

Dubbed Series And Their Possible Effects On Adolescents

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Abstract: - This study aims to reveal the extent of the exposure of Jordanian adolescents to television transmission, the hours of viewing, and the reasons for viewing, and the exposure of adolescents to dubbed series and the reasons for exposure, and to identify their orientations and the effects produced by viewing, and to form a basic data and information base required in this field; moreover, to define the present situation through comparing the information gathered, and utilize those data in drawing policies and laying down plans on the basis of total apprehension of the aspects of the situation. The population of this study may be from among the adolescents in the capital Amman, whose number is estimated at approximately half a million persons and of an intended sample of (1100) respondents from among Jordanian adolescents, and the collected questionnaires were (1032), that is a ratio of 93.8% of the total distributed, (23) of which were excluded because of invalidity for statistical analysis, that is 3% of the unaccepted questionnaires. Thus, the number of questionnaires valid and suitable for statistical analysis is (999). The study, in which the authors adopted the field survey methodology as a pattern of descriptive studies, reached a number of findings, most significantly: an increase in the ratio of Jordanian viewers who rely on satellite television to obtain information and follow news (47.3%), and a decrease in the ratio of those among them who rely on books to obtain the same (5.3%). The study found an increase in the ratio of viewing of dubbed series by the adolescents, which reached 94.9% from among males and 84.9% from among females, and also a high ratio of the intensity of exposure, which constituted 34.8% of the respondents who are exposed from (3-4) hours and (4) hours and more, while more than 35.1% of the respondents continually view dubbed series.

Keywords: - Audience, Dubbed Series, Effects, Jordanian Adolescents, Mass Communication, Viewers, Visual Technology.

1 INTRODUCTION

THE scholar, Al-Imrani, states: "The contemporary development of visual technology has led to the transformation of the image as a representation and reflection of reality and a visual documentation of a static and inert moment in time, to a process of reducing reality to an image through a particular insignificant part, through which the concept of neutrality, objectivity and realism is negated and undermined... In other words, the contemporary image is no longer a representation of reality nor is it a reflection of it, while also not containing reality in its entirety, but is rather a part of this reality perceived through a particular angle, ideological or political or sectarian or racial..."[1]. Actually, the media has become the nerve of life, and has exceeded all political and geographical boundaries. Its role has become manifested in all the aspects of life of human societies. In this context, the scholar, Brardi, argues that the individual presently forms his positions and conduct towards issues relating to his life and towards his life in general, whether such information is accurate or otherwise, through the media, while an individual for his cognitive image based on the surrounding realities and events based on the symbolic image presented by the media"[2].

And while the Arab media, particular satellite television (quantitatively and qualitatively) has not reached the stage of serving the civilization values of Arab and Islamic civilization and their economies, as argued by the researcher Khasha:[3] "its loss of a civilizational compass defining its trajectory, identity and being in the shadow of cultural globalism," which is called the age of knowledge, communication explosion and satellite television production which together bewilder the Arab viewer and with an inner conflict between viewing national television stations and their productions and viewing other stations and their productions, which are distinguished by skilful, studied and attractive features. This exposes the viewer to material which helps in spreading and promoting the ideas and values of other societies at the expense of national ideas and values. This in turn has an effect insofar as changing the traditions, values and ideas, thereby leading to creating new forms of consciousness contrary to their reality and identity, especially when more exposed to the foreign satellite television programs (cultural invasion). This is attributable to the age group which could be easily influenced and persuaded on the one hand, and the strong influence exercised by television messages on their cultures on the other hand, and also on their readiness to imitate- all of this stems from the immense power of the media in all the human walks of life. The Iraqi researcher, Al-Khurafi, alludes to this by stating: "The media has an enormous effect, and this is not confined to penetrating political boundaries and security barriers, but goes beyond this by cancelling cultural boundaries and intervening in psychological characteristics, and forming beliefs and rebuilding them according to a plan that is drawn by the protagonist of the more influential discourse, and the elaboration that is more captivating and enchanting, and control that is of a superior technique"[4]. The impact is great and has been alerted to since the middle of the previous century. McLuhan wrote in the mid sixties "the new media- as an extension of our senses- in addition to providing time and capabilities constitutes a threat at the same time, because while the hand of the human and what

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he can apprehend with his senses encompasses his senses, those means can also enable the hand of society to reach him so as to exploit and dominate him"[5]. In the view of this scholar the quantitative increase in the size of foreign series, especially those that are dubbed in the shadow of the unprecedented density of watching those series, have an impact on the viewers in general, and on adolescent in particular, which is something evident and difficult to dispute. This study seeks to elucidate the nature of those influences, their negative aspects, and the method of avoiding them in future.

