

# THE MENTAL IMAGE OF AMERICAN SERIES AND FILMS AMONG ARAB YOUTH: A FIELD STUDY ON THE JORDANIAN AND KUWAITI YOUTH

*Mohammed Qudah  
Rajhi Mnawr*

Department Mass Communication, AL Kuwait University, Kuwait

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## Abstract

This study aimed at identifying the mental image of American series and films among Jordanian and Kuwaiti youth and the extent of their impact on the sample. The study was conducted on a sample of 1827 individuals. The study showed that the category of watching for 2-3 hours ranked first at a rate of 46.6%, and individual viewing ranked first by 42.3%, and thus the series and films features were high. The films which are bearing the quality of excitement are ranked first at a mean of 4.26, and the courage quality of some heroes came in the first place at a mean of 3.99 .The American series and films which achieved revenues in millions came in the first place at a mean of 4.24. The study showed that there are significant statistical relationships among the variables: age, place of residence, citizenship, and the features of American series and films.

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**Keywords:** Mental Image, American, series, films, Arab youth

## Introduction

The current century witnessed a huge revolution and acceleration in all spheres of life. Prominent among this development is the revolution in communications, especially in the small screen. The researcher Abu Moal stated that: " Television industry became increasingly sophisticated, especially after the invention of color television and the broadcasting via satellites:" (Abu Moal, 1990).

The tremendous development of TV has increased the influence of American series and films in all aspects of life. TV is considered the broadest prevalent media and the most influential in people's lives. Satellite channels were able to reach all spots in the hemisphere, and TV stations can operate anywhere on this earth for almost twenty-four hours "(Mouawad, 1997).

The increasing role of television made it play an important role in various areas. The researcher Saadedin refers to this role as he stated that: "The functions performed by the TV are more consistent and varies than those of other mass media, and it possesses a broader and richer field to assess and portray the world." (Saadedin, 1998).

This TV role made television an indispensable and integral part of individual's lives and societies. It became part of their lives and occupied a prominent place in the list of home necessities. It sits at the corner of the office, workplace and accompanies a driver in his car "(Mouawad, 1997).

In addition, it can be noted that TV is watched on our mobile phones, iPads and other technologies that will be discovered later.

Proceeding from its close relationship with the individuals' lives, the speed by which it spreads, and on one hand, its cheap price, made this media dominate individuals and communities. Researcher Shadwan refers to this fact saying that: "People will watch whatever programs the TV may broadcast as it dominates humans more than any other means of mass communication "(Shadwan, 2005).

Television has not only got the control and domination power, but has also become indispensable. The researcher Obaida considers TV "as water, air, trees and plants, sunlight and other necessities that humans need in their lives" (Obaida, 2009).

This is due to a number of factors and characteristics that made television reach this position, such as picture, sound, colors and other things. The involvement of hearing and sight senses in watching is one of the most important characteristics of the TV. The visible picture is important and effective in attracting viewers. It has also the ability to influence their emotions. A TV picture, however, is more expressive than thousands of words "(Mouawad, 1997).

The most important function of the TV is to entertain, relax and alleviate the burdens of life. This is actually the main messages of the media in general and the films and series in particular. The recipients of this media seek to enjoy, relax and escape from the problems of life. TV, as the researcher AlAifah believes " offers a service by making viewers avoid concern, loneliness, isolation, marital boredom and alleviates family disputes" (AlAifah, 2003).

Series and films are basically interested in entertainment. The public are influenced by the motion pictures as if they are real, thereby forcing the audience to interact with them. The researcher Za'emi, and Murad refers to this fact as saying: "The television function seems to have influence on convictions, perceptions, beliefs, language, behavior and attitudes."(Za'emi, Murad, 2007).

Both researchers believe that television has an important and positive role in conveying values, ideas, civilizations, news, concepts, and moral aspects. Hence, it also has a role in instilling virtues and beliefs.

However, opinion differs in the role and function of the TV in general and series and films in particular. The researcher Bar Obaida refers to this saying that: "TV may also be directed towards the dissemination of vice, violation of creed, spread of crime, distortion of brains, obliteration of hearts, prevalence of lethargy, laziness and lack of seriousness. The human values may deviate from the course and moral standards may decline"(Bar Obaida, 1998).

The American series and films is an issue worth studying as they are influential in the American and world arena. Film industry, however, is known for its high technology and great ideas. Therefore, we may be sure that the American cinema anticipates great events as in the case of "*The Day after Tomorrow*" film.

Science fiction films preceded the events of Hurricane Sandy by eight years before the disaster. Also, the convergence between reality and the film scenario which prompted some people to use scenes from the film are part of Sandy, which includes a picture related to the statue of liberty.

This study helps to demonstrate the image formed in the mind of the Arab youth by watching the American series and films. It tries to answer questions attributed to this image, its achievement and their influence if available, including the function or role of the films.

### **Importance of the Study**

The importance of this study stems from a number of issues including:

- The organized scientific discovery of the mental image formed among a sample of university students about the American series and films in an era of growing production and tremendous showing on the small and big screens, on one hand, and the high demand on them on the other.
- The importance of this study also lies in making use of this study results in guiding us and in trying to take advantage of the positive aspects to boost Arab production in the field of series and films on one hand, and to avoid the negative aspects and their impact on the other.
- The Scarcity of Arab media studies on this subject as well as providing the Arab library in general, and the Jordanian and Kuwaiti libraries in particular with such studies.

