follows:

The current study aims to identify the societal deviations in the Egyptian drama shown in the specialized Arab satellite channels and the Egyptian university youth's awareness of these societal deviations through:

1-Analyzing societal aberrations in the Egyptian drama, shown on specialized Arab satellite channels.

2- Analyzing the dimensions and characteristics of the characters that appeared in the dramatic work (marital status – social roles – educational and economic level).

3- Knowing the size of the Egyptian youths exposure to societal deviations in the Egyptian drama shown on Arab satellite channels.

4- Interpreting the extent of the Egyptian youth's awareness of the reality of the content of the Egyptian drama and the risks and social and behavioral deviations it carries.

5- Evaluating the extent of the influence of demographic variables on the level of youth awareness and the levels of Egyptian youth exposure to societal deviations in the Egyptian drama shown on Arab satellite channels.

The study was divided into five chapters, where the first chapter dealt with the methodological framework of the study, a review of the study problem and its importance, previous studies, study objectives, questions, hypotheses, and methodological procedures for the study), while the second chapter dealt with the theoretical framework of the study, while the third chapter dealt with the Egyptian drama on Arab satellite channels, The fourth chapter touched on the results of the analytical study, and the fifth chapter on the results of the field study, and finally the conclusion and recommendations of the study.

The most important findings of the study:

1-The results of the study confirmed the most important intellectual deviations of an existing Egyptian television drama in Arab satellite channels. In the first order, strictness in religion, and in the second arrangement, a low culture of dialogue, and in the third arrangement, normalization with the culture of the West.

2- The results of the study confirmed the most important religious deviations in the Egyptian television drama with Arab satellite channels. In the first

order, standing next to falsehood or silence on it, and in the second arrangement the spread of the phenomenon of treason.

3- The results of the study indicated the most important behavioral deviations present in the Egyptian television drama in Arab satellite channels. In the first order, the spread of physical violence, including weapon, bullying, etc., and in the second order the presence of homosexuality.

4- The results of the study showed methods of facing deviations in the Egyptian drama, in the first order is dialogue and discussion, and in the second arrangement the use of physical violence.

5- The results of the study indicated the most prominent values that were dealt with in the series, where the data indicate that evil and against others came in the first order and in the second order treachery and betrayal.

Finally, the following recommendations were reached:

1- Working to develop the drama so that it becomes a remedy that can be done by treating deviation, resistance to vice, and alienating society from criminality and what it calls for.

2- The Egyptian drama must be purified from scenes of deviance and violence in which there is a severe transformation of what is happening in practice.

3- TV drama writers should reconsider what they write based on a sense of responsibility towards society by presenting an artistic and elegant art, not a decorative art for reality.

4- Establishing a dramatic observatory to monitor all that is new in the field of Egyptian drama, the topics covered by TV series and movies, the size of the deviation presented in it and the form of this deviation and the goal of its presentation, and is the percentage of deviation presented in these series reduced or not the opposite.