2. RELATION OF THE STUDY TO THE PATTERN OF USAGES AND SATISFACTION

According to this model the individuals are viewed as being driven by psychological, social, and cultural influences for using the media in order to achieve certain ends particular to them which may be called satisfaction or fulfillment. This model may be based on a number of assumptions, which may be summarized as follows:

1. The public is positive and active in its exposure to the media to satisfy its needs.
2. The public chooses for itself media to satisfy its needs, and the degree of satisfying those needs varies based on the particular media. The media could have an indirect impact on our lives and worldview, because the idea of using the means of communication to satisfy our needs does not appear to be entrenched completely in recognition of the power of the media in the world today [6].
3. The public has an awareness enabling it to assess its needs, motivations, and interests, and accordingly, chooses the means and contents which satisfy those needs. It is emphatically the case that there are persons in the public who utilize the media for reasons that are completely different from those of others [7].
4. The cultural norms prevalent in any study may be a guide based on the use of the public of the means of communication rather than through the content of the means of communication.

What the individual knows connotes the individual's worldview or the map that he has drawn of the world which he inhabits, and the formation of the responsiveness of the individual to the things, events, and individuals and others partially through the means based on which he perceives them. The researcher, Rishti, continues by writing, "the knowledge or perceived matters are selectively sorted ensuring the performance by the individual of his daily tasks" [8]. Actually all of Katz, Gurevitch, and Hass have identified the elements of this model according to a number of factors: 1) Psychological and social origins: what is intended here is that there are individual differences between people, whereby they differ insofar as their choice, perception, and interpretation of the messages of mass communication, which means that the psychological factors play a role in determining the roots of many usages of the media, 2) Motivations for the exposure of the public to the media: what is intended here is that the motivations behind the exposure of the public to the media vary according to many factors including demographic factors (age, gender, language, geographic area), and the psychological roots

(the type of means and content), and the orientation toward the means (rate and method of exposure to the means). What concerns the authors of this study are the motivations for exposure to television, and they may be divided into two categories: 1) The utilitarian viewing which means an individual's choice of a particular type of content or a particular means to satisfy his needs for information and knowledge, such to achieve personal interests, 2) The ritualistic viewing which aims to pass time, relax, and escape daily problems. This study seeks to reveal the extent of the reflection of these two categories on Jordanian adolescents who are the subject of this study insofar as their exposure to dubbed series. The third element relating to usages and fulfillment is:

1. The expectations of the public of the media: the expectations of the public are a reason for its exposure and a result of its motivations at the same time.... "This relates to the tendencies, which are related to the way in which something is felt and evaluated, and what the feelings contain in love, admiration, and approval, or the opposite of those feelings, and thereby the feelings are either positive or negative" [9].
2. Exposure to mass communication and other sources: and fulfillment from the media is achieved through:
 - Exposure to the means in them, for viewing television satisfies the need for relaxation, for instance.
 - The social context for exposure, for a desire to pass time and socially interact with friends takes place by exposure to the means- television, for instance.
 - The content of the means themselves, whereby the means for fulfillment vary according to the variance of the type of content.
3. The fulfillment from the means of communication: Researchers have not agreed on the classification of the fulfillment achieved by the means of communication for the public, where it is the view of McDonald that the means of communication are used to achieve escape from daily problems, while Weiss emphasizes that the means of communication satisfy two needs: First, recreation and escape from daily problems, and secondly, the media educational need [10].

2.1 Previous studies

The study of Ghazzawi, 2008, entitled: "Uses of the Arab woman of dubbed series and the satisfactions achieved,[11] and conducted on a sample of 300 respondents. The findings of the study confirm that the foremost motivations for viewing dubbed series lie in their treating romantic topics and at a ratio of 43.7% and becoming acquainted with other cultures at a ratio of 38.7%, and in a third order of importance for their containing exciting scenes and interesting events at a ratio of 38.3%.. Turkish dubbed series came in first place at a ratio of 46.8% [12]. Moreover, the study also concluded that the foremost motivations for watching Turkish dubbed series is for their containing romantic themes at a ratio of 53.4%, and 44.7% for becoming acquainted with Turkish culture.. Moreover,

emotional satisfaction was in the first order of importance (45.1%), and cognitive satisfaction (35.3%) [13]. The study of Darwish, 2010, entitled: "Usages of university students of Turkish series and their awareness of their effects, [14] conducted on a sample of 200 respondents. The results confirm that 81.5% of the respondents view Turkish series, and 71.8% prefer watching Turkish series over Arab series, and the reason for this preference is that the respondents get involved with the stories and characters in the series, followed and at a ratio of 58.3% under (always and sometimes) at first position, and 'I discuss with friends the series that I watch' at a ratio of 49.1% under (always and sometimes) [15]. The results confirm that the chief reason for watching Turkish series is to enjoy the beautiful natural views in the series at a ratio of 39.9% and to relish viewing characters who are very beautiful, and a desire to become familiar with new ideas which these series offer in second place at a ratio of 36.8% [16]. The study of Jaradat, 2011, entitled: "The impact of Turkish dubbed series on the juvenile Jordanian girl, [17] conducted on a sample of 246 female students. Among the foremost findings of this study is that the series divert girls from performing worship, especially salat prayers and at an average of 3.93 in the first place, and the waste of time and energies in second order of importance and at an average of 3.92. Moreover, the results indicate that there are effects on the girl in terms of the psychological and personal aspects, coming in first place of importance, and in this case the girl experiences enjoyment and recreation, while helping the Arab girl to become acquainted with Turkish culture at an average of 3.9, and in second place was the admiration of the girl of the imaginary life of luxury making her live in a dream world, and at an average of 3.72 [18]. The results also indicate the presence of influences in the social field, where it was evident that they increase in the fear of the girl for herself from being alone with kinsmen in the first position, and at an average of 3.63 [19].

