



## Uses and Gratifications Achieved for Jordanian and Bahraini Youths Watching Dubbed Series and Movies a Field Study on the Students of Yarmouk and Bahrain Universities

Qudah Mohamad<sup>[a],\*</sup>; AbdulKrim Ziani<sup>[b]</sup>; Menawer Alrajehi<sup>[c]</sup>

<sup>[a]</sup>Assoc. Professor in Radio & TV, Mass Communication, Kuwait University, Kuwait City, Kuwait.

<sup>[b]</sup>PhD, Assistant Professor, University of Bahrain, Manama, Bahrain.

<sup>[c]</sup>Assoc. Professor in Journalism & Mass Communication, Kuwait University, Kuwait City, Kuwait.

\*Corresponding author.

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### Abstract

This study aims to find out the uses and gratifications achieved for Jordanian and Bahraini youths watching dubbed series and movies. It also seeks to identify the motives of uses of young university students watching dubbed series and movies. The sample of the study consisted of 1,500 individuals. As far as the researchers know, this study is one of the first in both Jordan and Bahrain, which deals with the uses of university students of dubbed series. Results showed that the vast majority of respondents or 86.6% watch dubbed series and movies. Also 2-3 hours category of watching formed the top category by 49.7%. The individual watching came in the first place, represented by 40.6%. The small screen (TV) is considered the most watched media for dubbed series and movie by 67.1%.

**Key words:** Jordanian; Bahraini; Youths; Dubbed Series; Movies; Watching

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### INTRODUCTION

The quantitative increase in the size of foreign series, especially the dubbed ones in the light of unprecedented

density of exposure to these series and the effects realized by these series on the viewers in general, and on the youth in particular. This issue is quite clear and no one can argue about it as both researchers believe. The Moroccan Minister of Communications, the government spokesman, Mr. Mustafa Al Khalfi says that the dubbed series rendered into the Moroccan dialect pose a threat to the Moroccan values (Al Watan, 2014).

This belief is due to a number of factors, such as the infinite precision of technical development on the one hand, and the picture quality, the implications of globalization and other cultural factors.

Al Amrani researcher pointed out that :

The contemporary evolution of optical technology led to a shift in the function of the image as a representative and a reflection of reality and a visual documentation for a static moment in time, to the process of reality reduction in an image through which it breaks the concept of neutrality, objectivity and truth ,in the sense that a contemporary image is no longer a representation of reality nor a reflection of it, because it does not contain the entire reality, but it is part of it as viewed from a specific ideological, political, sectarian or ethnic angle. (Al Amrani , 2011)

The strength of the means of communication in the areas of life are strong enough ; the researcher AL Kharafi wrote:

The media impact is immense not only in penetrating the political boundaries and security dams, but also goes beyond to cancel the cultural boundaries and interference in the psychological characteristics, and shaping the dogmatic creeds, after constructing it as planned by the speaker who is most influential, most charming, and better controller of technology. (Al-Kharafi, 2000)

Both researchers believe that quantitative increase in the size of foreign series, especially the dubbed ones in the light of the unprecedented intensity of exposure to these series. This study intended to demonstrate the nature of these effects and their disadvantages, and how to avoid them in the future.

## 1. RELATED STUDIES

Many researchers focused on studying dubbed serials presented on the Arab satellite channels. Some communication experts considered them as a communication phenomenon worthy of studying. One can refer to some previous studies conducted on the youth uses of these dubbed foreign series and the gratifications realized from this watching:

Al Saffar conducted a study entitled: "The Kuwaiti university students' trends toward dubbed drama on the Arab channels" (Al-Saffar, 2012), the study aimed to investigate the trends of young Kuwaiti college students about dubbed series displayed on the Arab TV and satellite channels, and to identify the gratifications generated by young people; the sample consisted of 477 students from Kuwait and the Gulf for Science and Technology Universities. The most important findings are:

A. Females have more watching levels of dubbed series than that of males in the State of Kuwait; they also come before males in most means of gratification realized from watching, such as knowledge gratification, fun and excitement, social gratification, emotional, aesthetic and recreational gratifications; while young men trend was clearer in satisfying "escaping from reality" to another.

B. Half of respondents indicated that they are pro broadcasting dubbed series, but "with adaptation" in terms of deleting some scenes or translations.

C. There are differences in the levels of watching dubbed series in favor of private university students rather than public university students; and there are differences in watching dubbed series in favor of higher income groups.