### **Objectives of the study**

This study aimed at recognizing the mental image formed by the Arab youth regarding the American series and films. Based on this objective, the study seeks to achieve the following objectives as well:

1 – Recognizing the size, nature and means of watching American series and films.

2 – Identifying the basic features of the American series and films and their heroes.

3 – Recognizing the American series and film achievements, their impact and assessment of their role.

4 – Identifying the relationship between the characteristics of respondents and the amount, nature and means of watching the American series and films.

5 - Monitoring the presence of relationship between the characteristics of respondents and the features of the American series and the films.

6 – Monitoring the presence of relationship between the characteristics of respondents and the extent of what has been achieved by American series and films as well as their function role.

### **Questions of the Study**

1 - What is the size of daily watching of American series and films?

2 - What is the nature of watching American series and films?

3 - What are the devices by which the American series and films are watched?

4 - What are the basic features of American films and series?

5 - What are the basic features of the American series and films heroes?

6 - What have the American series and films achieved?

7 – To what extent are viewers influenced by the content of American series and films?

8 - What is your assessment of the American series and films?

9 - What is the role of the American series and films?

### **The Study Hypotheses**

1 - There are significant statistical differences at (0. 05) for sex variable and the degree of approval of the American series and films features.

2 - There are significant statistical differences at (0. 05) for age variable and the degree of approval of the American series and films features.

3 - There are significant statistical differences at (0. 05) for place of residence variable and the degree of approval of the American series and films features.

**4** - There are significant statistical differences at (0. 05) for sex variable and the degree of vulnerability to what is presented by American series and films

**5** - There are significant statistical differences at (0. 05) for age variable and the degree of vulnerability to what is presented by American series and films

**6** - There are significant statistical differences at (0. 05) for place of residence variable and the degree of vulnerability to what is presented by American series and films

**7** - There are significant statistical differences at (0. 05) for nationality variable and the degree of approval of the American series and films features.

**8** - There are significant statistical differences at (0. 05) for nationality variable and the degree of vulnerability to what is presented by American series and films.

### **Relationships**

**1** - What is the relationship between the amount of daily watching of American series and films, and the degree of approval of the characteristics of American series and films heroes?

**2** - What is the relationship between the nature of watching and the degree of vulnerability to what is presented by American series and films?

**3** - What is the relationship between the nature of watching the American series and films and their function role?

**4** - What is the relationship between age and function role of the American series and films?

### **The Study Methodology**

This study falls under the descriptive survey research, which enables researchers to describe scientific phenomena, the surrounding environment and the scientific field. The relationship between this study and other affecting and affected phenomena is described by using the scientific methods, and instruments appropriate for the goals sought by researchers to achieve the objectives they aim to achieve, through the use of this approach, which is a scientifically organized effort to get the data and phenomenon descriptions, in addition to the methods used to address this phenomenon, as well as recognizing all its different aspects."

(Roger D& Joseph R, 1994)

### **Population of the Study**

Both researchers selected the study population from university students of Jordan and Kuwait. Yarmouk University was chosen for reasons

related to the potentials available for both researchers, and because it represents the whole spectrum of young Jordanians; whereas Kuwait University was selected as it is the only one in the State of Kuwait. According to records of admission and registration, both universities have equal numbers of students which are nearly 34 thousand students.

### **Sample of the Study**

The selection of the study sample came in the light of the study objectives. In order to get accurate results and achieve the desired objectives, the researchers limited the sample size to 2000 respondents distributed randomly and evenly on both universities. The members who responded were 1883, or 94.15%. 56 of them were excluded for non-validity, or 2.97% of the recovered. Thus, the size of the sample studied was 1827 which constituted 91.35% of the total volume of distribution.

### **Instruments of the Study**

Preliminary data were collected using a questionnaire prepared to serve the purposes of this study. It consists of 11 questions. The first question focused on general information about the respondent in terms of sex, age, academic year, nationality, place of residence and marital status. The second, the third, the fourth and the fifth questions focused on the size, nature and means of watching. The sixth and the seventh questions addressed the characteristics of American series and films and heroes. The eighth, ninth and tenth questions concentrated on what have series and films achieved and the extent of vulnerability and assessment of the American series and films. The last question, however, dealt with the functions or roles of the American series and films.

### **Validity and Reliability Procedures**

After preparing the questionnaire, it has been presented to a jury: (Prof. Mohamed Ghawanmeh - Yarmouk University, prof. Mohamed Hashim Al Salous - Yarmouk University, Prof. Abdul Razzaq al - Dulaimi - University of Petra , Dr. Abdul Raheem Darwish - Hilwan University, Dr. Ibrahim Abu Arqoub - University of Jordan ). Also, some modifications based on their observations were made. To ensure the reliability of the instrument, it has been applied and reapplied on a sample of (100) respondents: (50 in Jordan and 50 in Kuwait) within two weeks to ensure clarity and understandability of the questions. The instrument is considered valid if the difference in results is simple or the correlation coefficient between the two tests results rose, and the value of the correlation coefficient or reliability over time ranges between 0.979 and 0.988. Therefore, this value is good and refers to the reliability and clarity of the questionnaire items.