2.2 Among the studies which were perused and benefited from

The study of Abboud (2008) entailed: "The role of Egyptian television series in ordering the priorities of social issues for adolescents" conducted on a sample of adolescent from the age of 2-18. The results show that the adolescents are satisfied with the series (100%) and under always (35.5%) and sometimes 64.5%, while emphasizing that the most important motivations for viewing are becoming acquainted with the issues of society and learning how to deal with them [20]. Qudah study, 2012, entitled: "The impact of viewing foreign satellite television on the behavior of Gulf youth [21]. The study aimed to reveal the reality of the viewing of foreign satellite television stations on the behavior of Gulf youth, conducted on a sample of 700 respondents. The foremost results indicate the presence of influences on a number of behavioral aspects, such as staying up late, in addition to fulfilling needs for sex and violence, at a ratio of 50%, and in arousing instincts at a ratio of 44%. The study of Hadidi 2006, entitled: The uses of Arab youth of satellite television stations and their impact on them [22]. This study has primarily aimed to identify the motivations of the Arab youth in viewing satellite television stations and the fulfillment they provide them with. The foremost findings were that the stations preferred by youth

are the drama and films channels. The study of Mustafa, 2006, entitled: The impact of Arab and foreign drama shown on Arab satellite stations on the values and tendencies of Arab youth [23]. This study aimed to identify the extent of the interest of Arab youth in foreign drama that is shown on Arab satellite television screens and determining their views towards the ethics of the topics that are presented in the drama works while focusing on the extent of the awareness of the Arab youth of their actual reality and the values presented in these drama works. The findings indicate that MBC is the most favored and that the ratio of viewing of drama reached 100%. The study of Bakir, 2005, entitled: The treatment of television drama of social problems and its impact on Egyptian youth [24]. This study aimed to reveal the customs and the patterns of viewing and its motivations, and the satisfaction achieved- on a sample of 400 respondents. The foremost finding was that the drama works presented social problems in a direct manner (86.3%) and that the youth prefer such treatment at a ratio of 95.3%.

2.3 Commentary on the previous studies

After considering the previous studies it became evident that they were significantly beneficial to this study, for those studies benefited this study in terms of content, given that those previous studies addressed the contents of the dubbed series, for they stated the opinions of the public and the extent of the approval or satisfaction or lack of it as regards the content of the dubbed series. The results of the previous studies indicated that the dubbed series are the most watched by the public, which is what confirms the importance of dealing with these series continuously, and in various study populations and in various Arab societies. Moreover, the results of the previous studies concurred on the impact of dubbed series on the public. The previous studies undoubtedly helped in the designing of the study questionnaire which was administered on the adolescents.

3 RESEARCH PROBLEM

Dubbed series are considered one of the arts that have witnessed a widespread presence in television networks, and with increasing exposure to them and their quantitative continuous increase on the one hand, and its becoming a profitable industry on the second hand, and the moral and material marketing and promotion of the country on the third hand, and the inordinate impact that those dubbed series make on the viewers, particularly the adolescents who become persuaded of the values that they contain and convey, which together render the problematic of the study to be represented in the attempt to respond to a main inquiry, namely the effects made by viewing dubbed series on Jordanian adolescents. It is the view of the authors that the quantitative increase is attributable to the increase of viewers, and the impact that it has made. Accordingly, it was necessary to know the impact of the series on the viewing audience, and the extent of their influence and their relation to certain aspects and the changes that they produce. The study problem lies in measuring the extent of the exposure of Jordanian adolescents to the dubbed series and the effects produced by such viewing. Author's note: the reason for this study lies in noticing the change of certain behavioral patterns on the part of the study population [25].

3.1 Aims of the Study

The present study seeks to achieve a number of general and specific aims, through gagging the extent of the exposure of Jordanian adolescents to television broadcasting, the hours of viewing and the reasons for viewing, and the exposure of the adolescents to the dubbed series and the reasons for such exposure, and identifying their orientations and the consequences of viewing.

