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The effect of the exposure of the youth in the Gulf region to the content of violence portrayed in foreign movies broadcasted through satellite channels

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Abstract

In line with the fast-paced environment, modern technology has caused TV penetration as an effective means of communication in almost all aspects of our lives. This crucial role played by TV has created a complex effect system on the younger generations based on the contents broadcasted via the satellite channels.

The dense exposure to action and crime genre movies broadcasted through Arab and foreign satellite channels gave rise to a huge set of implications on the youth of the Gulf in particular. The field study aimed at determining the effect of the exposure of the Gulf's region youth to the contents of violence portrayed in foreign movies via the satellites. This problem was approached through conducting a field study and applying a questionnaire based on the theory of cultural implantation. By researching the relationship between the exposure of the youth in the Gulf region to violent movie content and the impact on their behaviors, it becomes evident that there is a substantial effect on the Gulf's youth due to the exposure to foreign movies as a concrete result of the study. However, we conclude from the results that the Arab channels that reproduce or broadcast movie content are the most followed ones as a result of the way they reformat the range to suit the general public in terms of the availability of translation and the subjection of movies to the regulatory standards that are consistent with the social standards.

Keywords: GCC, Foreign movies, Media effects, Arabian youth

INTRODUCTION

There is no doubt that nowadays we are living hand in hand with the lines of modern technology and the era of unprecedented speed and development. Moreover, we cannot deny that the media has turned out to be a major and pivotal social and cultural phenomenon as it plays a huge role in its ability to transmit and cove0r news. Media has its unique position and ability to deter and confront all troubles of life that would cause confusion and chaos via its various platforms and multiple outlets. The audiovisual and print media, especially television, is one of the most influential media tools on individuals by virtue of features of sound, image, movement, and colors that attract attention. Television nowadays can affect the public's views about various topics, the most important impact of which is the acquisition of violent behaviors. (Mamdouh, 2012)

Our Arab and Gulf societies, especially the youth, are not far from this effect due to the exposure to satellite channels that redeploy foreign content such as MBC2, MBC4, MBC Action, and other media that offer access to foreign translated and untranslated foreign films in light of the declining Arab production and the absence of real competition. Thus, the youth of the Arabian Gulf represents a fertile ground that is ready to receive the behaviors, values , and ideas contained in the contents of foreign films.

Perhaps the most prominent of these transmitted behaviors over the past years is violence in various types, forms, methods, and dimensions. The extent of the impact of this violence on the target groups and segments of the masses and entire societies varies accordingly. The way violence is portrayed also differs, some are expressed through direct messages, and others are through indirect messages. "Violence" in the English language is a word that originated from the Latin "Violentia," and it means the incorrect and unlawful use of any material or force in several ways with the purpose of harming people and property. Depending on this definition, we can say that violence also includes any transgression or interference with the freedoms of others (Ibrahim, 1999). Since some have defined it as the use of force for the purpose of harm, and the other general meaning is related to, for example, the deprivation of rights or freedoms due to improper and unfair use of force or power. The dictionary also includes other meanings such as an attack, aggression, and excessive use of bodily energy outside the proper location. (Nasr, 1996)

As for the French language is defined as a violent adjective in which force is used in an arbitrary manner aimed at coercion and oppression (VARMA, 1997). Whereas the World Health Organization (WHO) defines it as the intentional and actual use of the physical force or the threat to use it against one's self or against another person, group, or an entire society producing dangerous results that may lead to serious physical and physiological damages and may even reach death. According to this definition, violence takes many forms as defined by the organization, which are direct violence, violence against others, and social violence: (VARMA, 1997)

The idea of this research is fully consistent with the theory of cultural implantation launched by George Gerbner, based on his complete conviction and emphasis on the strength and control of television. He emphasized the role of the television as the main source for making developments, and he analyzed it on the social reality believing that television has become the main center of mass culture and that its influence has become essential in social upbringing. For most viewers, with its repeated and typical patterns of behavior, it is from this perspective that the importance of studying the strong and

influential role of television and the relationship between it and the acquired ideas has increased.

