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The Relationship Between Exposure to Political Talk Shows in Arab Satellite Channels and Political Awareness among Youth in Saudi Universities

An Analytical Field Study

**A thesis submitted in fulfillment of the requirements for
the PhD. Degree**

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Abstract

With the introduction of the Satellite TV channels in the beginning of the 90s, and with the spreading of many private TV networks, audience in the Arab world was introduced to a series of new programming formats. The most famous of which are Talk Shows.

Since then, Talk shows became widely spread among TV broadcasting to the degree that one could say that the development of talk shows in the Arab world is parallel to that of Direct Satellite TV channels.

With this Growth in number of D S T V, a big majority of the viewers (the youth in particular) instantly shifted from local terrestrial TV channels to the new medium.

Furthermore, according to some studies, the interactive side of the Talk shows helped them, successfully, in being adopted by many different types of viewer ship. and that talk shows are now widely appreciated by audience in Saudi Arabia especially among the younger generation.

Due to the political and complicated events that took place in the area throughout the last decade, Talk Shows, supported by its popularity, acted more and more as a substitute to the press in explaining and discussing these issues and problems . For that these shows, inevitably, have some influence on the viewers and are affected by them in return. Thus, this interrelation between the new media - in general - and the public helped in building a new relationship, and for that this study raises up many different questions regarding this relationship.

This study under the title "The Relationship between viewing Political Talk Shows at Arab Satellite Channels And the Political Consciousness of Saudi Youth at the Universities" is an analytical study conducted to explain how much the youth are interested in political issues, and hence, how much would they watch Political Talk Shows in order to expand their political Knowledge.

This Study consists of three sections, six chapters, a survey field. research, and content analysis of a sample of political talk shows.

The survey was conducted on the Saudi youth at universities, the sample of which consists of 600 students male and female, selected from four different universities in the kingdom resembling the four major populated areas in the kingdom.

The content analysis was done on a sample consisting of eight popular political talk shows that were chosen from four Arabic satellite TV stations.

In the study, the first chapter contains the research methods and procedures. explains the main points, the significance, and the purpose of the study. reviews questions ,population and sampling methods.

The second section contains two chapters :the first deals with the concept of political education and political consciousness.

The second chapter deals with the history of talk shows in general and the concept, history, and trends of political talk shows in particular.

The third section was devoted to data analysis of both the survey research and the content analysis study, and the conclusion and recommendations.