



The Role of Satirical TV Shows on Social Media Sites in Shaping Political Trends among University Students

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ABSTRACT

The research aims to find out the students' point of view on the role of satirical TV programs on social media sites in shaping their political trends, the researcher followed the descriptive analytical approach due to its suitability for the research objectives and used the survey method using the questionnaire form as the main tool for data collection, and scientific investigation the researcher used the intentional sample, which is a type of samples that the researcher chooses the vocabulary in a controlled manner to perform the purpose of the research, where the intentional sample was represented by the students of Imam Al-kadhimi College of Islamic sciences, male and female, numbering (300) students, and then empty the form into tables and calculate their repetitions and percentages and analyze their results.

The study has reached the following results:

1. The results showed that satirical programs are followed by everyone and that the creators of these programs are eager to diversify the contents so that they occupy the attention of all segments of society and all the details of life have a political side without making regard to gender.
2. The results showed the ability of satirical programs to influence different segments of society in terms of their type and contribute to the formation of their political trends, as there is no difference between males and females in their interactions with satirical programs, as we find that some of these programs provide content with different implications and affect everyone without exception.
3. The results showed that the interaction of the researchers with the political contents of satirical programs influences the political participation of students at Imam College.

Keywords:

Role. Programs Satirical Television. Social Media Sites, Formation Of Political Trends.

Introduction

The media is one of the most important factors influencing the individual, whether in his behavior or knowledge, and shaping their attitudes to the political issues raised, which are of interest and concern to public opinion, as satirical programs have emerged recently, as one of the programs that convey current events and developments, and enjoy a wide audience for their contents that arouse laughter and harsh criticism of the situation within the Iraqi

political environment, which made those programs influential in shaping students' attitudes about political reality, its characters and causes, in a realistic satirical style and mixing political events with simple comedic jokes, they are it carries with it perceptions, ideas, values and patterns of behavior that may contradict orientations Satirical media is no longer just scenes that provoke laughter, it expresses an issue or a set of ideas and political, social, educational and psychological sayings,

and it has also spread a critical sense within societies.

The First Axis: The Methodological Framework of The Research

Firstly: The Problem

Young people (university students) represent the category most exposed to social media sites for matters related to whether studying, working or spending leisure time, and they are the most vital class, which usually tends to explore and learn about the latest issues, especially political, and thus highlights the role of social media sites in enhancing their knowledge and trends as a result of their interaction with the content of sites and its topics related to politics, and these sites have become one of the factors of social, cultural and political change, and these sites have begun to play their role as platforms for political discussion, following news and speeches of leaders of countries and political parties, represented by the problem of research in identifying the nature and direction of the role played by programs The impact of this show on the formation of students ' knowledge and attitudes about this political reality, and the extent of its impact on the level of political participation in it, in addition to measuring the trends and opinion of the research sample of students about the level of performance of satirical television programs and the criteria to be met in them, so the research problem is determined : **What is the role of satirical TV shows on political trends among students ?**

Several sub-questions emerge from this main question:

- 1.What are the patterns and habits of exposing researchers to satirical television programs?
- 2.What are the most important satirical TV shows that researchers prefer to follow?
- 3.What factors attract researchers to follow satirical TV shows?
- 4.What is the average follow-up of researchers to satirical TV programs?
- 5.What are the motives of researchers watching satirical TV shows?
- 6.To what extent do satirical TV shows contribute to the formation of political trends among the researchers?

7.To what extent do satirical television programs affect the political participation of the researchers?

8.Are there any significant differences in (the extent to which satirical TV shows contribute to the formation of political trends) attributable to the gender variable?

Secondly: The Importance of the Study

1.The importance of the research lies in the fact that it is trying to study the style of Show-comic political communication, and the transfer of ideas and information contained in the program.

2.This research reveals the extent to which satirical software content contributes to influencing student attitudes.

3. Shedding the light on satirical TV shows as a new and influential genre in university youth, which was able to change the climate of media work.

4.The importance of the role that satirical television programs can play in educating students and increasing their knowledge and political awareness.