Gerberner has laid several foundations for his theory, namely the theory of cultural implantation:

1. Considering the TV as a distinct means of implantation in comparison with other means of communication due to the prevalence of its presence in most places. In addition to the ease of exposure to it and the fact that it does not need one to be able to read and write. An added feature of the television is its combination of vision and hearing activities.

2. The presented messages via the television and the mental images that are being expressed in line with the prevailing trend. 'The implantation process is only a cultural process that creates concepts to unify the response to specific situations.

3. Analysis of the content of media messages provides keys to cultural implantation.

4. Analysis of implantation on the contribution of television to the transmission of mental image in the long run.

5. Technology innovations increase the capacity of television messages.

6. Implant analysis focuses on general and homogeneous results.

The cultural implantation theory was based on a set of concepts, perhaps the most important of which are: (Mervat Al-Tarabishi, 2006)

- Learning: It means how the viewers feel towards the TV content and its method of delivering it with information on many topics, such as establishing social relationships and how to solve problems. Wherein they impose this information in their real lives.

- The prevailing trend: The homogeneity between individuals in acquiring the common cultural characteristics of society presented by television as a modern cultural channel. The prevailing trend is a fabric of beliefs, values , and practices presented by television in a different form that unites the intensified viewing. Therefore, the prevailing trend indicates the control of the television implanting image and ideas to make the differences reduce or disappear between communities.

- Echo or resonance: The added effects of viewing alongside the actual experiences that have an existence with viewers. These experiences can be confirmed through summoned television works to which individuals, who have these experiences, are exposed to a higher intensity.

Theory Assumptions (Milvandufffer):

The theory assumes that individuals exposed to huge amounts of programs broadcasted on television screens have a very large perception of social reality than those exposed to programs in a smaller amount.

In addition to the main assumption underlying the theory of cultural implantation, there are several sub-assumptions:

• Individuals with intensive viewing are exposed more to television, while less intensive viewers are less exposed and thus depend on other sources.

• TV differs from all other means because the exposure via this method is non-selective, and then the implantation process occurs.

According to this theory, it can be said that the direct and indirect scenes and messages of violence contained in the contents of Arab satellite channels make young people affected by what is presented. Moreover, these portrayed messages generate the desire in the youth

of the Gulf region to imitate and acquire what they have been exposed to, which directly affects their values, beliefs, and behaviors.

The literature:
1. **Han et al., Han. L (2020), The long-term effect of exposure to media violence on youth behavior.**
The study aimed to reveal the long-term impact of exposure to violence through media on adolescents' aggressive behavior. Therefore, the aim was to examine the characteristics of media violence's impact on adolescents' aggression.
The researcher conducted his study on a sample of 600 university students by conducting a video questionnaire.
The study results showed that exposure to violence through the media in the long term would increase the level of an individual's preemptive aggression and would parallelly lead to the establishment of a stable aggression and response mode. This will then express a high level of proactive aggression. The study also showed that this exposure cannot directly predict anger but can indirectly affect anger by affecting rumination. Additionally, rumination and anger were positive predictions of aggression in the study. (Han L., 2020)

