

تأثير التعرض لدراما السيت كوم فى منظومة القيم
لدى الشباب الجامعى
"دراسة تحليلية ميدانية"

رسالة مقدمة لنيل درجة الدكتوراه فى الاعلام
من كلية الآداب - قسم الاعلام - تخصص اذاعة وتليفزيون
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يناير ٢٠١٤

Summary of the Study

Introduction:

The Sit Com drama has spread lately and occupied a good position in the television map as it entered a competition with TV drama and appeared frequently on most of space and terrestrial channels. This type of light comedy grabbed the attention of the audience, actors and artists to participate in. There are different views concerning positives and negatives of the Sit Com series and their influence. Many critics say that these series managed to do the difficult equation both to polarize the audience and to achieve high profits resulted from the little expense in production together with the increase in distribution and sales to foreign channels.

Through a lot of scientific studies, it has been found out that youth, with their different age categories, represent an important social group that is able to play an important role in the hoped development, especially university youth. This put the responsibility upon the heard and visual media to work to direct youth to the direction which achieve society's goals and establish their correct values system.

First: Problem of the Study:

Problem of this study can be traced in discussing the influence of Sit Com through detecting their positive and negative values, how this kind of drama treats these values, knowing the supporting and hindering activity patterns of communicative influence, detecting the most important motivations of viewing this kind of shows and the relation between its influence and youth.

Second: Importance of the Study:

- 1- This kind of series changed the comedian dramatic work atmosphere which was characterized by typicality.

2- This kind of modern drama contains a lot of various attitudes and values that directly affect the Egyptian family members and especially the university youth group.

Third: Objectives of the Study: .

- 1- Detecting the most significant Sit Com series which are viewed by university youth.
- 2- Knowing the types of activities (supporting – hindering) for communicative influence resulting from watching the Sit Com drama.
- 3- Determining the motivations (beneficiary – ritual) resulted from watching the Sit Com drama.

Fourth: Hypotheses of the Study:

- 1- There is a statistically significant positive linking relation between both beneficiary motivations and types of activities which support communicative influence and acquiring positive and negative values which result from watching the Sit Com drama for university youth.
- 2- There is a statistically significant negative relation between ritual motivations, types of hindering activities of communicative influence, university youth' acquisition of positive and negative values resulting from watching the Sit Com drama.
- 3- There are statistically significant differences between youth's acquisition of positive and negative values and types of communicative influence (semi-social, autism, and satisfaction).
- 4- There are statistically significant differences between the respondents' evaluation of the Sit Com drama and types of communicative influence (semi-social, autism, and satisfaction).

Fifth: Type & Methodology of the Study:

This study is a descriptive one using the sample survey method (analytical and field surveys).

Sixth: Community & Sample of the Study:

The researcher made a survey on a sample of parts from Sit Com series ("*Ragel w Set Settata*" A man & Six Ladies, "*Tamer w Shawkeya*" Temer & Shawkeya and "*El Bab fel Bab*" Next doors Vs Next doors) and extracted a purposive sample of (400) of university youth as respondents whose ages range from 18 till 24 years distributed on Cairo and Alexandria universities to represent governmental education and 6th October and Pharos universities in Alexandria representing private education.

Seventh: Tools of the Study:

A content analysis document and a questionnaire.

Eighth: Results of the Study:

Results of Analytical Study:

1. It is found out that the total treated values in the analytical study sample are 502 values. *Ragel w Set Settata* came at first in the analytical study sample which tackled values by 185 values (36.9%), *Tamer w Shawkeya* came second with 180 values (35.9%) and finally *El Bab fel Bab* came third with 137 values (27.3%).
2. Social values came first of values presented in the analytical sample of Sit Com series with 65.6% of total values, economic values came second with 13.7% of values, moral values came third with 12.7%, followed by scientific values with 6.2% and finally political values with 1.8% noting that the Sit Com drama presented various economic, social, political, scientific or moral values with 56.8% and they were the most shown in return to offer positive values of different types of the Sit Com drama's values with 43.2% and it is found that *Ragel w Set Settata* series came at first of analytical study sample in terms of presenting negative values with 40.4%, while *Tamer w Shawkeya* came at first in terms of presenting negative values with 39.2%.
3. It is found out that 99.8% of values presented in the Sit Com series in the analytical sample were by dramatic characters belonging to middle-class, while 0.2% of values presented by characters impersonating singles roles, and 5.6% of values in series were by divorced roles.

4. It is clear that 70.1% of the Sit Com series' values in the sample of analytical study were presented by dramatic characters impersonating roles of the married, 21.7% of values were presented by characters impersonating the singles and 5.6% representing the divorced.

Results of Field Study:

1. The sample of field study say that the comic and dramatic content nature came at first in reasons of audience attraction to such drama followed by the nature of treatment in terms of topics and events. Finally, in the third category we find that the form of dramatic work, in terms of decoration and dramatic characters' appearance, is one of the reasons of watching but it came in late position and resulted in organizing pleasant matters in the dramatic work of the Sit Com.
2. Concerning the dramatic work's ability to attract the audience in terms of its story, we find that applauding comic situations and creating them in an attractive non-silly way is one of the important matters for the success of Sit Com drama. Quality of the treated issue in the dramatic work comes second in importance in terms of creating the dramatic plot in addition to accurate writing the roles of characters providing that the treated topic related directly the needs of society and its daily reality as comic situations came first in watching reasons of the study sample in the Sit Com series with 82.5% of the total field study sample.
3. A great amount of field study sample asserted the suitability of the Sit Com series' time periods with 80% of total sample, while 15.5% talked about the series' short length and 4.5% about long time periods.
4. Results show that the level of beneficiary motivations of field study sample are average on top with 46% followed by high exposure level with 32.5% and finally low exposure level with 21.5% returning to average level advance followed by higher one.
5. 41.5% of the field study sample compared their daily reality and pattern of dramatic characters after watching the Sit Com series followed by 32.5% of the sample compared sometimes with their daily reality and characters' pattern after watching the series, while 26% of the sample indicate their non-comparison between their daily reality and pattern of dramatic characters after watching the Sit Com series.