Tikrit University students exposed to ironic shows

Sabah Mohammed Tuama

10204761@students.jinan.edu.lb
Jinan University Tripoli – Lebanon
Faculty of Communication Communication & Journalism

ABSTRACT

The study aimed to monitor and follow up the exposure of students of Tikrit University to satirical programs, and used the descriptive method and the survey method, through the questionnaire that included a deliberate intentional sample of students of the Department of media the final stages of the Faculty of Arts, Tikrit University, as the sample was selected according to the intentional type because media students are the most the majority of the study sample members who are exposed to watching satirical programs by 45 and by a percentage of 90% of the total As for those who do not watch programs by 5 and by a percentage of 10%, the largest percentage of those watching satirical programs came via TV by 36 and by 46.15%, followed by watching programs via Facebook by 14 and by a percentage of 17.94% of the total sample.

Keywords: exposure, students, Tikrit University, satirical programs.

Introduction

The television is set to be the most expanded mean of communication for what distinguishes it from other means (Radio, cinema, theatre), as it offers the audience both the sound and image mixed with motions and colors using the latest modern technologies which is characterized by the capacity of progress in these means, as well as being special for its immediacy and speed in transferring the events, and the multiple types and forms of TV programs that attracted the largest number of audience around the world.

And in the light of development that happened in Iraq after 2003, opening up on various levels, especially in the media field, as the Iraqi public began to have satellites, also different customs and traditions began to emerge in exposure. This much of broadcasting for different types of programs has an advantage that many Iraqi satellite channels entered this field (e.g. Alsharkia), which since its establishing, began to work on attracting the Iraqi public that started to move between hundreds and thousands of global satellite channels. So the competition began between these channels and it basically existed since its establishing, and with the entry of various political parties in Iraq after 2003, politics, news and political programs appeared on the media arena. These programs criticized the political and economical reality in the country in an ironic way, until these programs became popular to many followers, mostly young people, plus the appearance of foreign and new words.

The researcher divides his research into three sections:

1- Section one: The research methodological framework where the problem is goals, importance, methodology, previous studies and the important concepts are identified.
2- Section two: The researcher deals with the theoretical framework on the topic of exposure and the audience motives for watching sarcastic shows>
3- Section three: This is the applied framework for the researcher, defining

the research's community and sample as well as preparing the questionnaire form that was presented to the students of Tikrit University.

The methodological framework of the research

First: Problem

There has to be a problem in order to write and study a research, because the main reason for a research in its problem which can be mysterious topic or a phenomenon that needs to be explained, or a question that needs an answer. The problem is the topic that must be discussed, this is one of the important and difficult stage, it takes a lot of time and effort and it follows choosing the steps of the researcher.

The problem is the increasing number of channels, this is a result of the audience preferring to watch it, as well as the technological developments that aided the sarcastic shows to reach different zones from the world including our country Iraq. Now the question is: To what extent are Tikrit students exposed to sarcastic shows?

The following questions arise from it:

1. How much time do Tikrit students watch the sarcastic shows?
2. How much exposure do students have in watching these shows?
3. What are the most prominent motives for students' exposure to watching sarcastic shows?
4. How much are the students confident about these shows?

Second: Importance

The audience's researches are from the most important researches to know the audience's habits of getting exposed to the media, and how do the audience use it and what are the motives for this exposure, also to explore the important barriers that come against this exposure, the main mission is to know the true needs of the audience in order to fulfill their wants.

So the importance is studying a new phenomenon on the Iraqi audience, so they become exposed to new shows.

Third: Goals

The scientific research is a clear and organized activity, so the researcher must mention the main points that he wants to prove and answer all the questions regarding the sarcastic shows on it.

Fourth: Methodology

The word methodology means the method used while discussing the problem, by answering the word: how?, so if we ask how does he discuss his aimed topic? The answer will need to select the type of method.

Fifth: Settings

1. Place: Within the geographical boundaries of Tikrit University.
2. Time: From 15/3/2022 till 15/4/2022

Sixth: Sample

The type of sample is intentional, it includes the senior students of journalism department from Tikrit University, and they were selected because they are the ones caring about the satellite channels because of their studies.

Seventh: Difficulties

1- Hardly getting information about sarcastic shows as it is new.
2- The lack of the sources and new books that the Iraqi libraries have.