3.2 Significance of the Study

Studying television programs, films, series, and varied arts is considered a step in a series of steps. Actually, those studies seek to answer a number of inquiries and questions. Thus, the significance of this study is represented in elucidating the opinions of a significant and wide segment and the future of the leaders of the nation about those series, the consequences of viewing, and an attempt is made to create a database for those responsible and working in Arab television stations in general, and Jordanian TV in particular as relates to the policy of airing such series, and holding responsible officials for the effects that these series could entail for adolescents as a prelude to limiting those influences as regards the youth segment.

4 QUESTIONS OF THIS STUDY

This study seeks to answer the following questions:

1. What is the extent of the exposure of Jordanian adolescents to television broadcasting?
2. What is the average number of hours of viewing and the reasons for viewing?
3. What is the extent of the viewing of Jordanian adolescents of dubbed series?
4. What are the reasons for Jordanian adolescents viewing dubbed series?
5. What are the views of Jordanian adolescents on dubbed series?
6. What are the consequences of Jordanian adolescents viewing dubbed series?

4.1. Assumptions of the study

In the shadow of the study problem, the authors presented the following assumptions, and this study will seek to verify their validity. Those assumptions are:

1. There is a statistically significant correlation between the rate of adolescent viewing and the consequences produced by viewing.
2. There is a statistically significant correlation between the inclinations of males and females towards dubbed series.
3. There is a statistically significant correlation between the tendencies of males and females towards dubbed series.
4. There is a statistically significant correlation between the extent of the viewing of adolescents of series.
5. There is a correlation between males and females, and the extent of the viewing of adolescents of series.

4.2 Type of study and its methodology

This study is considered descriptive and seeks to arrive at scientific findings, and aims to analyze and assess the characteristics of a particular group or a particular position.

This study relies on the survey method, which is a systematic scientific effort to gather data, information and descriptions of a phenomenon, or a set of phenomena subject of the study. It aims either to form the basic base of data and information required in a particular field, or determine the sufficiency of existing conditions by means of comparing the information gathered or identifying the methods and practices pursued in order to treat a particular problem, or utilize those comprehensive data in formulating policies and drawing up plans on the basis of a full knowledge of the aspects of a situation [26].

4.3 Study population and sample

The study population consists of adolescents from the Amman Governorate whose number is estimated at half a million persons and on a specific sample of (1100) respondents of Jordanian adolescents, and thence obtaining (1032) responses, that is 93.8% of the ratio of distribution, and (23) were excluded because of invalidity for statistical analysis of a ratio of 3% from the collected questionnaires, whereby the number of questionnaires valid for analysis is (999).

4.4 Procedures for validity and reliability

After completing the questionnaire in its final form, it was referred to a group of referees (Dr. Mohammad Sa'ous, Dr. Adel Sadiq, and Dr. Ibrahim Abu Arqoub), and after amending their comments and their confirmation of the reliability of their application, in order to ascertain the validity of the tool the test was undertaken as well as retesting on a sample of (80) subjects of the study (during 15 days) in order to ascertain the clarity of the questions and the extent of the understanding of those questions. Actually, the measures or tools are valid in case the difference in results is simple or the correlation (coefficient) between the results of the two test increases [27]. The value of the correlation coefficient or reliability with the passage of time ranged between 0.981 and 0.971, which is a good value and is an indicative of the validity of the measure and the clarity of the data of the questionnaire.

5 SOURCE OF DATA

Table number (1) Distribution of the respondents according to gender

Variable		Sex
%	Number	
61.6	615	Male
38.4	384	Female

The results show as is evidenced in table number (1) that the males (615) represent (61.6%) and the females 382 (28.4%)

Table number (2) distribution of the respondents according to age

Age Category	Variable	
	Number	%
16-14	595	59.6
18-17	404	40.4

The results show, as is clear from table number (2) that the age group (14-16) represents 595 (59.6%), while the age group (17-18) represents 4.4 (40.4%). The extent of viewing by Jordanian adolescents of television transmission.

Table number (2) Viewing by Jordanian adolescents of television transmission

Sex	Variable			
	Yes		No	
	Number	%	Number	%
Male	590	95.9	25	4.1
Female	336	87.5	48	12.5

The results show, as is clear from table number (3) that a ratio of 95.9% of Jordanian adolescents watch television (as opposed to 4.1%) of the respondents who do not watch television.

5.1 The extent of the viewing by Jordanian adolescents of dubbed series.

Table number (4) shows the extent that Jordanian adolescents watch dubbed series

Sex	Variable			
	Yes		No	
	Number	%	Number	%
Male	584	94.9	31	5.1
Female	326	84.9	58	15.1

Those who do not watch dubbed series, who number (89), distributed (31) males and (58) females will be excluded. The results show, as evidenced in table number (4) that (584) of the male respondents (i.e. 94.9%) watch dubbed series, and (326) females (84.9%) watch dubbed series. This ratio is a strong indicator of the extent of viewing of the respondents, particularly the males, and the high ratios relating to viewing corroborate the approval of the respondents of what they view.

5.2 The extent to which Jordanian adolescents watch television.

Table number (5) The extent to which Jordanian adolescents watch television.