2. **Azoubik and Ekuru (2020), a comparative study of urban and rural youth exposure to violence in television programs and susceptibility to violent behavior.**
The study aimed to determine the extent of exposure of the urban and rural youth to television programs. To ascertain whether urban youth are more vulnerable to violence than their rural counterparts. This research was framed as well to figure out if young people in urban areas display features portrayed on television to members of the public than their rural counterparts. The research also aims to ensure the extent of the impact of television violence on the behavior of young people in both urban and rural areas. The study relied on a theory of cultural implantation.
The investigation was conducted through a method of research survey methodology. In this method, a questionnaire was used as it became imperative due to the fact that the phenomenon adjacent to this study cannot be subjected to a full laboratory experiment.
The study results indicated that youth in urban areas are largely exposed to TV programs, while youth in rural areas are exposed to a small extent of TV programs.
Young people in urban areas have shown more interest in watching TV than their rural counterparts.
The violence resulting from watching television is more visible and widespread among urban settlers than in rural settlements. To this end, there is huge violence noted resulting from watching some content displayed through the television.
A sample of (278) individuals was taken and considered for an accurate representation and reflection of the whole population. That being the case, the results of the study were generalized based on the entire population. In addition, the purposive sampling technique was used in the sample selection for research. This type of sampling includes a subject chosen based on specific inherent traits and removes those that fail to meet standard requirements. (Ekuru, 2020).

3. **Martin Wafer (2019) The Role of Media Exposure in Behavioral Violence: An Analytical Study. Behavioral Violence, 47, 90-99.**

The study aimed to monitor the behavioral impact on individuals resulting from the exposure to the content of violence through media. The research analyzed 21 cross-sectional studies, 7 longitudinal studies, and 5 experimental studies. The purpose of this analysis was to investigate the role of unspecified exposure to media on both relational, physical aggression. As for the approach that was taken allowed studying the types of contents (relational versus material) that possess the strongest effect.

The results show that the strongest effects in relational violence occur when aggressive relational behaviors are specifically formulated. The results also showed that individuals exposed to the media and violent content are more likely to be exposed to these types of violence than those exposed completely or less. Know-how has also shown that violence of all of the aforementioned types may also result due to the method and quality of socialization. (Martins,2019)

4**. Asmahan Al-Thawadi & Hala Al-Thawadi (2017): Teens of television acquired violence among adolescents.**

This study aimed to know the patterns and habits of observation among adolescents and reveal the most prominent forms of violence for adolescents in their dealings with others. It also aimed to see the reality of being affected by televised violence through watching programs in order to obtain practical results and then objectively interpret them in line with the actual data of the phenomenon. The simple randomized study consisted of 96 items.

The study concluded that the most-watched channels are foreign channels and that the most follow-up media material is action films and series, besides, the content that attracted members of the sample the most are the topics covered and the characters present, and that most of the respondents feel relaxed in watching horror movies, crime and action programs. (Al-Thawadi, 2017)

5. **Anderson and others (2017), media violence and other factors affecting aggressive behavior in seven countries.**

The study conducted in seven different countries aimed to use the same methods and measures to determine whether the results differed according to culture or whether they were equal. The impact of media violence was significant even after controlling many risk factors. The study sample was diverse and large, so the researchers surveyed 2,154 adolescents and youth in Australia, China, Croatia, Germany, Japan, Romania, and the United States. The average age was 21 years, and 38% of them were male participants.

The study concluded that violent media is positively and significantly related to aggressive behavior in all countries. The exposure was linked to an increase in aggressive thinking and reduced sympathy. Media violence remained significant even after controlling other risk factors. (Anderson, 2017)

6. **Jahan and Allam Khan (2017): The Impact of Violence in the Media on School Students "An Exploratory Study".**

This exploratory study aimed to determine the prevalence of violence among children in schools and reveal whether television is the most important factor in spreading violence

among school students. Another aim was to know the perceptions of school leaders about the development of other causes of violence.

The study was conducted on a sample of 103 individual students (Boys) from the second secondary class of three government schools to fill out the questionnaire.

The study found that elements of violence in the media / TV affect young people's minds. However, some research shows limitations on the long-term negative impact of violent media on students in particular. (Jahan, 2017)

Benefits and comments on previous studies:

The presentation of the previous scientific researches benefited the researcher on more than one level, as those previous studies and research revolved around two main points:

• The impact of television on the youth of the Arab Gulf.

• The impact of the content of violence presented in foreign films via foreign and Arab satellite channels.