The previous studies

The researcher can write the important previous studies from:

First: The study of Samer Raja Gholeilat (the use of satellite channels by Jordanian universities students and the reached fulfillment). A field study using the questionnaire.

Problem: Introducing the habits of watching TV channels at the Jordanian Universities students and how much do it satisfy them, also putting policies that take the care and need of the Youngs in Arab world.

1- The majority of students watch TV channels 95%

2- The highest percentage watch channels with their family 34.8% while 52% prefer to watch alone.
3- By asking how much time is spent we can see that 45% watch during school days about one to two hours.
4- The study showed that the average of fulfillment of watching is 3.2 and 3.93 which is a positive average because it is above 3.

Second: Mohammad Hussein Alwan, the Iraqi audience being exposed to Tv satellite channels compared to other media. A field study using the questionnaire.
Problem: This study shows how much the Iraqi audience care about watch satellite compare to other local means (papers, radio, TV, video, Cinema and theatre).
Results:
1- The increasing number of viewers of arab and foreign channels, as the number was 76 from 150 sample.
2- The increasing number of samples who don't read daily papers but watch channels (74)
3- The increasing number of samples who don't get videos but watch channels (78)
4- The increased number of samples who don't go to cinema because of the security situation (118) which is a high rate.

Third: Rossol Ali Abdul Zohra Al-Saadi, problems of public exposure to local broadcast channels, field study using questionnaire.
Problem: The main question is: What are the real reasons of problems of public exposure to local broadcast channels?
Results:
1- The answers reveal that there is no benefit from watching local channels (no entertainment, no news and no educate).
2- Boredom of showing programs on those local terrestrial stations compared to Arab and foreign satellite channels, whose programs have an element of suspense

3- The lack of novelty of these programs and their transfer of what is shown on Arab satellite channels.
4- Inadequacy of the programs provided .

Search Terms
Exposure: media exposure in the dictionary of media terms means the individual's oral or written presentation of facts or facts.
Satellite broadcasting: it is the transmission of a strong signal that can be received through ordinary television sets equipped with a special antenna dish , and this signal comes from a satellite that does not pass through ground stations.
Satellite channels : they are the most widespread means of communication , the widest range, and the most beautiful and attractive to the viewer; to combine them with the image, sound, light, color and movement in transmitting programs of all kinds.

Second topic: Theoretical framework for research
First: the concept of exposure and its types
Exposure to the media means the existence of a link between messages and means of mass communication on the one hand and the public on the other, and it is one of the essential links in the communication process .the word exposure in Arabic is" show " and linguistically means show the thing and see it, or in Latin the meaning of the word (exposure Expose) is a statement of the thing through reading and writing through an organized and convincing presentation of ideas, or the concept of (exposure Expose) media in the dictionary of media terms that the individual's oral or written presentation of facts or facts.
Types of exposure
A- Direct exposure: the audience is exposed to the media directly, as individuals read mass publications and listen to the radio, or watch TV and movies directly.
B- Indirect exposure: means the transfer of information from to individuals who have a good amount of information and have been exposed to the media and mass media directly, so they transfer

information to individuals who are less exposed to mass media and rely on others for their access to information.

C- Repeated exposure: individual knowledge is recorded by repeated exposure "(knowledge is the result of a guaranteed interaction of the media with the personal experiences of the recipients, but the memory of information decreases if one has no interest or interest in the information, and the individual's ability to mention the latest depends on the frequency of exposure to the media, the stimulus of exposure and the extent of one's need for information)".

D- Substitution exposure: individuals dispense with a means of communication and replace it with another in order to identify a certain content of the media.

E- Arbitrary exposure: if the public is inadvertently or intentionally exposed to content that does not appeal to them and is not consistent with their ideas, opinions and beliefs, scientific research experiments have shown that the proportion of individuals between one-fifth and one-third are voluntarily exposed to information.

Second: defining the audience

The term audience expresses the group of viewers for news content, dramas , comedies , games and live scenes, and this group of people is located in the vicinity of an establishment, organization or media institution, or this environment may be a city, a region or the whole world.

The term audience is still an old and currently used term and it is considered a very important element in the communication process, but some characteristics of the audience have changed with the scientific development that has taken place in the fields of mass communication, the audience these days is the audience of mass communication means characterized by a very large number and spread around the world and is a diverse audience in its socio-economic composition.