### **Problem of the Study**

There are increasing talks about young Arabs being influenced by what is presented on the screen, especially from the American production as this production impresses the audience. This study tries to recognize the mental image formed by the American series and the films in the mind of university youths through the application of this study on a sample of students from Yarmouk and Kuwait universities.

### **Limitations of the Study**

Time limitations: March and April 2013

Location Limitations: Yarmouk University and Kuwait University.

### **Terms of the Study:**

TV series: A series of consecutive audio-visual events.

TV film: A TV story recorded on a video tape

### **Theoretical Framework.**

The main objective of public studies is to prepare messages that enable access in winning the largest number of media public members' satisfaction, by trying to detect and control the knowledge of the mechanics of media impact on the public recipient's behavior, in order to modify or direct it the way the communicator wants.

It should be noted, regardless of the objectives- whether commercial or advertising, that media is still the main driver for studies and researches, based mainly on the numerical outlook to determine the size of audience and describe its composition to figure out their physiological or moral needs, and to discover their interests, and look towards working in satisfying and responding to them. These studies as referred to by researcher Abdul Hameedd has: "become physically, technically and intellectually an extension to humans." "(Abdul Hameed, 1993).

The developments of communication in different fields as indicated by researcher Qsaysah has led to "the multiplicity of models, theories, approaches and methods stemming from the evolution and diversity of the media on one hand, and the historical development of the public on the other hand. This development in communication has enabled the accumulation of developed theoretical and methodological heritage, going upward in the direction of positive history, which means reviewing this heritage regularly and periodically , and re-drafting it by introducing the necessary amendments dictated by this development, either by deleting expired elements or by adding new elements to express the emerging reality "(Qsaysah, 2007).

### **Marshall McLuhan Model:**

Marshall McLuhan pointed out that media has a quantitative impact on the society and its culture. He believes that people adapt to the environmental conditions in every age. He expressed that by the so-called technological determinism, which means that technological inventions affect the formation of communities and their philosophy. McLuhan added that “modern electronic media made the whole world an international small village, with all its parts connected with each other by the satellite channels.” (McLuhan, 1975). He went further to say that means of communications are the extension of human senses (McLuhan, 1975)

### **The Mental Image:**

The researcher Husain believes that media: “play an essential role in the community”. The individual gets information, and forms opinions and attitudes depending on the media which help him to form a conception about the world he lives in. Husain added that: “the role of media is considered one of the formative factors of the public opinion as the media present information and direct it towards specific objectives. (McLuhan, 1975)

Ajweh indicates that a mental image is mobile and it changes according to the evolution of social reality and the change of economic, political and cultural conditions, so it is never stable or rigid, but it is flexible and interactive. It grows, develops, expands and accepts change throughout life (Husain, 1998). The mental image is a set of perceptions that settled in the area of awareness so that it can control individual responses towards a subject matter. (Ajweh, 2009). Hence, this brings us to the conclusion that our tastes, habits and dreams adapt accordingly. Masharqa , on the other hand, it indicates that mental images "affects our judgments, our efficiency in education, our reactions towards others and even our philosophy of life". (Khaki, 2002) believes that a mental image expresses members of the community perceptions about the world at large around them, and thus, a mental image is the product of the direct and indirect experiences of individuals received from their communication interactions.

Al Qudah states that: “a mental image plays a key role in the formation of public opinion since it is the source of people's knowledge, attitude and behavior “(Al Qudah, 2012).

**The cognitive component:** refers to the information through which a person becomes aware of an issue, a topic or someone, and it is considered as the basis of the image structure.

**The affective component:** refers to either positive or negative attitudes towards a topic, an issue or a person in the mental frame of the image formed by the individuals, with the survival of the affective and fading of the cognitive.



**The behavioral component** – The individual behavior reflects the nature of the mental image formed in his mind about various life affairs. The mental image is important as it enables us to predict the behavior of individuals (Ajweh, 1983)

### **Review of Related Literature**

*Samuel* conducted a study entitled: “Culture Matters: A Hierarchical Linear Random Parameters Model for Predicting Success of US Films in Foreign Markets”. The study concluded that American films succeeded in promoting the American values in countries which adopt the American culture and products, and in other

The study by Katz entitled “Dallas”: Cross Cultural Readings of American TV. Therefore, the study found that (Dallas) series has positive psychological, cultural, social and ideological effects on its viewers, such as the values of freedom and dialogue between family members and openness between the two sexes. While some viewers said that the film carries negative messages such as: Americans are immoral; the rich are immoral, too; the American sons do not respect their parents; the Americans are not educated; and the viewers are better than the Americans and this film is an ideological invasion to their culture. Many viewers confessed that the film in a way or the other has positively affected their life by creating an atmosphere of dialogue among the family members which is absent in their communities (Katz, 1985).