It has benefited the researcher at the cognitive level in defining the terminology, concepts, and knowledge of the causes and forms of violence. As for the methodological level regarding the clarity of the idea, some of the previous studies relied on the survey approach while other studies differed in the approaches used. In addition, the previous studies varied in the theories they have depended upon at the theoretical level, which helped the researcher define the theory of cultural implantation. The researcher benefited from comparisons between studies and methods of employing theories in each study.

Study problem:

Through a review of previous studies, it is clear that intense cultural values of the Arab youth are being addressed through the foreign movies broadcasted on Arab and foreign satellite channels, especially in light of the tremendous development witnessed by our societies nowadays. As well as the penetration of the diverse means of communication -the most important of which is television- in all aspects of our lives. The technological revolution in communication and media, and its great reputation, especially in our Arab countries, came with many changes and side effects that had a huge role in influencing Arab youth in general and the youth of the Arab Gulf in particular.

Whether Arab or foreign, the various satellite channels are constantly increasing; their contents and their broadcasts have become the main focus of everyone's attention. This is due to the concrete changes that have occurred in society because of the rising exposure to television. Therefore, the research problem can be identified and summarized as "The effect of exposure of the youth of the Gulf region to the contents of violence portrayed in foreign movies via satellites" through conducting a field study and applying a questionnaire based on the theory of cultural implantation.

Objectives of the study:

1. Learn about the favorite satellite channels of the youth of the Gulf region.

2. Learn about the youth's favorite movie content in foreign movies.

3. Detect the extent of the impact of direct and indirect violent messages broadcasted through foreign films on satellite channels.

4. Detect the forms of influence achieved through exposure to direct and indirect violent messages broadcasted through foreign movies via satellite channels.

Study variables:
Independent variable – Violent content in foreign movies.
Dependent variable – Youth of the Gulf region.
Intermediate variable - Arab and foreign satellite channels.

Study questions:
1. What are the most important and favorite satellite channels among the youth of the Gulf region?
2. What is the youth's favorite movie content in foreign movies?
3. What is the impact of direct and indirect violent messages broadcasted through foreign movies via satellite channels?
4. What are the different effect types resulting from the exposure to direct and indirect violent messages transmitted through foreign movies via satellites?

Type and method of study:
The research belongs to the descriptive field research that depends on the quantitative approach to describe social phenomena. Given that the study's main goal is to know the extent of the effect achieved from the exposure to the violent content in foreign movies broadcasted via satellites on the youth of the Gulf region, we rely mainly on the method of surveys.

Study tools:
Starting from the field study, we are in the process of applying the questionnaire tool to collect data from the public represented by the youth of the Gulf region, then analyze the acquired data quantitatively through statistical analysis, and then finally reveal the impact resulting from the exposure of the youth of the Gulf region to the violent contents broadcasted through Arab and foreign satellite channels. The questionnaire will also be presented to a group of specialists and professors to audit them.

Study and sample community:
The study population is represented by the youth of the GCC (Gulf Cooperation Council) countries. The study sample was chosen using the available sample system, which was represented by 100 individuals from the youth of the Gulf region who answered the questionnaire; their ages ranged between 16 - 45 years.

Statistical metrics:
The study relied on analyzing the answers to the questionnaire questions by depending on the method of repetitions and percentages to present the study's scientific results. Ones give indicators that can be built upon in setting concrete scientific solutions to address the acquired violence from exposure to its implications in foreign movies broadcasted via satellites.

Analysis and interpretation of study results:
The results of the study are to be interpreted through monitoring the answers for each question that was presented by the respondents and then was answered in the questionnaire;

this latter contained a set of sub-questions that cover the basic study questions, linking these comments and commenting on them, and explaining the possible indications based on the statistical measures applied to the data. Therefore, the results of the study will be presented in a logical order, where the question and the sub-questions related to it are presented first in the questionnaire, then we display the table of frequencies and percentages and comment on them, and finally, we link the results together and show the general results.

