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Drama's Violent Scenes and Their Social Impact on Egyptian Youth

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Abstract:

This study aims to provide a quantitative monitoring of violent scenes movies and series, and to what extent they are used for commercial purposes, as well as their social effects. The study relies on Robin and Kim's model of uses and effects, which is that utilitarian motives for the use of media content and activity patterns that support communicative effects will be positively related to the effects of this content, while ritual motives and patterns of activity obstructing communicative effects will be negatively related to the effects of this content. The survey method was used. The questionnaire was applied on 400 respondents. The field study found that the percentage of watching movies and series on satellite channels has increased on a permanent and regular basis, and the percentage of females who watch movies and series on a permanent basis has increased more than males. The percentage of watching scenes of violence and crime in movies and series has also increased on a permanent and regular basis, and it is worth noting that all subjects of the sample watch those scenes, even if they differ in the extent of viewing. The motive related to the fact that scenes of violence and crime in movies and series are more realistic, provided the motives that expose the respondents to scenes of violence and crime, then the audacity to address them, then the respondents' passion and love to follow crime events as presented by films and series. The results of the field study showed that the most societal effects of witnessing scenes of violence and crime were represented in "individuals behave as if they are in a forest without respect for social controls and laws," and then "that restoring the right and supporting the oppressed does not take place by law, but I must take my right myself and by force away. About the government", then "crime of all kinds is on the rise in Egyptian society", then "marital infidelity and illegal relations are prevalent in Egyptian society and are justified, and that theft is the most appropriate and fastest solution to solve my economic problems."

Keywords: Egyptian Drama; Violence and Crime; Uses and Effects.

Introduction

The different types of TV drama are characterized by the ability to attract the attention and interest of different individuals within society, especially young people, where films and series are at the fore in their demands and priorities. Because it conveys to them a new reality that represents a good opportunity for them to see new experiences and lifestyles. In addition, the majority of young people prefer watching films and series presented by television, so that it has become a competitor to cinema, and has the ability to form individual and social behavior. Films and series can help to acquire some new behaviors and values in society or change some social behaviors in society.

The youth stage is also the stage in which the individual can acquire knowledge and values, and drama, with its films and series, plays an important role in this process, as it affects young people with the dramatic characters they love. The topics of violence and crime in movies and series are among the most dangerous topics for society in general and youth in particular. Because it may have negative effects on the attitudes and behaviors of individuals; Films and series, with their ideas and values, can affect the attitudes and behavior of the audience, which affects the standards and ethics of society.

It should be noted that the production of scenes of violence and crime is often aimed at attracting the attention of the largest possible number of viewers; Thus, attracting advertisements and achieving the greatest return on profits, as it mainly does not aim to serve the audience or the dramatic plot, but rather aims to serve advertisers. In this regard, Robin and Kim model provides the uses and effects of how the recipients deal with the communicative content, as when individuals use this content in a utilitarian manner with the availability of activity patterns supported for influences, this will be positively related to the effects of this content on them, while ritual motives and patterns of activity obstructing the communicative effects will negatively related to these effects. In light of the previous proposition, it becomes clear the importance of conducting the study to monitor the quantity and quality of scenes of violence and crime in films and series, and the extent of their impact on the individual and society.

Research problem and its importance

The danger of dramas does not lie in the fact that they are a huge industry or the huge amounts of money that are employed in them, but their danger lies in the fact that they are considered an intellectual and cognitive force capable of cultural and cognitive guidance and the formation of societal awareness among individuals that used to depend on the individual's personal experiences, but has now become more dependent on up to Individuals from the experiences of others presented by dramas through the symbolic characters that express this, as dramas are no longer just a material for entertainment or entertainment, but rather have become a major tool in guidance and education. The Arab satellite channels also present many films and television series, which the audience watches with great interest, especially in the month of Ramadan each year, and the commercial employment of scenes of violence and crime is increased in these films and series. Scenes that arouse the emotions of the audience.

In light of the previous proposition, the research problem is determined in the quantitative and qualitative monitoring of scenes of violence and crime in films and series, the extent to which they are employed for commercial purposes, and the societal effects of that in light of Rubin's model of uses and effects.