Mazahreh study entitled: "The impact of Turkish Series broadcast on the Arab satellite channels of the Jordanian society" (Mazahreh, 2011). The study aimed to identify motives and reasons for the growing demand to watch Turkish series; the positive and negative impacts of the dubbed Turkish series on the Jordanian society; and to identify the main motives behind making the Jordanian society dazzled by the Turkish series. The study sample was 200 individuals of parents, housewives and youths. The study's most important results were:

A. Watching Arab satellite channels appeared high at a rate of 91%; watching dubbed Turkish series rose as high as 82%. The most follow-up satellite channel was MBC 4, which amounted to 45%, because this channel shows dubbed Turkish series more than any other channel.

B. Some series have positive aspects represented by changing some couples attitudes to behave ideally in certain cases due to the emotional vacuum.

C. The dialect used in dubbing the Turkish series have contributed in the process of suspense by very high rate due to the slang Syrian dialect which has an impact on viewers, in addition, the dubbing is meticulously crafted through the choice of words close to the movement of lips of the Turkish actors, which makes events nearer and accessible to the conscience and thought of the Jordanian society members.

D. The dubbed Turkish series have negative impact on the Jordanian society because of their excessive romantic idealism far from approaching the Jordanian society culture, customs and traditions, as well as influencing the way of clothing, food and drink.

Abdullah study entitled: "The values provided by the dubbed series showed on the Arab satellite channels and how teenagers perceive them" (Abdullah, 2008). The study aimed to identify the positive values, the negative behaviors and the forms of violence embodied in the dubbed series and the size of teenagers exposure to this kind of series, the habits and patterns of exposure to these series and how teenagers perceive the values contained in the dubbed series. The sample consisted of 200 individuals of public Egyptian university students. The study's most important findings were:

A. The rate of exposure to Arab satellite channels was 80.33%.

B. The most prominent topics covered by dubbed series as seen by teenagers study sample, are: emotional ties 50%, social problems 44%, the conflict between good and evil 30%, problems and issues related to revenge and violence 14.5%, other subjects 12%, and fictional topics 8%. The analytical study results were:

The percentage of scenes dealing with positive values presented by the dubbed series was 37%, while the percentage of scenes that deal with negative behaviors amounted to 65.7% of the total episodes scenes. The percentage of scenes that deal with the manifestations of violence, whether physical or verbal 62% of the total episodes; the scenes filled with verbal violence around 34.3% and scenes filled with physical violence 27.8%.

The Study of Hameedah entitled: "Dubbed series and its impact on the values and behaviors among the Algerian public" (Hameedah, 2006). This study aimed to investigate the effect of dubbed drama on the values of the Algerian public and the patterns of watching, in addition to exploring the various aspects of the audience desire phenomenon to watch these series. The study included a sample of 160 individual residing in the district of Blida, Algiers, and Djelfa. The study's main results were:

Members of the public who watch dubbed series follow up episodes in private, but at the same time, we find them talk about heroes of the series more than other issues, such as the relationships and ways of solving problem faced by heroes of the series. Discussion occurs with family members more than others.

Al-Musalamy conducted a study entitled: "American television and the cultural adjustment of Muslim immigrant youths to American culture" (Al-Musalamy, 2000). The study aimed to examine the influence of media, especially television, on shaping and reshaping the cultural values and beliefs of two groups of young Muslims: Saudi students and non-Saudis living in the United States. The study relied on theoretical frameworks and on the effects of the media on a sample of 301 Muslim students between

the ages of twelve and eighteen, who have been studying at the Islamic Saudi Academy in Washington; the most important findings of the study were:

A. The American television viewers had a better chance to adapt to the American culture.

B. The number of television watching hours and length of students stay in the United States is significantly correlated with the extent of adaptation to the American culture.

C. Saudi students believe that watching TV will help in alleviating learning and adapt to American culture and increase adaptation to a particular culture. They watch television mainly for fun and entertainment while the young watch television in order to learn the culture.

D. Watching television makes Saudi students pledge to update activities in accordance with the age and at the same time, it helps them in learning the America habits and values.

The study of Al-Hadeedi entitled: "Young Arab uses of satellite channels and their influence" (Al Hadeedi et al., 2006). This study aimed to identify the patterns of Arab youth exposure to satellite channels, as well as to identify the Arab youth motives from exposure to satellite channels and their uses of them, and the gratifications achieved by watching them, and to measure patterns of exposure to news channels and their impact on the Arab youth.