First question: What are the most important TV channels amongst the youth of the Gulf region?
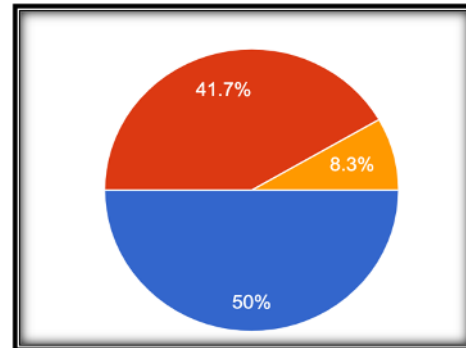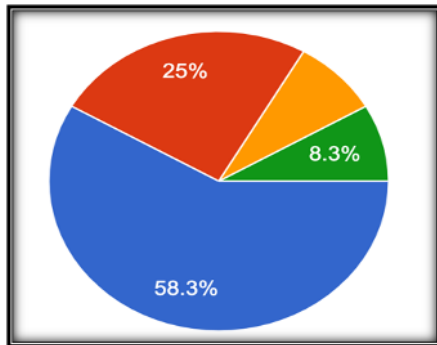
القنوات العربية⬤   القنوات المدبلجة ⬤   القنوات الأجنبية ⬤   **MBC2** ⬤   **FOX** ⬤   **MBC4** ⬤

Fig (1) Arab and foreign satellites   *Fig(2) Favorite channels among the youth of the Gulf region*

From the respondents' answers, it is clear that the Arab channels that reproduce the content (foreign movies) are the most viewed among the channels that display films, as they came in the first place by 50%, followed by the foreign channels with a 41.7% and then came in the last and third stage, the dubbed channels by 8.3%. The previous results indicate that young people in the Arab Gulf tend to watch foreign movies because they offer more varied and proficient content on both the artistic and productive levels. The choice of Arab channels that reproduce the content (foreign movies) came due to the consideration of these channels to the culture, traditions, and the selection of what suits the Arab culture. The language variable and the dependence on the translation provided by those channels was the dividing line, while the choice of foreign channels, which came in the second place, with a difference of 8.3% for the same motives shown by the respondents in the first choice, but they differed in their preference since these movies were not subject to censorship so that the story does not lose any part of it. Yet it was found from the respondents' answers who chose the dubbed channels, which came by a difference of 41.7% from foreign channels, and by a difference of 33.4% from Arab channels that reproduce the content that they have comparatively less educational and cultural levels.

These figures indicate that young viewers in the Gulf region find in foreign movies their desires regarding diversity, strong and persuasive production, and optimal employment of technologies and capabilities that provide them with a film product that attracts their interest. As a confirmation of the previous results, 58.3% of the respondents indicated that

they prefer to follow the MBC2 channel, while the FOX channel scored 25%, MBC4 scored 8.3%, and the rest came together at 8.4%.

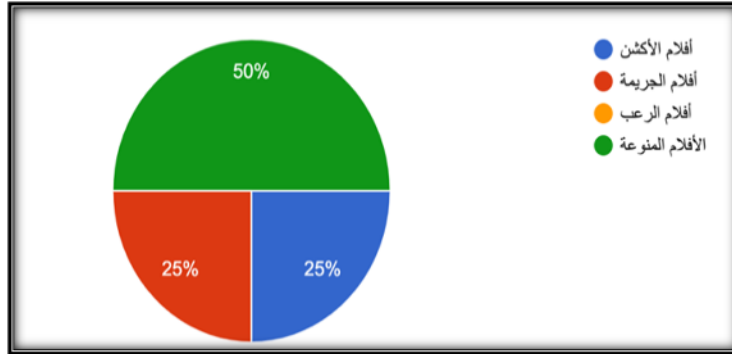**Second question: What is the favorite movie content for the youth in foreign movies?**

Fig (3) The favorite movie content for the youth of the Gulf region

The respondent' answers show that the youth's favorite content in foreign movies is "action movies", securing the largest percentage with 50%, in the second stage by "crime movies" with 25%, and then comes "horror movies" in the third place with a 25%. The previous results indicate that youth in the Gulf region tend to watch action and crime movies, which greatly reflect their behavior in daily life. The difference between "action" and "crime movies" is 25%, and the proportion was equal between "crime" and "horror movies".