The audience of recipients is a crowd of people whose focus is directed to an external influencer is the media , like the audience of movie and television viewers, and that this crowd communicates in one direction any of the influencer any media to the individual .

The use of the term audience in the science of media and Mass Communication has been proven to indicate the number of individuals who receive the media and the media message. Williams believes that the audience's activity appears through three levels: individual, social, and political to identify the contribution of this audience to building and making meaning in the light of the media texts to which its members are exposed; because there is no doubt that the media audience plays an active role in building the meaning of its means directed to it.. Blumle (1997) suggests several meanings of the term audience activity are:

1- Utility: people use media for the purpose of achieving benefits from these uses.

2- Intentionality intent: because the public uses the content of these means and directs it to serve previous motives related to the intentions of its members from their use of these means.

3- Selectivity: that is, the individual uses these means according to their intellectual stock and it reflects their interests and preferences.

Third: the needs met by exposure to television

The interest that we see from the public in satellite channels lies behind this interest, the reasons that lead the public to pay attention to satellite channels and the reasons for interest in them are the needs that lead the individual to be exposed to the channels and the needs are divided into two types psychological needs and social needs and the psychological and social needs:

1- The need for belonging : a person needs a framework from which to start, whether this framework is the framework of the family, the Earth or the homeland, to get love and a sense of security and that television meets his needs.

2- The need for reassurance and stability: this need interferes with belonging, as the individual achieves through means of communication and out of isolation and anxiety and engagement with the group, interacts with it and feels reassured, strength and psychological stability .

3- The need for self-affirmation: self-affirmation is achieved through the individual's influence on others and his influence on them. A person needs to influence others and disclose what he feels inside , and through communication and interaction, self-affirmation is achieved.

Fifth: the importance of radio broadcasting and what it offers to people

Currently, a person cannot do without satellite channels because they provide him with the information he needs, inform him about events and phenomena around him, and provide him with Entertainment.

Broadcasting is the best source of information of all, as well as a source of entertainment for most people in the world. In many parts of the world, the effects of underdevelopment are widespread, where illiteracy rates are high, and the accompanying difficulty in distributing newspapers, broadcasting is the only media that is easily accessible to many people. Indeed, the cost of newspapers for the poor may be so high that they are deprived of reading them, and for some others it is easy and enjoyable to see and hear the news instead of reading it. moreover, broadcasting plays an important role as a cheap and accessible entertainment method.

The relationship between media and politics

There is almost one agreement among researchers and thinkers that there is a close relationship between the media and politics, because the media is a good expression of politics with its different ideologies, and that the media is the other face of politics, and the world today has been characterized by two important features, the first related to the great technological progress in mass communication that has crossed borders and shortened distances, and made the world a global village, what happens in any aspect of it affects in one way or another the course of things and events in other aspects . The second is related to the close relationship that has been achieved between the media and politics, both at the level of one country and at the level of the world as a whole, and such a relationship has made the media largely influenced by decisions related to the internal or foreign policy of countries at present. This means that Mass Communication has now become a political goal of international national policy, and that any political leader in our time is fully aware that the wide progress in Mass Communication has eliminated all security barriers, making these barriers an unrestricted state.

If the state policy is based on the foundations of mass participation through the adoption of the principle of democracy or collective participation, then the media will be the first means that enables the leader and the masses to contribute to responsibility in order to achieve social justice and end class disparities through mobilization and awareness of the masses. But if the state policy expresses the will of a minority, the media will turn into propaganda and propaganda work will serve as the first means of justifying the misleading positions of the masses by the oligarchs based on politics.

The ruling elite of a mass-democratic nature believes that the participation of the masses will strengthen and grow in their favor if they are sure of the sincerity and objectivity of the media source, and if they are sure that it is keen on the goals and interests of wide sectors of the masses and meeting their legitimate demands that contribute to the development of their reality in line with the prospects that the masses aspire to because (every government is strengthened and weakened as much as the favor enjoyed by the rulers among the public opinion grows or decreases).

This is justified by the description that researchers call the media as (power and authority) that, if used well, can change the course of history and, on the other hand, confirms the importance of the media in influencing public opinion and the link of the latter to the active and essential in political life, which was described by (Hoyse) as saying (that the world is governed by public opinion).