A study by Hiba entitled- “Local Identities: The Role of Global Television Broadcasting in Influencing the National Identities of Young Egyptians”. This study which revealed the impact of foreign channels on the Egyptian youth by 58% prefers foreign channels rather than Arab channels. The results indicated that 93% of the respondents said that the main reason for watching those channels is to know what is going on in the world. This result also shows that the foreign channels have a significant role in highlighting social issues; besides, they are technically more advanced than the Arab channels as indicated by 69% of the respondents. Also, another 92% say that the Western channels are much more diversified (Hiba, 2006).

- A study by Shuqayr entitled "Effect of exposure to foreign TV drama on the Lebanese youth in understanding the social reality". Hence, the study revealed that the percentage of films and series imported from the United States remains the highest, reaching to 89 films and series, out of a total of 114 films and series presented by the Lebanese channels during the analysis period ( Shuqayr , 1999).

The results also showed that watching violence and excitement wins the major concern of the sample as 63% of respondents watch such films. The study confirmed the existence of a relationship between exposure to TV

foreign drama and realizing social reality regarding violence and addiction (Shuqayr, 1999)

A study conducted by Mustafa entitled " The Effect of Arab and foreign drama presented in the Arab satellite channels on the values and attitudes of Arab youth" The study concluded that positive social values receive 34%, while the negative social values came in the forefront of the values in the TV series by 41.7%. Most of the values presented in the series are accepted by high percentage of 89.4%, (Mustafa, 2006).

Al Shammas conducted a study entitled "The Effect of foreign satellites channels on the young". The study concluded that 48% of young people watch foreign satellite TV programs between 2-4 hours per day individually, especially in the evening (Al Shammas, 2005).

Rubaie studied the" Risks and satellite channels reflection and their impact on the young" .The study found that 48% prefer to watch TV shows which highlight violence and crime, theft and armed robbery"(Rubaie, 2007).

### **The Relationship between this Study and Previous Ones:**

Reviewing previous studies revealed that there are a number of studies which dealt with the relationship between the public and the Arab and foreign drama series and films. But as far as the researchers know, no study focuses on the mental image of American films and series in particular. The researchers took advantage of previous studies by identifying variables and relationships among them, as well as finding methods of measuring and forming them into hypotheses. These studies also helped the researchers in discussing and comparing the results with previous studies. Furthermore, it has helped in designing the questionnaire.

### **Results of the Study and Discussion**

**1. A- Sample characteristics in terms of sex, age, year of study, place of residence, marital status and nationality**

The results showed that females were in the first place at a rate of 939 (51.4 %); and males came at a rate of 888 (48.6 %); and the age between 20-22 amounted to 975 (53.4%); then the 19 years or less, represented 633 ( 34.6% ) ; the categories 23-25 amounted to 159 (8.7 % ) ; and those of 26 and more were 60 (3.3%). These percentages are due to the age level of students which is below 26 years. The researchers chose this category because they expected to have certain numbers of students to have relatively enrolled late. The results also indicated that the second year students came in the first place, representing 744 (40.7 %) and the first year 528 (28.9 %); the third year 360 (19.7 %); and fourth year represented 195 (10.7 %). The results also revealed that city dwellers ranked first, representing 966 (52%); and rural areas and villages represented 620 (39.4 %); and refugee camps

141 (7.7 %). The results also indicated that 777 (42.5 % ) live with their mother; and 369 ( 20.2 % ) live independently; and 252 ( 13.8 % ) live with their father, but 336 ( 18.4 % ) live with their mother and father .The results also showed that 987 (54 %) are Jordanians and 840 (46%) are Kuwaitis.

**1. B- Do you watch American series and films?**

Results showed that 1608(88%) of the respondents watch American series and films.

**2. What is the amount of daily watching of American series and films?**

Results indicated that category 2-3 hours came in the first place at a rate of 750(46.6%).This percentage is high and indicates that watching amount is high; especially category 4-5 which ranked 294(18.3%) and six hours category came at 75(4.7%), while an hour or less category ranked 489(30.4%)

**3 - What is the nature of watching American series and films?**

Results indicated that individual watching ranked first in frequencies and means at a rate of 696 (42.3%), and a mean of 2.23, and a standard deviation of 0.752. In the second place with parents, it was 540 (33.1%); and a mean of 2.08 and a standard deviation of 0.756; watching with friends came in the third place at a rate of 288(17.8) and a mean of 1.71.

**4- What are the devices through which the American series and films are watched?**

Results showed that the small screen ranked first, representing 1062 (64.1%) under the “always” variable, while internet came in the first place under “sometimes” variable, representing 642 (39.8%). The small screen means were 2.55 and the standard deviation was 0.658. Internet means were 1.74 and a standard deviation of 0.733. CDs means was 1.80 and with a standard deviation of 0.782.