Thirdly: The Aims

The research aims to achieve a main goal: to identify "The Role of Satirical TV Shows on Social Media Sites in Shaping Political Trends among University Students".

1. Identifying the patterns and habits of researchers ' exposure to satirical television programs?

2. Identifying the most important satirical TV programs that researchers prefer to follow?

3. Identifying the factors that attract researchers to follow satirical TV programs?

4. Get to know the average follow-up of researchers to satirical TV programs?

5. Identifying the motives of researchers watching satirical TV programs?

6. Identifying the extent to which satirical television programs contribute to the formation of political trends among the researchers?

7. identifying the extent to which satirical television programs affect the political participation of the researchers?

8. Get to know the significant differences in (the extent to which satirical television programs contribute to the formation of political trends) attributed to the gender variable.

Fourthly: Research Methodology: (Method and Procedures)

Type of the Study: This research is descriptive exploratory research that aims to describe the characteristics and conditions of the research problem in an accurate and comprehensive description based on the collection of facts, analysis, and interpretation to conclude ' and in general, descriptive research aims to describe certain phenomena, facts or things by collecting facts, information, and observations about them' descriptive studies are used in media studies for the abstract and comparative description of individuals and groups, describing trends, motives, needs, values, preference, and interest, as well as describing facts and events, and then describing and interpreting the interrelationships between these elements and some of them within the framework of hypothetical relationships that can be tested (Al-mazhara, 2018:P. 308).

1.Research Method: this research was based on the Public Information survey method, as the means of research vary according to their nature, each topic has its approach'since the nature of the subject determines the nature of the curriculum, it is a set of organized steps, which the researcher must follow within the framework of adherence to the application of certain rules that enable him to reach the ruled result, that is, subjecting the researcher to his research activity to a precise organization in the form of Information steps in which he determines his research path, in terms of starting point, itinerary and arrival point (Abdul Hamid, 2000, P:283).

2.Data Collections and Analysis Tool: the data of this research was collected through the field survey tool, using the questionnaire form as the main tool for data collection, and scientific investigation as it deals with the researchers directly and included several axes to identify the role of satirical television programs in shaping political trends among students.

3.Validation of The Form: the form was presented to a group of adjudicated professors(1). Who recognized that the data collection tools serve the research objectives, after making some adjustments expressed by some.

The researcher prepared a questionnaire form and identified the most prominent questions and research hypotheses through the research questions and its objectives according to the research problem, and the theory of accreditation adopted by the researcher, after modifying the form and taking it out in its final form, it was distributed to the members of the research sample, and then unloaded in tables and calculate their repetitions, percentages, and analysis of their results.

Fifthly: Domains of Research And Its Limitations

The research included 3 main domains:

1.Time Domain:the fieldwork carried out by the researcher in distributing the form to the public and retrieving it from them and unloading her data took a month, which is the period between 1/11/2022 to 1/12/2022.

2.Spatial Domain: the researcher identified the spatial domain within the boundaries of the city of Baghdad, as it contains most of the components of society.

3.The Human Domain: it represents a sample of the students of Imam Al-Kadhim College of Islamic Sciences, numbering (300) male and female students.

Sixthly: Research Procedures (Research Community, Research Sample, And Its Size):

The research community or study unit varies according to the research objectives, and the research community is represented by students of the Imam Al-Kadhim College of Islamic Sciences, who watch the satirical TV program, the researcher has conducted a survey study of a sample of students to measure the extent of their follow-up to satirical TV programs, on social media sites, and the indicators of the results of this study the intended sample was represented by students from viewers of television programs Sarcasm, on social media sites, the indicators of the results of this study confirm the students ' interest in these programs and their follow-up to them, to learn ironically about political events'

Seventhly: Definition of Research Concepts And Terms:

1.Role :

•**Term:** it is the expected behavior of several individuals who are in a certain political

environment and under a certain political system, or the political role played by Mass Communication Media in influencing public opinion. (Ismail, 2008, P:77).

•**Procedural Definition:** the role that satirical television programs play in shaping political trends among students of Imam Al-Kadhim College of Islamic Sciences.