Sex	Variable					
	Always		Sometimes		Seldom	
	Number	%	Number	%	Number	%
Male	2.9	35.8	227	38.9	148	25.3
Female	97	28.9	156	46.4	83	24.7

Results show, as is clear from table number (5) that (209) persons, that is 35.8% of males continuously watch television, and 97 persons (28.9%) of females under the same variable, while the ratio is 46.4% of females under the variable "sometimes" and 227 (28.9%) for males. This is attributable to the fact that a high ratio of Jordanian adolescents watch television, due to the lack of other means such as cinema and due to the absence of the internet in some households.

5.3 Extent to which Jordanian adolescents watch dubbed series according to gender

Table (6) shows the extent to which Jordanian adolescents watch dubbed series according to gender

Watch	Sex			
	Male		Female	
	Number	%	Number	%
1 Hour and less	194	33.2	82	25.2
1-2 Hours	178	32	93	28.5
3-4 Hours	109	18.7	97	29.8
4 Hours and more	94	16.1	54	16.5
Total	584	%100	326	%100

The results, as is clear from table number (6) that the first rank for males was one hour and less (194) 33.2%, and in the second rank was one hour-two hours of a ratio of (187) 23% which represented 34.8% 3-4 hours and 4 hours and more, which is a high ratio. As stated earlier, the reason is the lack of other media, while television is the medium most approved by Jordanian families. As regards females, the extent was 3-4 hours in the first rank which represents (97) 29.8%, and this is attributable to the environment surrounding the females and their inability to be away from their homes by night. Then came the degree of 2-3 hours in the second rank of a ratio of 93 (28.5%).

5.4 The extent of viewing by Jordanian adolescents of dubbed series according to gender

Table number (7) shows the extent of viewing by Jordanian adolescents of dubbed series according to gender

Sex	Variable						Total	
	Always		Sometimes		Seldom			
	Number	%	Number	%	Number	%	Number	%
Male	95	16.3	341	58.4	148	25.3	584	100
Female	94	28.8	145	44.5	87	26.7	326	100

The findings, as is in evidence in table number (7), indicate that the respondents continuously watch dubbed series, which is a high ratio, and is indicative of the extent of watching those series, while the ratio of male viewing under the variable 'sometimes' was 241 (58.4%) and for females 145 (44.5%) under the same variable, which is also a high ratio, and is indicative of the extent of viewing by Jordanian adolescents of these series.

5.5 The reasons why Jordanian adolescents do not view dubbed series.

Table number (8) The reasons why Jordanian adolescents do not view dubbed series.

Watch	Sex			
	Male		Female	
	Number	%	Number	%
Moral reasons	13	41.9	17	29.3
Lack of approval	4	12.9	19	32.8
Boring repetition of the subjects (monotony)	14	45.2	22	37.9
Total	31	100	58	100

As is evidenced in table number (8) (89) respondents who were excluded from the study, the reasons preventing viewing dubbed series is boring repetition of the subjects at first rank for males (45.2% and 37.9% for females, and in second place for males was for moral reasons of a ratio of 41.9%, and for lack of approval on the part of females of a ratio of 32.8%, which is a small ratio compared to the reasons for watching and the extent of viewing.

5.6 The television stations favored by adolescents.

Table number (9) the television stations favored by adolescents

TV Channel	Sex			
	Male		Female	
	Number	%	Number	%
1. Mbc1	223	38.2	87	26.7
2. Mbc2	305	52.2	112	34.3
3. Mbc4	89	15.2	104	17.8
4. Mbc Action	318	54.4	148	45.4
5. Mbc Drama	109	18.6	111	34
6. Rotana	79	13.5	91	28
7. Dream	63	10.8	48	14.7
8. ART	62	10.6	27	8.2
9. Infinity	103	17.6	83	25.4
10. TV5	41	7.5	18	5.5
11. Orbit	23	3.9	16	4.9
12. Lbc	186	31.8	16	33.1
13. Fox Movies	239	40.9	143	43.0
14. Aljazeera	119	20.3	43	13.2
15. Alarabiya	82	14	39	12
16. Abu Dhabi	193	33	176	54

The results indicate, as is evidenced in table number (9) that all the preferred stations show films and series primarily. MBC Action came in first position 318 (54.4%), which is a station that concentrates primarily on western films and series and quickness of rhythm. This means that the male respondents favor western productions, and in second place for the males came MBC2 of a ratio of 3.5 (52.2%), while orbit came in last place among males of a ratio of 23 (3.9%). By pondering the results it becomes clear the extent of favoring of the mentioned station, which broadcasts films and the extent of watching is high, the degree of the influence on this age group becomes clear. As regards, females, Abu Dhabi came in first place of a ratio of 176 (54%), and this result is an indicator that there are differences in the stations preferred by males and females, while it is the view of the authors that this is related to the nature of the females in Jordanian society and their adherence to Jordanian customs and traditions. In second place came MBC Action of a ratio of 148 (45.4%) which was close to the males ratio. In the view of the authors this is attributable to the fact that the females are forced to watch what the males in the family watch, and in last place came ART and of a ratio of 27 (7.2%), which is a low ratio. The figures strongly indicate that foreign productions are prevalent over the respondents, and hence national institutions should give attention to those findings and attempt to find strong and successful alternatives to those products.

