

Journal



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The Effect of the Commercial Breaks in T.V Satellite Channels on the Audience

An empirical examination for investigating the increasing role of data processing using structural models

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Abstract

The recent study aimed at understanding the habits and patterns of the audience, the habits of being exposed to commercial breaks, the effect of the commercial breaks on the receiving process, and evaluating the audience and their tendency towards the commercial.

It also aimed at evaluating the amount of the commercial breaks' effect on remembering the information presented in daily watched materials, and the effect of the commercial concerning its (type, style, and features) on the preferred features of the watched materials, watched channels, and understanding the relationship between the variables of the main study: the most watched materials, the most watched channels, the preferred features of the watched materials, through structural models using Smart PLS painting program.

The results of the study hypotheses showed that the commercial breaks have an influence on remembering the information related to the watched materials, the most watched channels, and the preferred features of the watched materials. It did not indicate the existence of an effect concerning the type, style, and features of the commercial on the preferred features of the watched materials, the most watched channels, specially the relation between "the features of the commercial –and the most watched channels", and the relation between "the type of the commercial- and the preferred features of the watched materials". The preferred features of the watched material mediate the relation between the commercial concerning its (type, style, and features), the daily watched materials (newscasts, talk shows, art programs, series and movies...etc) and the most watched channels (Alhayat Channels, JSC Mubasher Misr....etc).

The results of the recent study enhance the increasing role of data processing attitude which was referred to in the theoretical framework of the study, its practical importance in the field of media in general, and the commercial breaks

in particular. The results also enhance the importance of focusing on the type, features, and style of the commercial breaks which intervene different T.V materials, besides; they emphasize the mediator role of the preferred features of the watched materials among the effect of the commercial and its (type, features, and style), evaluating the commercial, the most watched channels, and the most watched materials.