2.Satirical Television Programs :

(* 1) The adjudicated professors are :

1.Dr. Ali Al-Shammari, University of Baghdad, Faculty of Media.

2.Dr. Ali Youda Salman, Imam Al-Kadhim College of Islamic Sciences.

3.Dr. Deyaa Mustafa Nasser, Farahidi College, Department of Media.

•**Term:** it is a platform that carries a communication message of dramatic or non-dramatic form and content, or both, through the medium of television, aimed at criticizing political and social life phenomena in a way that provokes laughter, indignation, or both at the recipient, within a specific time frame announced in advance, with a title and music at the beginning and end to introduce it and separate it from what precedes or follows (Deyaa, 2014, P:27).

•**Procedural Definition:** it consists of programs that are displayed on social networking sites that criticize political and social life phenomena in a satirical and humorous way.

3.Social Media Sites :

•**Term:** interactive social networks, which allow users to communicate anytime they want, anywhere in the world, on the internet, and also enable them to communicate video and voice, exchange photos and other possibilities that consolidate social relationships". (Al-Dulaimi, 2018, P: 86-87).

•**Procedural Definition:** social media networks are defined procedurally in this research as sites on the internet that allow their users to communicate and interact, as information and news are exchanged and transmitted continuously between young people whose interests converge towards following certain topics through social networking sites where they communicate with each other about them.

4.Formation of Directions:

•**Term:** orientation requires a state of predisposition and propensity to respond to social topics in their interaction with organizational propensity variables, which directs and guides the actual, apparent behavior of the individual" (Hijab, Mohammed, 2004, P:150).

Eighthly: Previous Studies:

The First Study: For the researcher (Boudraf Oum Kulthoum("the role of satirical political TV programs in the development of political awareness of Algerian youth", (2015)) this study aims to measure the role of satirical political TV programs in the development of political awareness of Algerian youth "university students", by finding out the extent of interest of the sample members of this type of programs in addition to measuring their confidence and benefit from the contents provided in the study ,The study relied on the descriptive survey method by selecting an intentional sample of media and Communication students consisting of (80) students using the questionnaire and interview tools, and the study has reached a set of results, which is summarized in the fact that Algerian youth are interested in a medium degree to follow satirical political programs, and he is highly accustomed to exposure to satirical political programs ,It is also very used to being exposed to satirical political programs, in addition, he trusts them to a great extent, and he benefits to an average degree from following the contents of this type of programs, in order to finally prove that satirical political television programs contribute to a high degree to the development of political awareness of Algerian youth.

2.The Second Study : the researcher (Rania Hussein Aliawi Al-okayshi) the role of satirical political programs in the formation of political consciousness among Iraqi university students from their point of view "Bashir show program as a model"(2021), this study aims to identify the role of satirical political programs in the formation of political consciousness among Iraqi university students through the program "Bashir show" from their point of view, the study relied on the descriptive

analytical, by choosing the intentional sample of the students of public universities (Baghdad University), consisting of (371) students and (254) students from private universities (Dijlah University) and the study reached a set of results, summarized by the interest of Iraqi university students in satirical political programs, reaching (86.4 %), and the overall rate of benefiting from the gratifications achieved by the program in the political topics raised (3.69%) this rate represents a high level, which indicates that the "Bashir show" program provides Iraqi university students with a high degree of benefit from political topics, encouraging them to talk about political issues and discuss them with friends and family, knowledge of various political events, and the nature of relations between Arab countries. the results also showed that the satirical political program "Bashir show" has a medium-level role in encouraging Iraqi university students to participate politically in general.

3.The study of R.Lance Olbert et al. (2013) entitled "The Extent to which Young Voters Perceive Political Satire As a Means of Persuasion: in The Framework of The Perceived Effect, The Targeted End, The Power of the Message".

This study is based on the effects of political satire. Two experimental studies that relied on traditional methods of satire reached results on the audience's perception of two types of satire, namely (Traditional Satirical Speeches – Youth Satirical Methods), compared to the traditional opinion accompanied by arguments. The results of both studies indicated the perception of the youth electorate of the target associated with both types of satire. Official satire was ranked with the lowest percentage in terms of the strength of the message and the potential impact of it followed by the traditional opinion.