5.7 Motivations behind adolescent watching dubbed series.

Table number (10) shows the motivations behind adolescent watching dubbed series

Motivations	Sex			
	Male		Female	
	Number	%	Number	%
1. Deep scenic views	71	12.2	63	19.3
2. Arousal of instincts	79	13.6	12	3.7
3. Beauty of the actresses and actors and their good performance of their roles	98	16.8	9	2.8
4. Lack of monotony	51	8.8	13	4
5. Convincing stories presented	33	5.7	21	6.4
6. Entertainment	125	21.5	134	41.1
7. Lack of a good alternative	84	14.4	36	11
8. Exposure to the cultures of other nations	43	7.4	38	11.7
Total	584	100	326	%100

As is evident in table number (10) the results indicate a number of motivations driving adolescents to watch dubbed series. Notwithstanding the varied motivations of males and females, those motivations showed in figures the important aspects of those motivations, The motive of entertainment came in first place for males and females of a ratio of 125 (21.5%) for males, and 134 (41.1%) for females, which is a high ratio, and accords with what the authors stated concerning the lack of alternatives for the respondents such as clubs, movie theaters, Internet, and so forth. Moreover, the results indicate that the motive of the beauty of the actresses and actors and their skillful performance of their roles is in second place for males of a ratio of 98 (16.8%). Moreover, the researchers found that most of the dubbed series resort to selecting actors and actresses who are very beautiful (such as Turkish and Mexican series). As for females, beautiful natural scenes were a motive of a ratio of 63 (19.3%) in second place. It may be noted that the dubbed series focus on the most beautiful natural scenery present in the country of production, which is a great asset for those countries and naturally leads to increasing the volume of tourism.

5.8 What are the views of the adolescents of dubbed series?

Table number (11) shows the views of Jordanian adolescents towards dubbed series

Aspects	Variable	I Strongly Agree		I Agree		Indifferent		I Strongly Disagree		I Disagree	
		Number	%	Number	%	Number	%	Number	%	Number	%
		1	Spreads corruption and moral dissolution	115	19.6	210	23	72	7.9	385	42.3
2	Spreads cultures that are alien to our society.	113	12.4	328	36.1	49	5.3	312	34.3	108	11.9
3	Cause of the appearance of certain political aspects in our society.	139	15.3	389	42.7	53	5.8	118	13	211	23.2
4	Bears values and mores that are harmful to our society.	97	10.7	189	20.8	44	4.8	419	46	161	17.7
5	Bears serious values such as the emancipation of woman.	197	21.6	405	44.6	27	2.9	169	18.6	112	12.3
6	Opportunity to be exposed to other cultures and nations	318	34.9	386	42.4	16	1.8	118	13	72	7.9

7	Excessively long series.	107	11.8	161	17.7	62	6.8	483	53	79	10.7
8	I do not object to viewing these series in our society.	512	56.3	219	24	24	2.6	97	10.7	58	6.4
9	Focuses on form and is indifferent to content.	173	19	219	24	161	17.7	259	28.5	98	10.8

As is clear from table number (11) the results indicate that the high rates of strongly approve in the views. For in first place I Strongly Approve came the orientation of I do not object to the broadcast and viewing of these series in our society and of a ratio of 512 (56.3%), and under the same variable came a positive view of exposure to other cultures and people and of a ratio of 218 (34.9%). Moreover, under the variable of I strongly disapprove- insofar as exaggeratedly lengthy serial and many episodes of a ratio of 483 (53%) in first place, and in second place that they embody harmful values and customs to our society of a ratio of 419 (46%), and in third place and under the same variable came that they spread corruption and decadence of a ratio of 385 (12.6%), which are very high ratios, and a serious indicator of the orientations of Jordanian adolescents towards dubbed series. It would become evident to one perusing the results of table number (11) the extent of the gravity and the change of orientations towards those series, and the future trends for those age groups, for the findings indicate that the Jordanian adolescents do not find that those dubbed series are a cause of the spreading of corruption and moral dissolution of a ratio of 56.3% under the variable I strongly disagree and I do not agree, and under the same two variables- they do not bear harmful values and traditions to our society of a ratio of 63.7%. It is the view of the authors that this is a clear indication of the responsibility of national institutions in finding an alternative to these institutions on the one hand, and creating awareness among this generation of the danger of those series.