Study significance

1 -This study is a scientific and systematic application of the Robin and Kim model of uses and influences in the field of drama, specifically films and series. Through this model, some shortcomings in studies of uses and gratifications can be overcome.

2 -Our need for a real drama that carries meaning and value that helps the development and advancement of society, and not a commercial drama whose sole goal is to achieve material profit; And that is through playing an educational, developmental and social role and presenting the positives in society, in addition to providing real solutions to its negatives.

3 -Providing an accurate and impartial systematic analysis of scenes of violence and crime in films and series, and how to employ them.

4- Objective monitoring and scientific measurement of the effects of using scenes of violence and crime in films and series.

Study objectives

1. Determining the extent of exposure to satellite channels, as well as the extent of exposure to scenes of violence and crime in films and series.

2. Determining the motives of the respondents watching scenes of violence and crime in films and series.

3. Measuring the societal effects of watching scenes of violence and crime in movies and series.

4. Knowing the respondents' evaluation of the use of scenes of violence and crime in films and serials.

Literature Review

Rubin and Kim Uses and Effects Model

This model presented by both Robin and Kim (1997) for uses and effects is one of the good models that were able to combine the traditional uses and gratification approach and the direct media influences approach, and to overcome the shortcomings facing the previous two approaches. This model is based on the main assumption that the utilitarian motives for the uses of media content and patterns of activity that support communicative effects will be positively related to the effects of this content, while ritual motives and patterns of activity that hinder communicative effects will be negatively linked to the effects of this content. This model is based on some of the main elements:

First: The concept of audience activity and its relationship to communication effects:

Blumler believes that the activity or effectiveness component of the audience refers to the primary motivation, selectivity, tastes and interests that can occur in the event of exposure to the media. (El-Sayed., 2009) The idea of an active audience also refers to the audience that chooses and selects media content in a conscious manner, in order to obtain greater As much gratifications as possible, and this idea is more positive because it gives people more control and control over the activities they do, whereby the individual can turn to using the means that achieve the goals he seeks to reach in order to satisfy his specific needs. (Elliott, 1996)

Dennis McCaul also pointed out that selectivity represented in the process of moving

between channels through the control device is weak evidence of the audience's activity, and he mentioned that there are many other selective activities that reflect greater activity by members of the public such as renting video tapes, buying books, and audio recordings.

Kim and Robin (1997) divided audience activity patterns in the uses and effects model into two main patterns: (McQuail, 1994)

The first type: the activity that supports the communicative effects:

The patterns of audience activity that support communicative effects are as follows: selectivity, attention, and absorption.

(A) Selectivity. It is that intended process in which the individual is given the freedom to choose among the various communicative alternatives in a non-random manner. Selective exposure), during exposure (selective perception and attention), and after exposure (absorption in communicative content). (Kim, 1997.) In the Rubin and Kim model of uses and effects, two processes of selective attention were focused on: selective exposure and selective cognition. (Severin, 1992)

(B) Attention. Attention means the process in which the individual directs his mental and mental effort while receiving the communicative content, and the individual's motives or gratifications that he seeks to achieve affect the process of his attention to what is presented in the media, and selective attention indicates the individual's desire to direct his attention and attention to receive what is consistent with his beliefs and trends Attention is one of the strong indicators of individuals acquiring information and knowledge from the media messages presented more than just exposure to the means, the measure of attention provides a better way to predict the communicative effects that can happen. (Shoemaker, 1989)

(C) Involvement: Involvement, as one of the patterns that supports communicative influences, requires the individual to make a mental effort to interpret, understand and respond to the communicative message, and it mediates the search for knowledge, understanding it, and sharing it with the rest of the individuals. Motives for using media content, such as motives for exciting entertainment, and information acquisition for the purpose of entertainment and entertainment. (Kim, 1997, Pp107-135)

The second pattern: the obstructive activity of the communicative influences.

Patterns of audience activity that limit communicative effects include avoidance, diversion, and suspicion.