The most important conclusions of this study are the high volume of young people exposure to the Arab satellite channels, in general and the Arab channels in particular. This is due to a rise in the dazzling language used by satellite channels compared to that of the ground televisions. The high rate of freedom in the satellite channels compared with that of the ground channels, and the diversity of issues and implications compared to that on the ground channels, in addition, most channels favored by young people are those characterized by Pan Arab and geared towards the Arab masses. Drama and movies channels, however, emerged on the list of preferences among Arab youth viewers.

The study of Mustafa entitled: "The impact of Arab and foreign drama presented on the Arab satellite channels on the values and attitudes of Arab youth" (Mustafa, 2006). This study aimed to identify the extent of Arab youth watching drama presented on the Arab satellite channels; and to identify the Arab youth trends regarding topical ethics presented through drama. The most important results of the study are that the Arab series came at the forefront of topics which preferred by young Arab; the news bulletins in second place; and the high percentage of viewing drama at 100% for the study sample in general. The study showed that 47% of the sample watches Arab series, and that 13% of the respondents watch foreign drama; the MBC channel is the young people first preference for watching the Arab drama, followed by the Egyptian Satellite channel and Dubai in third place. The social series came in the forefront as they are watched by 66%, and the comedy series came in second place.

The study of Al Masri entitled: "The impact of dubbed series presented on the Arab satellite channels on the values of the Palestinian university students (A field study)" (Al Masri, 2013).

The study aimed to detect the effect of dubbed series presented on the Arab satellite channels on the values of young Palestinian university students; and to find out the extent of their awareness of the seriousness of the dubbed series, and realize the extent of their ability to distinguish between positive and negative behaviors shown on the Arab satellite channels, and propose solutions and recommendations to address this phenomenon. The most important findings of the study are that watching dubbed series has a negative impact on many different values, especially the religious and spiritual values, such as modesty, piety, religious commitment, obedience to parents and kinship, tolerance, honesty, kindness and charity. They also present negative behaviors reflected on viewers, such as time wasting, admiration of movie stars, neglect of religious obligations, exaggeration in the love of money, smoking, betrayal, the lack of interest in school, violence, extravagance and lying. The emotional ties covered by the dubbed series have the priority, and the keenness of the respondents to follow up the scenes of violence and retaliation have all a negative impact on dealing with others and society in general. The satellite channels that offer dubbed series and most watched by respondents were respectively ranked as MBC 4 first, followed by CBC 2, then Panorama Drama, followed by MBC drama, followed by MBC 1, then Abu Dhabi Drama, followed by Abu Dhabi, and finally LBC. The study revealed that the percentage of respondents' viewers of the dubbed series has reached 78% and the percentage of not watching them was 22%, and that watching dubbed series came in the midst of interesting subjects. The study pointed out that the reasons for not watching dubbed series is that these series show behaviors, values and concepts that are inconsistent with the Islamic religion by 37%, and that their objectives are fictional and inconstant with the reality by 32%, and the lack of time by 12%.

## 2. COMMENTARY ON THE RELATED STUDIES

Comment on previous studies agreed on measuring the young university students' use of dubbed series and how viewers interact with such series and the motives and gratification generated from watching dubbed series. The objectives of most related studies focused on looking for the young university students' uses of dubbed series and their use of satellite channels in general. The previous related studies helped the researchers in:

A. Identifying the research questions and formulating its scientific hypotheses having in minds the uses and gratifications obtained.

B. Defining the study framework and designing the questionnaire and data collection instruments.

### 2.1 Problem of the Study

The proliferation of dubbed series on the Arab satellite channels is a noticeable phenomenon. In the light of values presented by these series to the Arab public, some people considered them as part of a cultural invasion directed to the Arab societies, through their exposure to this wave of media.

University students are influenced by the dramatic works they watch on the TV due to the age group they live. Because they are in an age group which necessitates some intellectual, physical and psychological changes; as they are one of the most exposed to media, which may affect their attitudes, behaviors and values. Based on the above, the research problem can be formulated in the following main question: What are the motives of the use of students at Yarmouk University and the University of Bahrain for the dubbed movies series and the gratification achieved by them.