5.9 The impact of viewing dubbed series on Jordanian adolescents

Table number (12) shows the impact of viewing dubbed series on Jordanian adolescents

Impact Variable	Variable						Chi-Square	Significance Level
	Always		Sometimes		Seldom			
	Number	%	Number	%	Number	%		
1- Disturbance from not viewing at the time specified for broadcasting.	398	42.7	276	30.3	245	27	22.17	0.00
2- Disturbance from viewing.	193	21	405	44.5	314	34.5	13.13	0.261
3- Feeling pleasure and relaxation after viewing.	278	31.5	313	34.3	310	34.1	8.08	0.001
4- I imitate the characters of the series in clothes and food.	289	31.8	446	49	175	19.2	5.072	0.057
5- The series have changed my style of life.	167	18.4	401	44	342	37.6	38.45	0.000
6- The series have influenced my relationships with relatives.	409	45	203	22.3	298	32.7	37.36	0.000
7- Have influenced fashion and hairstyle.	364	40	237	26	3.9	34	0.57	0.061
8- Have influenced my studies and hours of sleep.	207	22.7	195	21.4	508	55.9	68	0.081
9- Demand for more personal freedom.	276	30.3	362	39.8	272	29.9	4.062	0.262
10- Thinking of marrying one I loved.	113	12.4	128	12.4	669	73.6	1.68	0.361

As is clear from table number (12) the results indicate the presence of a correlation between the rate of viewing of dubbed series and their effect in terms of disturbance from watching at the time specified for transmission, whereby the value amounted to Chi 2 22.17, which is of the same statistical significance at a level less than 0.05, and the feeling of enjoyment and relaxation after viewing, whereby the value amounted to Chi 8.082, and was of statistical significance at a level less than 0.05, and the series affected a change in the pattern of their life whereby the value amounted to Chi 238.45, which is of statistical significance at a level less than 0.05, and the series made an impact in terms of changing the pattern of life, where the value amounted to 237.36, and is of statistical significance at a level less than 0.05.

5.10 What is the relation between the inclinations of Jordanian adolescents toward the dubbed series according to gender?

Table number (13) The differences in the inclinations of the adolescents towards dubbed series

Inclinations	Sex				Chi-Square	Significance Level
	Mean		Standard Deviation			
	Male	Female	Male	Female		
1- They spread corruption	2.11	2.42	1.207	0.987	3.788	0.000
2- They spread cultures alien to our society.	2.76	2.561	1.056	1.048	1.701	0.080
3- The cause of the spread of certain negative aspects in our society.	2.05	2.12	1.107	0.979	2.760	0.060
4- They bear harmful values and customs.	1.95	2.01	1.0354	0.877	3.671	0.001
5- They bears serious values and customs such as the emancipation of woman.	2.55	2.97	0.774	0.984	3.788	0.000
6- A good way to be exposed to other cultures and nations.	1.78	1.58	0.996	0.841	2.402	0.017
7- Excessively lengthy series and number of episodes.	2.08	2.05	1.108	1.04	2.877	0.060
8- I do not object to broadcasting and viewing those series in our society.	2.79	1.89	0.906	1.080	3.891	0.020

Table number (13) indicates that there is a correlation between the inclination of adolescents and gender insofar as the spreading of corruption and moral dissolution, for the averages were in favor of females of a mean of 2.42 and a standard deviation of 0.987, while the t value amounted to 3.788, which is statistically significant at a level less than 0.05, and in that they carry values that are harmful and destructive to society. Hence, the averages were in favor of the females and of a mean of 2.01 and of a standard deviation of 0.877, and the t value amounted to 3.671, which is statistically significant at a level less than 0.05, and insofar as inclination they carry values and customs that are good such as the emancipation of woman, for the averages came in favor of the females of a mean of 2.97 and a standard deviation of 0.984, while the t value was 3.788, which is statistically significant at a level less than 0.05, and regarding 'I do not object broadcasting and watching those series in our society, the averages were in favor of the males at a mean of 2.05 and a standard deviation of 0.979, where the t value was 2.760, which is statistically significant at a level less than 0.05.

5.11 What is the correlation between the positions of Jordanian adolescents towards dubbed series and age group?

Table number (14) shows the differences in the inclinations of Jordanian adolescents towards dubbed series according to age:

Inclinations	Age				Chi-Square	Significance Level
	Mean		Standard Deviation			
	14-16	17-18	14-16	17-18		
1- They spread corruption	6.65	1.63	1.56	0.71	0.848	0.398
2- They spread cultures alien to our society.	2.78	2.63	1.27	0.978	1.607	0.070
3- The cause of the spread of certain negative aspects in our society.	2.24	2.01	1.008	0.998	0.628	0.532
4- They bear harmful values and customs.	2.96	2.43	0.760	0.981	3.883	0.000
5- They bears serious values and customs such as the emancipation of woman.	2.89	2.63	0.877	1.106	2.761	0.000

6- A good way to be exposed to other cultures and nations.	1.79	1.55	0.995	0.842	2.405	0.016
7- Excessively lengthy series and number of episodes.	2.09	2.04	0.986	0.983	0.0243	0.805
8- I do not object to broadcasting and viewing those series in our society.	1.95	1.86	1.013	0.973	1.975	0.531