The Second Axis: The Field Framework for Research

1. Identifying the significance of differences in the patterns and habits of the subjects' exposure to satirical television programs depending on the gender variable.

To achieve this goal, the repetitions and percentages of the answers of the research sample were extracted on each variable, and then the Z-test was used to identify the difference between the percentages of male and female answers at the levels of each variable, and table (1) shows that :

Table (1): Patterns and habits of researchers' exposure to satirical TV programs, according to genre.

The variable	Category	Males		Females		The total		Value Z	Significance	The Arrangement
		No.	%	No.	%	No.	%			
When do you watch satirical TV shows on social media sites?	I prefer to watch on Showtime	20	31.3 %	71	47.3 %	91	30.3 %	1.28	Not significance	4
	After its re-broadcast	73	48.6 %	41	27.3 %	114	38%	2.29	significance	2
	I devote part of my time to watching them	57	38%	38	25.3 %	95	31.6 %	1.32	Not significance	3

The total		150	100%	150	100%	300	100%			
How much time do you spend watching satirical TV shows on social media sites?	I Watch satirical TV shows from the beginning of the episode to the end	69	46%	52	17.3%	98	32.6%	3.34	Significance	1
	I watch only part of the satirical TV show	37	24.6%	47	31.3%	84	28%	0.61	Not significance	5
	I only watch episodes according to their topics	44	29.3%	51	34%	78	26%	0.52	Not significance	6
The total		150	100%	150	17.3%	300	100%			

Table No. (1) shows that students of Imam Al-Kadhim College prefer to watch satirical TV shows on social media sites after re-broadcasting by **(38%)** of the total vocabulary of the research sample distributed among **(48.6%)** of the total vocabulary of the male sample, compared to **(27.3%)** of the total vocabulary of the female sample, and those who watch satirical TV shows on social media sites from the beginning of the episode to the end by **(32.6%)** of the total vocabulary of the research sample distributed among **(46%)** of the total vocabulary of the male sample compared to **(17.3%)** of the total vocabulary of the female sample.

As can be shown from Table (1) that there is a statistically significant difference between the percentages of male and female sample responses on a variable (when do you watch satirical TV programs) alternative (after rebroadcast) and the difference is in favor of males, while there appeared to be a difference

in a variable (how much time do you spend watching satirical programs) alternative (I watch programs from beginning to end) and in favor of the male sample as well. We can attribute this to the greater interest of males in these types of programs, while we find that females are not interested in these programs due to the nature of the issues they address, as well as containing rude and inappropriate terms that males can accept more than females.

2. Identifying the significance of the differences in the most important satirical television programs that researchers prefer to follow up according to the gender variable.

To achieve this goal, the repetitions and percentages of the answers of the research sample were extracted on each program, and then the Z-test was used to identify the difference between the percentages of male and female answers at the levels of each variable, and table (2) shows this

Table (2) the most important satirical TV programs that researchers prefer to follow according to the genre

The type The programs	Males No.	%	Females No.	%	The total No.	%	Valu e Z	Significan ce	The Arran gemen t
Al_mugas Program	22	14.6 %	30	20%	52	17.3 %	0.46	Not significan ce	2
Bashir show program	77	51.3 %	70	46.6 %	147	49%	0.48	Not significan ce	1
Walayih Bitikh	40	26.6 %	39	26.0 %	79	26.3 %	0.10	Not significan ce	3
Jakmaja	11	7.3%	11	7.3 %	22	7.3%	0	Not significan ce	4
The Total	150	100%	150	100 %	300	100 %			

Table No. (2) shows the most important satirical TV programs that researchers prefer to follow according to type, where the first place was "Bashir Show" with a percentage of (49%) of the total vocabulary of the research sample distributed among (51.3%) of the total vocabulary of the male sample compared to (46.6%) of the total vocabulary of the female sample.