**5. - What are the basic features of the American series and films?**

Results showed that the features of the American series and films was high, it was pointed out that the 49 features are high among all other features. In the first ten places, means and standard deviations came as follows: bearing the quality of thrills, 4.26 ( 0.864. ); using the latest production technology, 4.17 ( 1.019 ), amuse and entertain, 4.10 ( 0.959. ), density and abundance of production, 3.99 ( 0.943); focusing on imagination, 3.86 ( 1.092 ); size of productivity budget, 3.89 (0. 980); focusing on the future, 3.86 ( 1.064 ); a myth everyone wishes diving in its secrets, 3.86 (0.949 ); caring for women and beauty, 3.85 ( 1.042 ); focusing on romance ( love scenes ), 3.82 ( 1.058 ); focusing on natural environment, 3.82 ( 1.019 ); showing American competition with other countries, 3.77 ( 1.062 ). In the last place came the feature which reflects the U.S. military as an army that offers compassion and aid to the enemy, 3.41 (1.226); and the inferiority

look to other races, 3.42 (1.232), focus on past issues, 3.54; focusing on current issues, 3.56 ; focusing on virtue, 3.24 ; against immorality, 3.19 ; establishing good principles, 3.45; close to people's concerns, 3.50 ; forming the American character, 3.72; promoting the American dream, 3.69; reflecting the American thinking, 3.72 ; changing facts, 3.68 ; showing clearly the evil enemy, 3.75; helping politicians to wage wars, 3.55; characterized by excessive violence, 3.62; promoting racism, 3.48; making the viewer confused between reality and what is exposed, 3.70 ; and exposing the American life as the best, 3.7.

**6-** What are the basic features of the series and American films heroes?

The results showed that all the characteristics of American series and film heroes were high. In the first four places came the following qualities: courageous, 4.03 ( 1.002 ); cute and smart looking, 3.99 ( 0.926 ); the strong and stubborn, 3.98 (0.940); the ability to use all modern and ancient weapons, 3.97 ( 0.979 ); and the hero who dies honorably, 3.96 (1.27) .The characteristics came as follows: They appear realistic, 3.74; the image of a good hero, 3.85; the ugly enemy, 3.79; behaving greatly, 3.80; a person of principles, 3.88 ; loves horse riding, 3.65; ideal, 3.80; egocentric, 3.37; highwayman, 3.34; law breaker, 3.54; live the event and cannot differentiate between reality and imagination, 3.74; the hero who never dies, 3.81; the invincible, 3.81; the one who knows everything, 3.81 ; the one who masters all professions and ideal for the viewer, 3.79.

**7 –** What is the extent of the American series and films achievements?

Results showed that the American series and films made revenues in millions for America in the first place with a mean of 4.24 and a standard deviation of 0.900, And in the second place, success at the American level is 4.23 (0.909), in the third place success at the global level was at 4.18 (0.892.). Results also showed that the study achieved popularity even in the states, which are in a feud with America, 3.86; and being an American extraordinary ambassador for the world, 3.82 and supportive for the interior policy, 3.75; supporter for the foreign policy, 3.72; the intellectual military of America, 3.68; and the foreign petroleum of America, 3.54. Therefore, this study results agree with that of (Craig, 2013).

**8 –** To what extent are viewers influenced by what American series and films expose?

Results indicated that the respondents are affected by what American series and films present. The personal life was ranked first by a mean of 3.49 and a standard deviation of (1.280). In the second place came other life aspects - how to deal with others by 3.43 (1.123); no desire to participate or live the event, 3.32 (1.283); to live as the Americans do (the American

dream), 3.02; thinking about immigration particularly to America, 3.01; thinking about food and drink, 2.91; demanding to transfer what the media present to your society, 2.88; and traditions and customs, 2.71. Hence, the results of the study agree with that of (Hiba, 2006).

**9 - What is your assessment of the U.S. series and films?**

The results indicated that the assessment of the American series and films ranked first among the production of other countries. The means of the American was 3.97 and the standard deviation was (1.181), other countries were rank in order as follows: British, 3.53; Indian, 3.46; Arab, 3.35; Asian, 3.08; Latin America, 2.97; French, 2.91; Italian, 2.86; and German ranked last by 2.84.

**10 – What are the American series and films functions or roles?**

The results indicated that what American series and films achieved was ranked first with a mean of 3.98 and a standard deviation of 3.89 for the function or role. In the second place, came providing me with real information about the American society with a mean of 3.80 and a standard deviation of (1.066).

**1-** There are significant statistical differences at 0.05 for the sex variable and approval degree of the American series and films features?

To validate this hypothesis, means and standard deviations have been calculated to the degree of approval of the American series and films features according to sex variable. Thus, to identify the statistical differences between means, "T" test was used for independent data. The table below illustrates this:

**Table No. (1):** shows means, standard deviation, T. test for the effect of sex on the approval degree on the American series and films features

	Sex	Number	Mean	Standard Deviation	T value	Degrees of Freedom	Significance Level
American series and films features	Male	843	3.67	.508	.787	1665	0.432
	Female	828	3.64	.452			

Table No. 1: shows no significant statistical differences at ( $\alpha=0.05$ ) attributed to sex impact..

**2.** There are significant statistical differences at 0.05 for the age variable and the degree of approval of the American series and films features?

To validate this hypothesis, means and standard deviations have been calculated to the degree of approval of the American series and films features according to age variable. The table below illustrates this:

**Table No. (2):** shows means and standard deviation for the approval degree of the American series and films features according to age variable.