(A) Avoidance. The individual may not want to follow up on some communicative contents, so he avoids them because they do not satisfy his needs, or they do not fulfill his expectations, or he does not care about those contents at all. software. Therefore, individuals who avoid exposure to specific communicative contents become difficult to be exposed to any direct influence of these contents. (Roser, 1990)

(B) Diverting attention. Individuals doing some activities that are not related to the content of the communicative message enhances the chances of not being affected by it and reduces the possibilities of paying attention to it and being convinced of it, because it reduces the understanding of the communicative message, as well as talking with others during exposure may hinder attention, and the characteristics of the message itself and the characteristics of the communicator may turn Attention and weakens it, because the mental

and mental focus on the message itself is little. (Abdullah, 2007)

(C) Doubt. Doubt expresses a mental state of distrust of the content presented, which motivates the individual to search for more information and think about it. Doubt about communication messages is an acquired skill that can be developed over time and repeated experience with it. Evaluating the message is a skill that is not born with the individual, but can be learned and acquired, and experimental tests showed that although the attractiveness of communicative images plays a major role in the development or development of the process of perceiving communicative models, doubt can increase or decrease the positive values surrounded by negative or anti-social models, which in turn may increase or decrease their effects. (Al-Hadidi, 2006)

Second: motives and their relationship to effects

The concept of motives, like other psychological concepts such as perception, remembering and learning, is an individual formation that is inferred from the behavior of a living being. (Kim,1997, Pp107-135)To respond to the communicative content, as the different needs lead to differences in goals and motives, and also lead to differences in behavior and also differences in the results or effects of behavior. (Alexander, 1985) Studies that dealt with the relationship of motives with communicative influences have proven the existence of an important mediating variable that mediates the relationship between exposure and influence, which is Watching motives, studies that dealt with the entrance to uses and gratifications confirmed that motives may make viewers use the same content in multiple ways, and thus affect the communicative effects of these contents on these individuals, as studies have found a complex interaction between patterns of motives and communicative effects. (Kim, 1997,Pp 107-135)

Third: Communication Effects Media Effects

When Rubin and Kim tested the uses-and-effects model, they focused on three communicative effects of media content: satisfaction, parasocial interaction, and cultivation.

The following is an explanation of the effects of this study:

(A) Para social interaction.

Parasocial interaction is an emotional relationship that includes empathy, awareness of similarity, attraction and friendship, and it stems from selective exposure and attention to the communicative content presented, and it also affects behaviors and communicative influences. (Alexander, 1985) with friends about his love for a certain movie character), and these conversations include many psychological contributions of individuals towards these communicative characters that they have not met in their lives, but they feel that they are aware of everything that happens to them through their use of means of communication and friends talk about them, and there are certain cases that may interact The audience members actively integrate with the characters presented by the means of communication, for example, adolescents take different models of behavior from the stars, and the viewer may condemn the evil character in a drama series and criticize his actions or say hello or throw it at the dramatic characters or respond to them through dramatic dialogue, all of which are considered It is a form of interaction similar to social interaction. (Ghaith, 2006)

(B)Identification effects of autism.

The Dictionary of Sociology defines autism as a socio-psychological process that involves representing and expressing the integration of values, standards, expectations, or social roles related to a person or other persons in behavior and self-perception, and the term autism is used in the field of social studies to refer to some of the social relationships with which it is related. The person is related to social roles and social groups. A person unites with a particular social role when he integrates it with him and adopts it at the same time as a role of his own, and tries hard to acquire the necessary skills that make him conform to his standards, and it is said that one unites with a social group if he can integrate (accommodate) He coordinated the prevailing roles in it, and considered himself as one of its members. (El-Sayed., 2009, p. 171-172)

Autism is not limited to the viewer's feeling of the attractiveness of the characters and the desire to imitate them only, but also the belief in the effectiveness of the characters and their impact on his own life. They develop a strong sense of the realism of these characters, and their feelings towards them are similar to their feelings towards real people, as autism is represented in the extent to which the psychological viewer approaches the television characters. (Renc.Com/Show_Article_Main.Cfm?Id=20675, n.d.)

(C)Effects on social values.

We can provide a comprehensive, simple and clear definition of values, indicating that values are explicit or implicit dynamic perceptions and concepts that characterize the individual or the group and determine what is socially desirable and affect the selection of goals, methods, means and methods. (Ghaith, 2006) Their beliefs, standards and social symbols, and this does not mean that diversity in cultures contradicts the unity of values in its material and moral sense, because values are linked to the rest of the components of the social structure that affect and are affected by them. A criterion or level for choosing between the alternatives of guidance that are present in the situation, as if the values here represent general and basic criteria in which members of society participate and contribute to achieving integration and organizing the activities of the members. (Sadicaris., 2009) Values are the basic control of human behavior, and the measure of judging goals and how to achieve them. It is not possible to define goals only through values, and the process of acquiring values passes through three stages: 1 - that members of the public know their needs and are well aware of them. 2- To experience repeated patterns of behavior on the part of others that are good behavior patterns for them. 3- Values are transmitted through generations through society.