These results indicate directly how young people in the Gulf region prefer violent movies and action scenes, yet the reasons vary. Some state that this is a method of discharging negative accumulated energies. Others state that it is an educational way to address situations that young people may be exposed to in daily life.
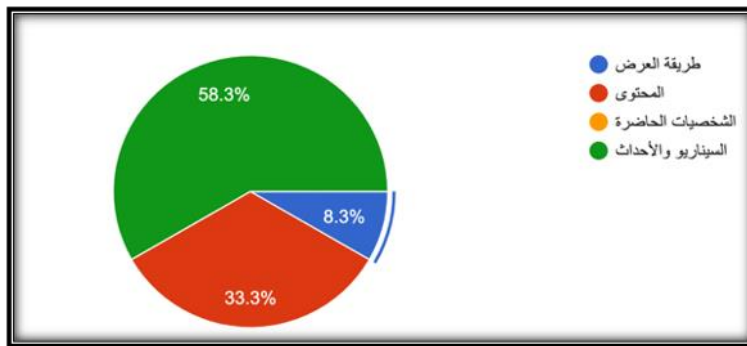

Fig (4) Most attractive elements according to the youth of the Gulf in foreign movies

It also appears from the respondents' answers that the "scenario and events" are the most important elements that attract young people in watching movies, so it ranked first by 58.3%, followed by "content" in the second stage by 33.3% with a difference of 25% and then came in the third and last stage 8.3% the "presenting style". These results indicate that youth in the Gulf region are concerned with the strength and depth of the scenario and the

sophistication of events in their watching habits of movies, followed by the strength and sobriety of the content in these movies.

3. What is the impact of the direct and indirect violent messages broadcasted through foreign movies on satellite channels?
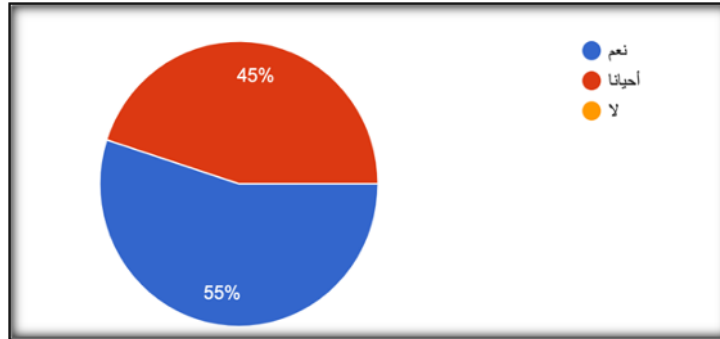

Fig (5) Extent of the impact of violent messages portrayed through foreign movies broadcasted via satellites

The respondents' answers indicated that the youth in the Gulf region consider that the violent scenes have a clear impact on the general behavior of the youth in a negative direction. For example, answers to the following question "Through your view of satellite channels and their violent contents and scenes, do you see that it has a negative impact on the behavior of youth of the Gulf?" were as follows: "Yes" answer with a 55% followed by "No" answer securing a 45%. These answers indicate what the youth in the Gulf region think about violence, crime, and action movies as they lead to a decline in the behavior among the young generation and negatively impact them, which thereby affects society in general.