### 2.2 Objectives of the Study

This study seeks to achieve the following objectives:

A. Identifying the uses of young Jordanian-Bahraini dubbed series and films.

B. Identifying trends of young Jordanian-Bahraini towards the dubbed series and movies.

C. Identifying the motives of young Jordanian Bahraini towards watching dubbed series and movies.

D. Identifying trends of Jordanian Bahraini youth towards the dubbed series and movies depending on demographic factors.

E. Identifying the size and nature of young Jordanian Bahraini viewing dubbed series and movies.

F. Identifying the extent of gratifications achieved for young Jordanian Bahraini watching dubbed series and movies.

### 2.3 Importance of the Study

The importance of this study is as follows:

A. It addresses the important issue which is still of interest to specialists in the field of education, media and popular and art fields.

B. It is considered as one of the first studies—as far as the researchers know—in both Jordan and Bahrain, which deals with the university students uses of the dubbed series.

### 2.4 Questions of the Study

A. What motivated young Jordanian Bahraini to watch dubbed series and movies?

B. At what levels do Jordanian Bahraini youth watch dubbed series and movies?

C. What is the extent of gratification realized to young Jordanian Bahraini by watching dubbed series and movies?

D. What motives are realized to the young Jordanian Bahraini out of watching dubbed series and movies?

## 2.5 Hypotheses of the Study

A. There are significant statistical differences at sex level variable and gratifications derived from watching dubbed series and movies.

B. There are significant statistical differences at the age variable and motives for watching dubbed series and movies.

C. There are significant statistical differences at the school year variable and the impact of dubbed series and movies.

D. There are significant statistical differences at sex variable and the degree of influence by what is presented in the dubbed series and movies.

E. A relationship exists between the nature of watching and the degree of influence by what is presented in the dubbed series and movies.

F. A Relationship exists between the nature of viewing dubbed films and series and the motives of watching.

## 3. THE STUDY THEORY: THE MODEL OF USE AND GRATIFICATION

The scientist of communication Elihu Katz and Tamar Libes wrote an article about the uses and gratification in 1959; this article is the primary building block for the development of this theory in the framework of the theory of the limited impact of the media on the receiver. The ideas proposed by Katz are a major shift in media studies, where the focus shifts from the media message (content) to focus on the future of the media message (audience), who has become the most important point in the communication process (Katz, 1989, p.7). The reception of the media is a highly complex process due to a number of intertwined factors of which comes on top the public cultural backgrounds, personal taste, the policy of the media outlet and orientations, the personal factors (Dayan, 2005, p.288), including: lifestyle, level of education, income, age, gender, type of gratification which a recipient wants to get it from exposure to the means of media, in addition to the economic and social levels. (Katz, 1989, p.7). Thus appeared in the media the concept of active public who tried to study the relationship between the public and the media by trying to answer the question of “what” by focusing on “why” in order to know the reasons of public exposure to the media, which is known as viewer motive (Katz, 2006, p.167). The study also attempts to identify the gratifications achieved for the public by exposure to the media.

A. Objectives of Uses and Gratifications.

This theory achieves the following objectives:

- Interpretation of how to use the public media to satisfy different needs.

- Understanding the motives of exposure to media and different exposure patterns.

- Understanding the consequences of a set of jobs provided by the means of communication

#### B. Motives of Exposure to Media.

Communication studies divide motives of exposure to the means of communication into two categories:

- Ritual motives: These motives satisfy the recipient's desires to spend time, relax, friendship, intimacy with the means of communication and escape from problems. This viewer category is manifested in watching series and movies and different leisure programs. In general, the TV is basically considered the recreational vehicle.

- Expediency motives: These motives aim to achieve self identification, knowledge acquisition, information and expertise and control the environment that is associated with the contents of given news bulletins and political programs, as the media gather us information about places and events we cannot access by ourselves, especially after the advent of specialized satellite news channels broadcasting over 24 hours. Expediency motives also include obtaining advice or opinion and self-education in various fields.

#### C. Gratifications Realized from the Media

This is done according to this theory; use and gratifications which describes the audience who chooses from among different media and from the content presented which meet the public needs and desires, in order to obtain special results called gratifications. Swanson believes in the possibility of linking message content with the gratifications achieved. Taboos and entertainments can achieve catharsis and help viewers get rid of boredom, anxiety, and escape from daily problems (Katz, p.18, 2006). There are two types of gratifications:

- Content gratifications: These are divided into: guiding Gratification, which means the access to information and self-assertion and environmental monitoring, which is frequently associated with the abundance and means of gratifications exposure.