	Age Categories	Number	Mean	Standard Deviation
American series and films features	19 years and less	582	3.62	.459
	20-22 years	882	3.63	.510
	23-25 years	153	3.86	.340
	26 or more	54	3.79	.412
	Total	1671	3.65	.481

Table No. Two: shows apparent variations between means and standard deviations for the degree of approval of the American series and films because of the different categories of age variable. To identify the statistical differences between the means, one way ANOVA was used as shown in (Table 3)

**Table No. (3):** shows one way ANOVA for the impact of age on the approval degree of American series and films features

	Source	Total of Squares	Degree of Freedom	Mean of Squares	F. Value	Significance Level
The American series and films features	Between groups	2.977	3	.992	4.369	.005
	Within Groups	125.605	1659	.227		
	Total	128.582	1668			

Table three shows significant statistical differences at ( $\alpha=0.05$ ) attributed to age

To illustrate statistically even differences between means, post-comparisons were used according to Scheffe’s way as illustrated in table 4.

**Table No. (4):** shows post- comparisons according to Scheffe’s method for the impact of age.

	Means	19 years and less	20-22 years	23- 25 years	26 and more
19 years and less	3.62				
20-22 years	3.63	-.01			
23- 25 years	3.86	-.24(*)	-.23(*)		
26 and more	3.79	-.17	-.16	.07	

\*Significant at ( $\alpha=0.05$ )

Table (4) shows significant statistical differences at ( $\alpha=0.05$ ) between the age category of 23-25 years and both 19 years or less and 20 – 22 for the advantage of 23-25 age category

3. There are significant statistical differences at ( $\alpha=0.05$ ) for place of residence and the degree of approval of the American series and films.

To validate this hypothesis, means and standard deviations have been calculated for the degree of approval of the American series and films according to the place of residence variable. The table below illustrates this.

**Table No. (5):** Shows means and standard deviations for the degree of approval of the American series and films according to the place of residence variable.

	Categories	Numbers	Means	Standard Deviations
The American series and films features	City	891	3.66	.461
	Rural and villages	645	3.61	.523
	Refugee Camps	135	3.82	.348
	Total	1671	3.65	.481

Table (5) shows apparent variation in the means and standard deviations for the degree of approval of the American series and films features due to the difference in the place of residence variable. To identify the statistical differences between means, one way ANOVA was used as shown in table (6)

**Table No. (6)** Shows one way ANOVA for the impact of place of residence on the degree of approval of the American series and film features

	Source	Total of Squares	Degrees of Freedom	Means of Squares	F. Value	Significance Level
The American series and films features	Between Groups	1.630	2	.815	3.557	.029
	Within Groups	126.952	1662	.229		
	Total	128.582	1668			

Table 6 shows significant statistical differences at ( $\alpha=0 .05$ ) attributed to place of residence.

To illustrate statistically even differences between means, post-comparisons were used according to Scheffe’s method as illustrated in table 7.

**Table No. (7):** Shows, post- comparisons were used according to Scheffe’s method for the impact of place of residence.

	Means	City	Rural and Villages	Refugee Camps
City	3.66			
Rural and Villages	3.61	.05		
Refugee Camps	3.82	-.16	-.21(*)	

\*Significant at ( $\alpha =0 .05$ )

Table (7) shows significant statistical differences at ( $\alpha=0 .05$ ) among rural areas, villages and camps for the advantages of the refugee camps.

**4.** There are significant statistical differences at 0.05 for nationality variable and the degree of approval of the American series and films features.

To validate this hypothesis, means and standard deviations have been calculated for the degree of approval of American series and films according to nationality variable. To find the statistical differences among means, T test for independent data was used. The table below illustrates this.

**Table No. 8:** Shows means, standard deviations, T test for the impact of nationality on the degree of approval on the American series and films features.

	Nationality	Number	Means	Standard Deviation	Value of T	Degree of Freedom	Significance level
The American series and films features	Jordanian	930	3.58	.504	-4.328	1665	.000
	Kuwaiti	741	3.75	.432			

Table (8) shows significant statistical differences at ( $\alpha=0 .05$ ) attributed to the nationality impact and for the advantages of the Kuwaiti nationality.

5. There are significant statistical differences at ( $\alpha=0 .05$ ) for the nationality and degree of influence caused by what is presented by American series and films.

To verify this hypothesis, means and standard deviations have been calculated for the degree of influence by what American series and films show according to nationality variable. To find the statistical differences among means, T test for independent data was used. The table below illustrates this.

**Table No. 9:** shows means, standard deviations, T test for the impact of nationality on the degree of influence caused by what is presented by American series and films.

	Nationality	Number	Means	Standard Deviation	T. Value	Degrees of Freedom	Significance Level
Degree of influence caused by what American series and films show.	Jordanian	930	2.88	1.011	5.043	1662	.000
	Kuwaiti	748	3.32	.989			

Table (9) shows that there are significant statistical differences at ( $\alpha=0 .05$ ) attributed to the impact of nationality for the advantage of the Kuwaiti nationality.

6. There are significant statistical differences at ( $\alpha=0 .05$ ) for the sex variable and the degree of influence caused by what American series and films show.

To validate this hypothesis, means and standard deviations have been calculated for the degree of influence caused by what American series and films show according to sex variable. To find the statistical differences among means, T test for independent data was used. The table below illustrates this.