History of literature and satirical art:

Irony stands at the head of difficult artistic methods; as it requires manipulating the scales of objects, amplified or reduced, this manipulation is carried out within an artistic standard that is to provide scathing criticism in an atmosphere of humor and fun. However, the style of satire is evolving and changing through the ages, satirical literature does not mean laughing for the sake of laughing, this is called a slapstick, while satirical literature is a black comedy that reflects the citizen's political and social aches, and is presented by the narrator or painter... with a satirical template that draws a smile on the face and puts a dagger in the heart. It is difficult for us to determine the exact date of the appearance of the term irony in human society, however we can say that it has existed since old time, since man realized his subjectivity and distinction from the other, the term irony appeared with the formation of human groups, and the emergence of the terms of political oppression and bullying.

The Abbasid era is considered the beginning of the flourishing of Arabic literature and Arts, and irony experienced a qualitative leap in it; its features became clear and its first rules began to take root as a stand-alone art. Therefore, this period was the actual beginning of the emergence of satirical literature, especially since many writers and poets made it their own style of writing and expressing their opinion of existence and their attitudes towards reality and its contradictions, we mention, for example, the blunt and damning stories of Ibn al-muqafaa, which were written on the tongue of the animal to express the political chaos prevailing at that time, as well as the art of maqams and the message of forgiveness of Abu Al-Alaa al-Maari, in which he mixed laughing irony with deep pain... and many other books.

As for the modern era, Arabic literature, in turn, has been celebrated with satirical images, because this style would not have been created by the conditions of security and stability, but it stems from the suffering of peoples as a result of the horrors of colonialism, political repression, economic stagnation and social rupture... this crisis situation has had a special impact on the same Arab intellectual who lives his life "neglected and marginalized... like the summer cloud is neither the land side nor the sea side". This period was known for the emergence of satirical literary pens among writers and poets who took advantage of this circumstance to highlight the sufferings of the Arab citizen during the occupation and after, we find among the most important of these writers and poets we find Ahmed Matar, Mohammed Najm and Ahmed Al-Maghot.

As for the satirical art of caricature and theater, we find Yacoub Sanoua, nicknamed the father of the satirical theater, who was one of the first to introduce satirical journalism to the Arab world in the early nineteenth century, and we also find the Palestinian cartoonist Naji al-Ali, who distinguished himself by drawing the character of Handala, which symbolizes the stricken Arab citizen. At the level of the modern Arab satirical theater, we find the theater of Mohammed Sobhi, Dourid Lahham and the Rahbani theater. As for the satirical media, which we found it difficult to call either satirical, humorous or funny, it is modern and imported from the West, its star emerged in the Arab world during the Arab Spring revolutions and has continued since until now.

Satirical media

Satirical political comedy TV programs appeared during and after the Arab Spring, and among the satirical media names that surfaced, we find Bassem Youssef, the controversial presenter of the program, which was broadcast on ONTV, then on CBC and finally on MBC Egypt before its production stopped.

And this kind of comedy has a huge impact on the audience, especially the youth category. Therefore, it is imperative that we work to provide a definition of satirical comedy and review the stages it passed through in the West, which was ahead of it, and who focused on analyzing the content of the satirical program as the most prominent Arab model of influential political satirical media. These programs aroused controversy and, on the one hand, delighted and, on the other, angered the audience, which prompted Western media academics to study them. Satirical political comedy was defined as "the wonderful force that expresses the feelings of public opinion to

promote civilized culture and the idea of citizenship to the public by stirring up political debate to attract the public to the world of politics skillfully and fascinatingly", or it is "a discharge of human emotions such as feelings of anger, shame, disgust, indignation, contempt and others, in a funny and simple expression". The task of the satirist is to vent this anger and congestion by announcing the truth, which can be moral and political... the sarcastic sees it as his duty to distinguish between right and wrong in society and to attack error unreservedly. What can be understood is that the most important pillars of satirical comedy are based on unloading the anger and discontent of the masses by ridiculing the factor that angers them, and thus the factor of discontent is reduced and reduced in a way that makes the audience laugh.