- Social gratifications: It means linking the information received by the individual through his network of social relationships; where the public uses media to achieve a kind of contact with their friends and families through the achieving gratification, such as: Finding topics to talk about with others.

Gratification process results from the communication process itself and from selecting certain means of communication; it is not directly related to the features and characteristics of the content. It is divided into the following two types:

- Semi guiding gratification: It is achieved by abating tension and sense of self-defense. It is reflected in the entertainment and excitement program.

- Semi-social gratifications: It is achieved through identification with media figures, these gratifications increase with decreases of individual social relationships

and increases a feeling of isolation (Matteelart, 2003, p.166).

The relationship between the use of media and gratification: There are several trends to explain the relationship between the use of media and gratification and reflection of that oneself.

- Motivation is something internal which does not directly affect the individual, and thus, it is difficult to convert it to something concrete represented in a particular behavior.

- The behavior of the media viewer is spontaneous and unplanned, i.e. a habit.

- Motivation affects directly the individual as a necessary need that does not subside unless it is met and satisfied (Katz, 2003, p.196).

### 3.1 Type of the Study

This is a descriptive study which aims to describe events, people, attitudes, beliefs researches, objectives and preferences, as well as different patterns of behavior (Husain, 1999, p.91). The study also aims to describe situations and phenomena and the related accurate facts, in order to identify precisely the phenomenon or situation and draw a realistic and comprehensive picture for the situation accurately (Bonneville, 2007, p.123).

### 3.2 Methodology of the Study

This study is based on the descriptive survey method which is defined as one way of collecting data on the status of individuals, their behavior, perceptions, feelings and attitudes; in this sense, it is the principal approach to the study of media public. As part of the survey method, the analytical method is used to detect problems in the real framework, and it allows to collect many data on the phenomenon under study; it also allows the examination of many variables by using the statistical analysis, which helps to collect, summarize and analyze data and draws conclusions (Mayer, 2000, p.97).

### 3.3 Analysis Instruments and Data Collecting Method

The questionnaire is the instrument of data collecting in this study; it is used to collect a variety of data from the selected sample of the study population by asking a series of questions in order to identify specific facts or the respondents' views, attitudes and motives towards a particular topic (Bonneville, 2007, p.123).

### 3.4 Steps of Preparing the Questionnaire

Steps of preparing the questionnaire can be summarized as follows:

- A. Reviewing the research problem and the questions to be answered.

- B. Preparing a draft then submitting it to a jury of experts and specialists in the subject of the study.

- C. Introducing some modifications based on the views of the jury and experts who revised the questionnaire.

D. Conducting the initial testing to measure its appropriateness for application.

## 4. TESTING VALIDITY AND RELIABILITY

### 4.1 Testing Validity

The initial questionnaire was presented to a group of experts and arbitrators in the field of specialty to express an opinion on its suitability for the application, and the relevance to the objectives and questions of the study. The jury members were: Prof. Dr. Hashim Asalaus (Yarmouk University), Dr Abdul Rahim Darwish (Helwan University) and Dr. Monawer Al Rajhi (Kuwait University). The jury mission was to evaluate the questionnaire comprehensiveness and validity of the expressions used in form and content ; in the light of their amendments and remarks, the instrument was finalized. In addition, the questionnaire was pre-tested on a group of the study population to enable researchers to identify the errors contained in the questionnaire and to modify them as needed. The agreement among the jury members reached 91%. Testing validity depended on the degree of consistency in the answers of the questions posed by the questionnaire. The average correlation was 88%. Questionnaires with a validity degree less than 80% were excluded.

### 4.2 Testing Reliability

The researchers relied on the method of applying form and re-applying the instrument. The value of reliability coefficient for study instrument according to Cronbach alphas was 0.92, which is a high value and acceptable to application.

### 4.3 Population of the Study

It is the population from which the researcher can choose the study sample. It is the population on which the researcher wants to generalize results (Mayer, 2000, p.352). The population of this study is represented by the students of Yarmouk University (Jordan) and the University of Bahrain (Bahrain).