**Table No. 10:** shows means, standard deviation, and T test for the impact of sex on the degree of influence by what American series and films show. :

	Sex	Number	Means	Standard Deviation	T. Value	Degrees of Freedom	Significance Level
Degree of influence caused by what American series and films show.	Male	843	3.30	.978	5.336	1668	.000
	Female	825	2.85	1.020			

Table (10) shows that there are significant statistical differences at ( $\alpha=0 .05$ ) attributed to the impact of sex for the advantage of males.

7. There are significant statistical differences at ( $\alpha=0 .05$ ) for the age variable and the degree of influence caused by what American series and films show.

To validate this hypothesis, means and standard deviations have been calculated for the degree of influence by what American series and films show according to age variable. To find the statistical differences among means, T test for independent data was used. The table below illustrates this.

**Table No. 11:** shows means and standard deviation for the degree of influence by what American series and films show according to age variable:

	Age Categories	Numbers	Means	Standard Deviation
Degree of influence caused by what American series and films show.	19 years and less	579	3.13	.946
	20-22 years	882	3.01	1.063
	23-25 years	153	3.29	1.037
	26 or more	54	2.98	1.087
	<b>Total</b>	1668	3.08	1.023

Table No. (11): shows insignificant variations between means and standard deviations for the Degree of influence caused by what American series and films show due to the different categories of age variable. To identify the statistical differences among the means, one way ANOVA was used as shown in table (12)

**Table No. 12:** shows one way ANOVA for the impact of age on what American series and films present.

	Source	Total of Squares	Degrees of Freedom	Mean of Squares	F. Value	Significance Level
Degree of influence caused by what American series and films show.	Between Groups	4.460	3	1.487	1.423	.235
	Within Groups	576.634	1656	1.045		
	Total	581.094	1665			

Table (12) shows no significant statistical differences at ( $\alpha=0 .05$ ) attributed to age

8. There are significant statistical differences at ( $\alpha=0 .05$ ) for the place of residence variable and the degree of influence caused by what American series and films show.

To verify this hypothesis, means and standard deviations have been calculated for the degree of influence caused by what American series and films show according to place of residence variable. The table below illustrates this.

**Table No. 13:** shows means and standard deviations for the degree of influence caused by what American series and films show according to the place of residence variable

	Categories	Number	Means	Standard Deviations
Degree of influence caused by what American series and films show.	City	891	3.07	.980
	Rural and villages	645	2.99	1.086
	Refugee Camps	132	3.50	.898
	Total	1668	3.08	1.023

Table No. (13): shows insignificant variations in the means and standard deviations for the degree of influence caused by what American series and films show due to the different categories of place of residence variable. To identify the statistical differences among the means, one way ANOVA was used as shown in table (14).

**Table No. 14:** shows one way ANOVA for the impact of place of residence on the influence caused by what American series and films show.

	Source	Total of Squares	Degrees of Freedom	Mean of Squares	F. Value	Significance Level
Degree of influence caused by what American series and films show.	Between Groups	9.381	2	4.691	4.537	.011
	Within Groups	571.713	1659	1.034		
	Total	581.094	1665			

Table (14) shows significant statistical differences at ( $\alpha=0 .05$ ) attributed to place of residence.

To illustrate statistically even differences among means, post-comparisons were used according to Scheffe’s method as illustrated in table (15).

**Table No. 15:** Shows post- comparisons by Scheffe’s method for the impact of place of residence.

	Means	City	Rural Areas and Villages	Refugee camps
City	3.07			
Rural Areas and villages	2.99	.08		
Refugee camps	3.50	-.42 (*)	-.51(*)	

Significant at ( $\alpha =0 .05$ )\*

Table (15) shows significant statistical differences at ( $\alpha=0 .05$ ) between refugee camps, on one hand and rural areas and villages, on the other hand, for the advantage of refugee camps.

1. What is the relationship between the volume of daily watching of American series and films and the degree of approval of the qualities of American series and films heroes?

To answer this question, the researchers found Pearson correlation coefficient between size of daily watching of American series and films, and the degree of approval of the qualities of American series and film heroes. Table (16) shows this.

**Table No (16):** shows Pearson correlation coefficient of the relationship among the influence by what American series and films show.

		Qualities of American series and films heroes
What is the amount of daily watching of American series and films?	correlation coefficient	.078
	Significance level	.066
	Number	1671

2. What is the relationship between the nature of watching and the degree of influence caused by what American series and films show?

To answer this question, the researchers found Pearson correlation coefficient between the nature of watching American series and films, and the degree of influence caused by what is shown by American series and films. Table (17) shows this.

**Table No (17):** shows Pearson correlation coefficient for the relationship between watching nature and degree of influence caused by what is shown by American series and films.

		Degree of influence caused by what is shown by American series and films
1-With friends	Significance level	.269 (**)
	Number	.000
	Correlation Coefficient	1617
2 -With Parents	Significance level	-.014
	Number	.752
	Correlation Coefficient	1629
3 -Individually	Significance level	.105(*)
	Number	.014
	N	1641

\*Significant at ( $\alpha =0 .05$ )

\*\*Significant at ( $\alpha =0 .01$ ).