٣. What types of influence are achieved from the exposure to the direct and indirect violent messages transmitted through foreign movies via satellite channels?
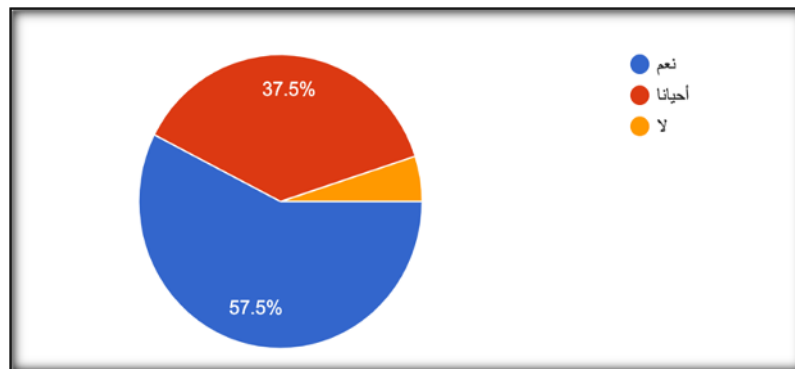

Fig (6) Attempts by the youth to try and apply some scenes in reality

The respondents' answers indicated that a large percentage of 52.5% believe that Arab and foreign satellite channels affect their daily behavior by provoking them to try and apply some of the scenes that they watch in the movies. In comparison, the answer with "sometimes" came in the second stage with a percentage of 37.5%, and in the last step came the answer with a "No" at 10%. Thus, the difference between the answers of "yes" and "sometimes" is 15%, which indicates that the majority of young people in the Gulf region see that foreign movies shown by both Arab and foreign satellite channels play a huge role in broadcasting changes to the daily behavior through lined or direct messages across the viewer, which motivates young people to apply them in reality.
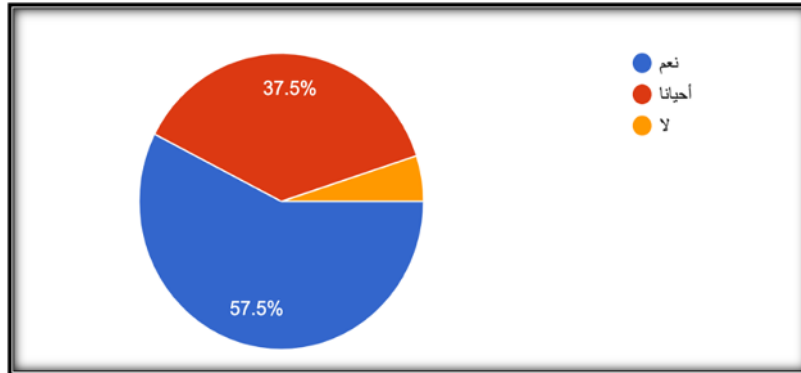

Fig (7) Expected effect on the young generation

The respondents' answers indicated that 57.5% believe that violence in satellite channels leads to the emergence of a negative generation that lacks social relations. The answer with "sometimes" came in at a rate of 37.5%, followed by the response with "No" at the third and final stage with 5%. Thus, the respondents' answers indicate that most young people in the Gulf region believe that the scenes of violence and criminality that have become abundant in satellite channels directly lead to stimulating a new generation that lacks all methods and forms of social relations. Which eventually results in an unfortunate and very deadly outcome for the countries and societies in general.
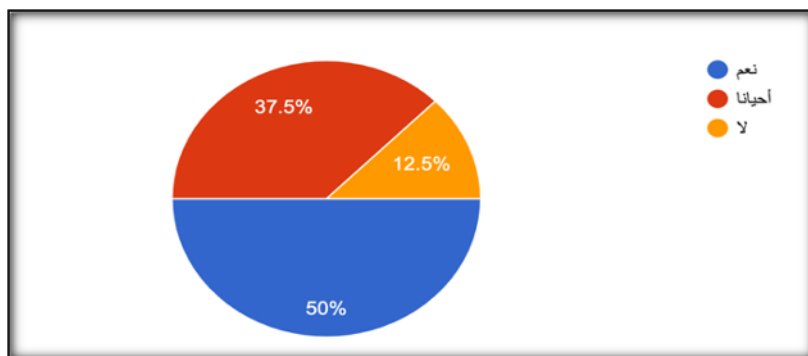
Fig(8) Effect on the behavior of the youth due to the exposure to violent content.