The third topic: The applied framework of research
Field study of Tikrit University students being exposed to ironic shows
The researcher was able to reach the following results through the field study:
First: the survey results showed the personal characteristics of the respondents by (35) males by a percentage of (70%), while the reality of (15) females by a percentage of (30%) of the total sample, this can be illustrated by Table No. 1 :

Table No. (1)
Shows the personal characteristics of the respondents

	Respondents	Repetition	Percentage
1-	Male	35	70%
2-	Female	15	30%
3-	Total	50	100%

Second: the results of the survey revealed the personal characteristics of the respondents in watching satirical programs, those who watch the program by (45) percentage reached (90%) of the total sample, while those who do not watch the program by (5) percentage reached (10%) of the total sample, this can be illustrated by the following table :

	Viewing	Repetition	Percentage
1-	Yes	45	90%
2-	No	5	10%
3-	Total	50	100%

Third: the results of the survey also clarified the results of the survey of the respondents for watching the ironic shows, where the largest percentage of those watching the program through TV was (36) and (46.15%), followed by watching the program through Facebook by (14) by a percentage of (17,94), and watching from Instagram if the percentage was by the respondents by (5) by a percentage of (6,41), and watching from YouTube by (9) by a percentage of (11,53), out of the total sample, the percentage of other programs was (14) and (17,94%) .
This can be illustrated by the following table:

Table No. (3) shows the percentage of ways to watch the program

	Channels	Repetition	Percentage

1-	TV	36	46,15%
2-	Facebook	14	17,94%
3-	Instagram	5	6,14%
4-	YouTube	9	11,53%
5-	Other Applications	14	17,94%
6-	Total	78	100%

Fourth: the most important reasons for not being exposed to the program are (I don't trust this channel) and it was chosen by viewers with a frequency of (2) and a percentage of (40%) , and also the reason (I don't find credibility in the program) her answers were the same frequency and percentage for the first reason , and (other reasons) her answers were with a frequency of (1) and a percentage of (20 %) , as for the following reasons (I don't have time , I don't like such programs , I don't like this channel), she didn't get answers before the researchers and Table No. 4 show that.

Table No. (4) shows the reasons for not watching the program

	Reason	Repetition	Percentage
1-	I don't trust this channel	2	40%
2-	I find no credibility in the program	2	40%
3-	I don't have time	0	0%
4-	I don't like such programs	0	0%
5-	I don't want this channel	0	0%
6-	Other reasons	1	20%
7-	Total	5	100%

Fifth: as for the most important reasons why the respondents watched the satirical program , the results of the field study proved that the first reason (for entertainment) was to watch it repeatedly (31) and by a percentage of (52,54), out of the total sample , and the reason (learning about political news) by a frequency of (18) and by a percentage of (30,50), while the reason (because I trust the program more than others) by a frequency of (1) by a percentage of (1,69) 6,77), and the same percentage of the answers were for the reason (because I got used to it), while other reasons were by repetition (1) and a percentage of (1,69), and this can be explained by table number (5) :

Table No. (5) shows the reasons for watching the program

	Reason	Repetition	Percentage
1-	For entertainment	31	52,54%
2-	Learn about political news	18	30,50%
3-	Because I trust this program the most	1	1,69%

4-	To spend quality time	4	6,77%
5-	Because I'm used to it	4	6,77%
6-	Other reasons	1	1,69%
7-	Total	59	100%

Sixth: the results of the survey study of the personal characteristics of the respondents in exposure to the sarcasm program showed the following:

They believe the news contained in the program, and the answer came yes by (38) at a percentage of (89,71%) of the total sample, or the answer was no by (7) at a percentage of (10,29%) of the total sample, and this can be illustrated by the following table:

Table No. (6)the percentage of believing in the news contained in the program

	Program	Repetition	Percentage
1-	Yes	38	89,17%
2-	No	7	10,29%
3-	Total	45	100%

Seventh: as for the time spent by the respondents watching the satirical program, the survey proved that the duration (less than half an hour) was chosen by the respondents with a frequency of (15) and a percentage of (30%), as for the time duration (half an hour to an hour) was chosen by the respondents with a frequency of (30) and a percentage of (70%), this can be illustrated by Table No. 7 below:

	Duration of watching	Repetition	Percentage
1-	Less than half an hour	15	30%
2-	Half to one hour	30	70%
3-	Total	45	100%

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