Research Questions

1. What is the extent of exposure to scenes of violence and crime in films and series?

2. What are the motives of the respondents watching scenes of violence and crime in movies and series?

3. What are the societal effects of watching scenes of violence and crime in movies and series?

4. What is the respondents' evaluation of the use of scenes of violence and crime in films and serials?

Sample Size

The study employs the questionnaire to monitor violent scenes in movies and series, and to what extent they are used for commercial purposes, as well as their social effects. A total number of 400 self-selected cases from Egypt were investigated.

Results

(1) Table 1 to what extent do Egyptian youth watch movies and series?

Viewing Options	Male		Female		Total	
	F	%	F	%	F	%
Always	141	70.5	156	78	297	74.3
Sometimes	59	29.5	44	22	103	25.7
Sometimes	59	29.5	44	22	103	25.7

The data of the previous table indicates that using the Chi-squared test ($\chi2$), it was found that there is no relationship between gender and watching movies and series on Arab satellite channels, where the value of ($\chi2$) was (2.942) and the value of the level of morale was (0.086). The data in the previous table shows that the percentage of females who watch movies and series on a permanent basis is higher than males (78% compared to 70.5%); This may be due to a large percentage of females staying at home more than men.

(2) Table 2 Respondents' Motives for exposure to violent scenes in films and series.

Respondents' Motives	F	%
Realistic scenario	301	75.3
Freedom to choose topics	297	74.3
Spend time and entertainment	291	72.8
suspense and excitement	237	59.3
Attractive shooting locations	162	40.5
Actors' skills and attractiveness	124	31
Excellent directing	105	26.3

It is clear from that table that the reason related to the fact that the scenes of violence and crime in movies and series are more realistic came in the first place with a percentage of 75.3%, then the reason related to the boldness of dealing with them came in the second place with a rate of 74.3%, and in the third place came the reason related to the respondents' passion and their love to follow the events of crime Dramas also offer it, with a percentage of 72.8%.

(3) Table 3 Social effects of watching violent scenes

Social effects	Agree		Not agree or disagree		Disagree		Weighted Mean	Weighted Percentage
	F	%	F	%	F	%		
In Egyptian society, all types of crime are on the increase.	121	30.3	119	29.7	160	40	1.90	63.3
People act as though they are in a wild, disregarding societal rules and regulations.	140	35	123	30.7	137	34.3	2.01	67
Egyptian society's issues can be solved through magic and sorcery.	91	22.7	125	31.3	184	46	1.77	59

Social effects	Agree		Not agree or disagree		Disagree		Weighted Mean	Weighted Percentage
	F	%	F	%	F	%		
Infidelity and illicit relationships are common in Egyptian society, and they are acceptable.	109	27.3	132	33	159	49.7	1.88	62.7
Reclaiming the right and assisting the underprivileged is not done by law, thus I must take my right way from the government by force.	146	36.5	99	24.7	155	38.8	1.98	66
Theft is the simplest and quickest answer to my financial difficulties.	167	29.3	116	29	167	41.7	1.88	62.7
Sexual harassment and rape are prevalent across Egyptian culture and are not restricted to any one location or age group.	91	22.7	125	31.3	184	46	1.77	59

It is clear from that table that "individuals act as if they are in a forest without respect for social controls and laws" in the first place with a relative weight of 67%, then came the phrase "that restoring the right and supporting the oppressed does not take place by law, but I must take my right myself and by force away from the government." With a relative weight of 66%, then the phrase "crime of all kinds is constantly increasing within the Egyptian society" with a relative weight of 63.3%, then two phrases with the same relative weight came: "Infidelity and illegal relations are widespread in Egyptian society, and they have what He justifies it, and that theft is the most appropriate and fastest solution to solve my economic problems." Each of them came with a relative weight of 62.7%.

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