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## **Audience's Exposure to TV Drama Presented on the Egyptian Satellite Channels and its Relationship to Life-Satisfaction Levels**

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### **Abstract**

The study aims at examining the relationship between Egyptian audience's exposure to television drama on the Egyptian satellite channels and their levels of life satisfaction. The study reported here is a descriptive study depending on the survey which was carried out on a purposive sample of 340 respondents from Egypt.

Findings of the study have shown that the most important reasons for the sampled Egyptians' acceptance of the content presented for satisfaction with life on satellite channels included; **“assessing ethical issues in a logical manner,”** followed by **“personal satisfaction in academic, professional, recreational, societal and family situations,”** then **“the resolution of social conflicts,”** followed by **“the ability to building positive and normal social relationships,”** then **“the ability to develop future goals or potential options,”** followed by **“the ability to adapt to the successful despite difficult circumstances,”** and finally, **“the individual's belief in his ability to organize and implement the actions necessary to achieve himself.”**

Findings have also shown that here is a statistically significant difference between males and females mean scores on the scale of the role of television drama in achieving levels of life satisfaction.

It was also found that there are statistically significant differences between the averages of the respondents' scores on the scale of the role of television drama in achieving levels of life satisfaction according to the difference in geographical distribution (Cairo - Giza - Qaliubiya). Findings have also shown a positive correlation statistically significant between the intense exposure of the Egyptian audience to TV drama and their satisfaction with life.

**Keywords:** TV drama, life-satisfaction levels, Egyptian satellite channels, Egyptian audience.