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Address

Egyptian Public Relations Association

Arab Republic of Egypt
Giza - Dokki

Ben Elsarayat - 2 Ahmed Zayat Street

Mobile: +201141514157

Tel : +2237620818

www.epra.org.eg

jpr@epra.org.eg

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Egyptian Public Relations Association, Gizza, Egypt
Dokki, Ben Elsarayat -2 Ahmed Elzayat St.

Email: chairman@epra.org.eg - jpr@epra.org.eg

Web: www.epra.org.eg - www.jpr.epra.org.eg

Phone: (+2) 0114 -15 -14 -157 - (+2) 0114 -15 -14 -151 - (+2) 02-376-20 -818

Yarmouk university students' attitudes towards Egyptian drama and their degree of satisfaction about it

Dr. Abdelrheem Darweesh
Head of Mass Communication Department
Damietta University

Abstract

Egyptian drama has a wide range of spread not only in Egypt but also all over the Arab world. Research has shown that Egyptian drama attracts the attention of viewers in the Arab countries and always ranks in the top of their favorite materials they watch on TV.

The Purpose of this study was to explore the attitudes of Yarmouk university students towards Egyptian drama and to measure their degree of satisfaction about it. The study also seeks to investigate the variables which may affect these attitudes and the relationship between viewing Egyptian drama and viewing structures, i.e. viewing amount, perceived reality, and motives of viewing.

A survey was conducted on a quota sample consisted of 400 students from Yarmouk university students in Hashemite Kingdom of Jordan as it is officially called or Jordan. The study depended on a theoretical framework depends on many theories like Cultivation, Uses and Gratifications, Social Learning, Social Cognitive, and Disposition Theory. Data analysis revealed that students watch Egyptian drama always 22.3% sometimes 49 and rarely 28.7%. Most of students like Egyptian movies 64.7% followed by 20.7% like Egyptian soap operas and 14.7% like Egyptian plays. Jordanian Students watch Egyptian drama for both habitual and instrumental motives. 86.6% of students are satisfied with Egyptian drama while 13.4% only are not satisfied .As for perceived reality of Egyptian drama, Yarmouk University students think Egyptian drama reflects the real state of Egyptian society or as it called Magic window dimension, then came identification dimension and at last came the utility dimension. 59% of students feel shy while they watch Egyptian drama with family.

As for hypotheses testing, the study indicated that positive attitudes overcame negative attitudes towards Egyptian drama in the three dimensions of attitudes; general attitudes, attitudes to characters, and attitudes to behaviors in Egyptian drama. There was a positive relationship between both Egyptian drama viewing amount and viewing motives on one hand and students' attitudes towards it on the other hand in the three dimensions of attitudes. It was also found that demographics affect students' attitudes towards Egyptian drama. There was a significant relationship between Egyptian drama perceived reality



and attitudes towards it. Students' activity in all levels, before, during, and after watching Egyptian drama affected their attitudes towards it.

The study presented some recommendations for Egyptian drama makers to improve their products to the Arab countries to reflect a good image about Egyptian people. There were also more recommendations to researchers to look for more variables which might affect attitudes towards Egyptian drama. The study also recommended families and Egyptian drama audiences to be pressure groups on drama makers to change bad content and praise good content for the good of families and Egyptian drama to compete in the next era.