Table number (14) is reflective of the results of the study, namely in the presence of a correlation relating to the series conveying values and mores that are detrimental and destructive of our society, for the averages came in favor of the age group (14-16) and of a mean of 2.96, and of a standard deviation of 0760, and the t value amounted to 3.883, which is statistically significant a level less than 0.05, and that carry values and mores that are good such as the emancipation of woman. In fact, the averages were in favor of the age group (14-16) and a mean of 2.89, and with a standard deviation of 0877, and the t value was 3.761, which is statistically significant at a level less than 0.05, and insofar as that those series help in knowing other cultures and peoples, the means came in favor of the age group (14-16) and a mean of 11.79 and with a standard deviation of 0995, while the t value was 2.405, which is of statistical significance at a level less than 0.05.

5.12 What is the correlation between the viewing by Jordanian adolescents of dubbed series and age?

Table number (15) shows the correlation between the viewing by Jordanian adolescents of dubbed series and age:

Viewing	Averages			
	Mean	Standard Deviation	p-value	Chi-Square
1- Always	3.65	0.728	18.378	0.000
2- Sometimes	3.06	0.638		
3- Seldom	3.36	0.913		

As is clear from table number (15), the findings show, through an active test, the presence of a correlation between the extent of viewing and age, where the mean for Always was 3.65, and for Sometimes 3.6, and for Seldom 3.36.. The value of 'P' amounted to 18.387 which is statistically significant at a level less than 0.05.

5.13 What is the correlation between the extent of viewing by Jordanian adolescents of dubbed series and gender?

Table number (16) shows the correlation between the gender of Jordanian adolescents and the extent of viewing dubbed series:

Watch	Averages			
	Mean	Standard Deviation	p-value	Chi-Square
1- Always	3.23	1.100	33.261	0.000
2- Sometimes	2.36	1.352		
3- Seldom	3.15	1.123		

It is clear from table number (16), based on the 'f' test that there is a correlation between the extent of viewing and gender, where the mean for Always was 3.23, and for Sometimes was 2.36 and for Seldom 3.15, while the value of 'f' was 33.261, and it is statistically significant at a level less than 0.05.

5.14 What are the means for limiting the impact of dubbed series

Table number (17) shows the opinions of Jordanian adolescents on the means for limiting the impact of dubbed series:

No.	Ways Frequency	Frequency	
		F	Percentage %
1	Respect for the minds of the viewers in the process of Arab production	93	12.9
2	Lots of beautiful natural scenes	76	10.0
3	Attention to the acting cast	75	10.3
4	Avoidance of monotony and length	86	11.9
5	Treating important issues	77	11
6	Joint production by Arab countries	66	4.8
7	Not sufficing with historical stories in the production process	75	10.4
8	Public awareness raising lectures	43	5.9
9	Alerting to the dangers of dubbed series	56	7.7
10	Addressing the heart and mind of the viewer	53	7.4
11	Focusing on the role of the family	27	3.7
Total		727	%100

The results evident from table number (17) show that respect for the minds of the viewers in the process of Arab production is in first place and of a ratio of 12.9%, and thence distance from repetition and lengthiness of a ratio of 11.9%, and in treating important issues in third place of a ratio of 11%.

6 CONCLUSION AND THE FOREMOST FINDINGS

In light of the growing and great interest in dubbed series, this study has sought to answer that extent of the viewing, inclinations, and impact of dubbed series on Jordanian adolescents. The study has been based on a specific sample of (910) adolescents. The study reached several conclusions, most important of which:

1. The high ratio of viewing dubbed series by adolescents, which reached 94. % for males and 84.9% for females.
2. The high ratio of time spent viewing, for 34.8% of the respondents watch from 3-4 hours and 4 hours and more, while 35.1% of the respondents continually watch dubbed series.
3. The first reason for not viewing is due to boring repetition of subjects (monotony) of a ratio of 4.2% for males and 37.9% for females.
4. The study found that the stations most favored by the respondents are those which broadcast films and series primarily. Actually, MBC Action came in first place for males of a ratio of (54.4%) and Abu Dhabi for females of a ratio of 54%.
5. The high ratio in terms of the motive for entertainment as relates to viewing dubbed series for males (21.5%) and for females (41.1%).
6. The high ratio relating to the inclinations of adolescents towards dubbed series, particularly insofar as 'I do not object to broadcasting and viewing those series in our society,' of a ratio of (56.3%) of the respondents.

6.1 Ascertainment of the differentials of the study

1. There is a statistically significant correlation in each of:
2. The rate of viewing and the consequences of viewing.
3. Gender and the orientations toward dubbed series.

7 RECOMMENDATIONS

1. To promote scientific research by means of conducting much research, while benefiting from the findings of such research.
2. Arab cooperation and interest in the field of television and drama production in particular.
3. To encourage television shows which safeguard the cultural and national identity.

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