As can be shown in Table (2), there is no statistically significant difference between the percentages of male and female sample responses to all the types of programs mentioned, and we can attribute this to the fact that the diversity in these programs does not make a difference for the target audience,

Table (3) The Factors that attract researchers to follow satirical TV shows according to genre.

Type Factors	Males No.	%	Females No.	%	Total No.	%	Valu e x	Signific ance	The Arran gemen t
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regardless of its social type, as these programs are similar in terms of content and goals, as well as the fact that this study focuses on the formation of trends on political topics.

3.- Identifying the significance of differences in the factors that attract researchers to follow satirical television programs according to the gender variable.

To achieve this goal, the repetitions and percentages of the answers of the research sample were extracted on each of the factors that attract the respondents to follow the television programs, and then the Z-test was used to identify the difference between the percentages of male and female answers, and Table (3) shows that.

The style of the presenter is interesting and attractive	48	32%	46	30.6%	94	31.3%	0.10	Not Significant	6
Boldness in raising political topics	59	39.3%	44	11.0%	103	34.3%	3.16	Significant	2
Comedy, humor, and suspense	85	56.6%	88	58.6%	173	57.6%	4.81	Significant	1
Ironic comment style	59	21.3%	39	9.8%	71	23.6%	1.29	Not significant	4
Addressing the topics freely and quite frankly	21	14.0%	15	3.8%	36	12%	1.78	Not significant	3
The style of criticism	35	23.3%	43	28.7%	78	26%	0.60	Not significant	5
Total	283		272		555				

The number of answers reached (555) because the question gave the researchers room to choose more than one answer.

The data in Table No. (3) indicate that the most important factors that attract respondents to follow satirical television programs according to the genre are "comedy, humor and suspense", which came in first place with a percentage of (57.6%) of the total vocabulary of the research

sample distributed among (56.6%) of the total vocabulary of the male sample compared to (58.6%) of the total vocabulary of the female sample.

As can be shown from Table (3) that there is a statistically significant difference between the percentages of male and female sample responses on a variable (boldness in raising political topics) and that the difference is in

favor of males, while there is a difference D in (comedy, humor and suspense) and in favor of the female sample, and we can attribute this to the fact that the nature of the topics that are raised in satirical programs vary in the degree of interaction with them due to gender, and therefore we find that boldness in raising political topics was one of the behaviors that males interact with more because of the nature of society and its habits that many connotations related to the nature of his interactions in the topics covered by the media, including programs Sarcasm, as for females, we find that they interact with topics with comedy, humor and suspense more than the political side

because of their biological nature, patterns of behavior and interactions with this kind of topics.

4. Identifying the difference in the respondents ' follow-up rate of satirical television programs depending on the gender variable.

By calculating the value of no.2 from Table (4), it turns out that there is no statistically significant difference in the respondents ' follow-up rate of satirical television programs depending on the gender variable since the calculated value of the square of K was less than the tabular one.

Table (4) the average follow-up of the researchers to satirical television programs according to the genre.

Type Average	Males		Females		Total	
	No.	%	No.	%	No.	%
High	35	23.3%	42	28%	77	25.6%
Medium	85	56.6%	83	55.3%	168	56%
Low	30	20.0%	25	16.6%	55	18.3%
Total	150	100%	150	100%	300	100
Value K2	1.12					
Value of tabular K2	5.99					
Significance	Not significance					

The results of the table show that political programs in terms of follow-up are of interest to everyone, regardless of gender, as these topics were reflected in all segments of society and all the details of life have a political aspect.

5. Identifying the difference in the motives of the respondent's watching satirical television programs depending on the gender variable.

From Table (5), it can be shown that there is no statistically significant difference in the motivation of the researchers to watch satirical television programs depending on the gender variable since the calculated value of the k square was less than the tabular one. The result of the table is consistent with the results of the research in Table (5), as we have shown that satirical programs are followed by everyone and the authors of these programs are keen on

diversity in content so that they occupy everyone's attention without regard to gender.