The respondents' answers indicated that 50% of young people find that foreign movies develop and stimulate rioting, aggression, rebellion, and dissociation from moral values. In comparison, 37.5% of the respondents believe that foreign movies "sometimes" develop and stimulate rioting, aggression, rebellion, and alienation from moral values. The final stage states that 12.5% believe that satellite channels do not call for any riotousness, aggression, rebellion, and the abandonment of moral values. Therefore, based on the previous proportions, it can be said that young people in the Gulf region find that foreign movies lead to the emergence of a new generation that lacks all the basic building blocks and constituents that can make them able to lead and develop societies.
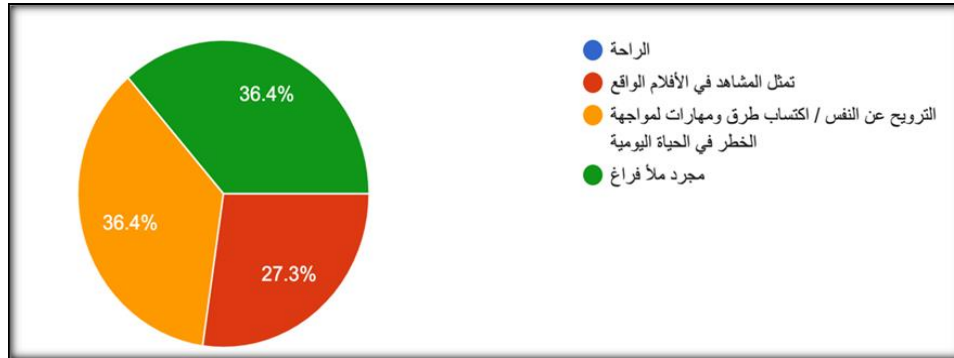

Fig (9) Feelings youth of the Gulf express when watching foreign movies.

The respondents' answers indicated that feelings of "recreation and the acquisition of methods and skills to face the danger in the daily life" accompanying young people in the Gulf region while watching action and crime movies occupied the first rank with a percentage of 36.4%, sharing the same percentage comes the answer of "occupying spare times" followed in the next stage with a 27.3% the feelings that "these violent and action movies mimic the reality they live in."
These results indicate that young people tend to watch violent, crime, and action movies because it is a way to depart themselves from the daily routine and pressures of life, in addition to the sometimes -fatal spare time- that directs them to such kind of movies. A segment of the youth in the Gulf region view that this type of action-crime and crime movies simulate reality and represent large areas of actual reality.

Conclusion:

Through the previous presentation of the results of the field study, we can confirm that there is an effect due to the exposure to foreign movies on the youth in the Gulf region as a general result of the study; however, we conclude from the previous results that the Arab channels that reproduce or broadcast movie content are the most followed ones as they reformat the content to suit the general public in terms of the availability of translation and the subjection of films to the regulatory standards that are consistent with society. Respondents showed their preference for the diverse content, and of course, this includes violent content. Still, they have shown a special preference for action and crime movies in the same proportion, making us state that these contents are the most attractive and thereby

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the most influential, as confirmed by the respondents' answers since the direct effect was 55%. In comparison, the indirect effect was 45%. This leads us to confirm a strong impact, regardless of the behavioral forms of the influence, such as the audience applying some of the scenes they have seen in one of the movies. The influence is also on the social level. There may be changes that occur in relationships and daily lifestyles as a result of being affected by the published messages, which subconsciously instill new ideas and values to the Gulf audience. Therefore, we must emphasize the crucial role of reviewing and evaluating the foreign movies provided to the youth in the Gulf region in particular and the Arab world in general and to support the local production in order for it to reach the same level with different content that must instill in young people constructive ideas, renouncing violence, hatred and other negative thoughts.

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