Table (17) refers to a positive statistical significance between watching nature with friends and degree of influence by what is shown by American series and films; but no significant relationship appeared between

watching with parents and watching individually and the degree of influence by what is shown by American series and films.

3. What is the relationship between watching nature of American series and films and their function role?

To answer this question, the researchers found Pearson correlation coefficient between the nature of watching American series and films and their function role. Table (18) shows this.

**Table No. 18:** shows Pearson correlation coefficient for the relationship between watching nature of the American series and films and their functions or roles.

		Function or role and its degree for the American series and film
1- with friends	Significance level	.233(**)
	number	.000
	Correlation Coefficient	1617
With parents	Significance level	.111(**)
	number	.010
	Correlation Coefficient	1629
3- Individually	Significance level	.081
	Number	.059
	N	1641

\* Significant at ( $\alpha = 0.05$ )

\*\*Significant at ( $\alpha = 0.01$ )

Table (18) refers to a positive statistical significance between the function and role and watching with friends; but no significant relationship appeared between function or role, watching with parents and watching individually.

4- What is the relationship between age and function role of American series and films?

To answer this question, the researchers found Pearson correlation coefficient between age and function/role of the American series and films. Table (19) clarifies this.

**Table No. 19:** shows Pearson correlation coefficient for the relationship between age and function/role of the American series and films.

		Function/role and its degree for the American series and film
Age	Significance level	.018
	Number	.671
	correlation coefficient	1668

Table (19) shows no significant statistical relation between age and function or role of the American series and films.

### **Application of selected research theories on the study results**

The results of this study prove that watching American series and films has impact on the study sample in various aspects such as: personal life, imitation, traditions and customs, food and drink, patterns of thinking and cultures. Consequently, it agrees with the model of Marshall McLuhan which shows that there is quantitative influence for the media on the society and its culture.

The results also indicate that the positive mental image of the American series and films is high in all features among members of the sample. The means of (49) features were high and it ranges between 4.26 and 3.19. Thus, the messages of the American series and films settled in the awareness of the young. These messages reflect perceptions held by the young about the photographed style in the American series, and form a positive youth opinion towards this mental image.

The study results show a positive attitude towards heroes of the series as is the case of the American series and films. The means heroes' features range between 4.03 and 3.19 (22 features); consequently, the young behavior will reflect the mental image formed as a result of watching American series and films in their various life aspects. Therefore, their behavior is consistent with a mental image which plays a major role in the formation and guidance of public opinion as a source of people's opinions, attitudes and behavior.

### **Study Findings**

The American series and films features came as a whole high at (49). In the first places, the means came as follows: bearing the quality of thrills 4.26; using the latest production technology 4.17; entertaining 4.10; production abundance 3.99; focusing on fantasy 3.86. The first four places came: The courageous 4.03; the sharp and smart look 3.99, the strong and stubborn 3.98, the ability to use all modern and ancient weapons 3.97, and the hero if died he died honorably 3.96.

Viewers of American series and films are influenced in many ways by what is shown on the screen. In the first place came the personal life at 3.49. In the second place came the other aspects of life- how to deal with others at 3.43 and the desire to participate and in living event at 3.32, and dreaming to live as the Americans do at 3.02, and thinking about immigration, particularly to America at 3.01. Based on the results of the American series, films and heroes, the American series and films were ranked first among other countries production. The American average was 3.97, while the order of the other countries came as follows: The British 3.53, the Indian 3.46, the Arab 3.35, and the Asian 3.08

Rejection of the first hypothesis that there are no significant statistical differences at ( $\alpha \geq 0.05$ ) for the variable of sex and the degree of approval of the of the American series and films features.

Acceptance of the second hypothesis that there are significant statistical differences at ( $\alpha \geq 0.05$ ) for the age variable and the degree of approval of the of the American series and films features

Acceptance of the third hypothesis that there are significant statistical differences at ( $\alpha \geq 0.05$ ) for the place of residence variable and the degree of approval of the of the American series and films features.

Acceptance of the fourth hypothesis that there are significant statistical differences at ( $\alpha = 0.05$ ) for the nationality variable and the degree of approval of the of the American series and films features.

Acceptance of the fifth hypothesis that there are significant statistical differences at ( $\alpha \geq 0.05$ ) for the nationality variable and the degree of influence by what American series and films show.

Acceptance of the sixth hypothesis that there are significant statistical differences at ( $\alpha \geq 0.05$ ) for the sex variable and the degree of influence by what American series and films show

Rejection of the seventh hypothesis that there are no significant statistical differences at ( $\alpha \geq 0.05$ ) for the age variable and the degree of influence by what American series and films show

Acceptance of the eighth hypothesis that there are significant statistical differences at ( $\alpha \geq 0.05$ ) for the place of residence variable and the degree of influence by what American series and films show.

### **Recommendations**

1 Taking care of production quality and giving the Arab youth great importance regarding production which meets their aspirations and desires.

2 - Those in charge of production and businessmen should realize that production is both an art and industry.

3 – Finding a suitable alternative of Arab films and series which preserve the Arab values and customs and promote the Arab the image

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