Table (5) the motives of researchers watching satirical TV programs

No.	Degree of approval Motives	Agee		Disagree		To some extent		Value K2	Significance	Direction
		No.	%	No.	%	No.	%			
	Interest in current issues and events	165	55	15	5	120	40	125	Significance	Agree
	Formation and consolidation of political trends	159	53	14	4.6	12	42.3	121.53	Significance	Agree
	For entertainment and leisure	264	88	6	2	30	10	246.53	Significance	Agree
	Simulation of a dystopian reality	152	50.6	14	4.6	143	44.6	114.72	Significance	Agree
	Political awareness and education	180	60	10	3.3	110	36.6	152.11	Significance	Agree
	Political satire	195	65	5	1.6	100	33.3	180.5	Significance	Agree

6. Identifying the difference in the extent to which satirical political programs contribute to the formation of political trends among the respondents according to the gender variable.

Table (6) the extent to which satirical television programs contribute to the formation of political trends among the researchers according to the type

Type The Range	Males		Females		Total	
	No.	%	No.	%	No.	%
Great contribution	29	19.3%	20	13.3%	49	16.3%
Contribution to some extent	78	52.0%	74	49.3%	152	50.7%
None contribution	43	28.7%	56	37.3%	99	33.0%

Total	150	100%	150	100%	300	100%
Value K2	3.47					
Value of tabular K2	5.99					
Significance	Not significance					

From Table (6) it can be shown that there is no statistically significant difference in the extent to which satirical political programs contribute to the formation of political trends among the researchers according to the gender variable, as the calculated value of the chi square was less than the tabular. We can attribute this to the ability of satirical programs to influence various

segments of society in terms of their type and contribute to the formation of their political trends, as there is no difference between males and females in their interactions with satirical programs, as we find that some of these programs provide content with different implications and affect everyone without exception.

7. Identifying the difference in the extent to which satirical television programs affect the political participation of the researchers according to the gender variable.

Table (7) the extent to which satirical television programs affect the political participation of the researchers according to the type

Type The range of impact	Males		Females		Total	
	No.	%	No.	%	No.	%
Great influencing	29	19.3%	28	18.7%	49	16.3%
Influencing to some extent	78	52.0%	77	51.3%	152	50.7%
No influencing	43	28.7%	45	30.0%	99	33.0%
Total	150	100%	150	100%	300	100%
Value k2	0.07					
Value of tabular K2	5.99					
Significance	Not significance					

From Table (7), it can be shown that there is no statistically significant difference in the extent to which satirical television programs affect the political participation of the researchers according to the gender variable since the calculated value of the k square was less than the tabular one. From these results, it becomes

clear that the interaction of the respondents with the political content in satirical programs and its impact on political participation affects all the respondents, and from here it becomes clear that the research results were sequential and each table reflects its results that correspond to other results

The Results

1.The results showed that males are more interested in watching satirical TV shows than females due to the nature of the issues addressed by the programs, as well as containing rude and inappropriate terms that males can accept more than females.

2.The results showed that there is no statistically significant difference between the percentages of male and female sample responses to the most important satirical programs they prefer because the diversity in these programs does not make a difference for the target audience, regardless of its social type, as these programs are similar in terms of content and goals, as well as the fact that this study focuses on the formation of trends on political topics.

3.The results showed that the nature of the topics raised in satirical programs varies in the degree of interaction with them due to gender, and therefore we find that the boldness in raising political topics was one of the behaviors that males interact with more because of the nature of society and its habits, which gives the personal side many meanings, related to the nature of its interaction on topics covered by the media, including satirical programs, as for females, we find that they interact with topics of comedy, humor, and suspense more than the political side because of their biological nature and patterns of behavior and interactions with such types of topics.

4.The results showed that satirical programs are followed by everyone and that the creators of these programs are keen to diversify the contents so that they occupy the attention of all segments of society and all the details of life have a political aspect without making regard to gender.

5.The results showed the ability of satirical programs to influence various segments of society in terms of their type and contribute to the formation of their political trends, as there is no difference between males and females in their interactions with satirical programs, as we find that some of these programs provide content with different implications and affect everyone without exception.

6.The results showed that the interaction of the researchers with the political contents of satirical programs affects the political participation of students at Imam Kadhim College.

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