### 4.4 Sample Size

There are factors which determine the sample size, the nature of the population studied, method of study, the subject of the study, the extent of the results required precision (Bardin, 2007, p.267). Both researchers targeted young Jordanian Bahraini. Due to the magnitude of the study population and the lack of capabilities made the researchers use the sample survey method; it was better and safer to be a random sample, taking into account the representation of Jordanian Bahraini youths. Thus the researchers chose Yarmouk and Bahrain Universities as a representative of the study population. The researchers

chose a sample of 1,500 out of the total number of approximately 60 thousand students or 0.025 of the total population. The answers of about 1,412 respondents have been retrieved, representing 94.1% of the size of distribution. 52 respondents were ruled out for lack of suitability for statistical analysis; and thus remained 1,360 respondents representing about 90.6% of the size of distribution, taking into account the sample characteristics in terms of sex, age, year of study and watching dubbed series and movies .

### 4.5 Methods of Analysis

Both researchers used the analysis system (SPSS) to find the differences among the sample members based on a particular variable. Subsequent data for the purpose of this study have been extracted: frequencies, means, *T*-test, One-Way ANOVA and Scheffé test for post comparisons.

### 4.6 Limitations of the Study

Time limitations: May—April 2013.

Place Limitations: Yarmouk University and the University of Bahrain

## 5. THE STUDY RESULTS

Table 1 shows that males (585) formed 43%, and females (775), representing about 57%. This is attributed to the high percentage of females' education in the Arab countries in general and in Jordan and Bahrain in particular. The table also indicates that age group (20-22) formed the highest percentage at 55.3%. As for the age group of 26 and more, the percentage was the lowest at 2.2%; the second year formed the highest percentage at 48%. It is evident that the Jordanian nationality (729) is the highest forming 53.6% and the Bahraini nationality accounted for 46.4%. Table 1 also shows that the vast majority of respondents who watch dubbed series and movies represent 86.6%, which is a high indicator on the Arab youth acceptance of these series and movies. A study on the Kuwaiti society showed an increase in the percentage of females watching dubbed series more than males (Al Saffar, 2012). Another study was conducted on the Egyptian youth confirmed the high percentage of females watching this type of series at a rate of 83.77% (Abdullah, 2008). A study of the Algerian society proved that females' percentage of watching dubbed series is higher than that of the males (Hameedah, 2006). A study on the Palestinians university students showed that the percentage of watching these series amounted to 78% (Al Masri, 2013). In the light of these findings, one can say that females in Arab societies watch this kind of series more than males because of the sentimental nature of the stories presented by these series, which are predominantly emotional and humanitarian.

A. What is the size of the daily watching of dubbed series and movies?

**Table 1**  
**Frequencies and Percentages According to the Study Variables**

	Categories	Frequencies	Percentages
Sex	Male	585	43
	Female	775	57
Age	Less than 19 years	502	36.9
	20-22 years	752	55.3
	23- 25 years	76	5.6
	26 or more	30	2.2
School year	First	422	31
	Second	653	48
	Third	213	15.6
	Fourth	72	5.3
Nationality	Jordanian	729	53.6
	Bahraini	631	46.4
Do you watch dubbed series and movies?	Yes	1,178	86.6
	No	182	13.4
Total		1,360	100.0

**Table 2**  
**Frequencies and Percentages for the Size of Watching**

	Categories	Frequencies	Percentages
What is the size of the daily watching of dubbed series and movies?	An hour or less	399	33.9
	2-3 hours	585	49.7
	4-5 hours	141	11.9
	6 hours	53	4.5
Total		1,178	100.0

Table 2 shows that watching 2-3 hours formed the highest category representing 49.7%; this means that this category watches a movie one or two series a day. Category 6 hours and more occupies the lowest percentage at 4.5%. We find that the high percentage of young Jordanians and Bahrainis are not an exception as the young Algerians daily watch these kind of series at a rate of 63% (Hameedah, 2006).

B. What is the nature of watching dubbed series and movies?

**Table 3**  
**Frequencies and Percentages for the Nature of Watching**

	Rarely		Sometimes		Always	
	No.	%	No.	%	No.	%
With friends	684	58.1	255	30.6	133	11.3
With family	388	32.9	441	37.4	349	29.7
Individually	262	22.3	437	37.1	479	40.6

Table 3 shows that individual watching, representing about 40.6%; watching with family was ranked second

by 29.7% due to the presence of family watching habits, especially in rural areas and villages. These can be attributed to the nature of the scenes that are inconsistent with some of the social customs and traditions in conservative societies, such as the Jordanian and the Bahraini. It is well known that these series contain intimate scenes, clips or phrases difficult to be watched with the families of the study population. This study agrees with the findings of the study in Algeria, which confirmed that viewers of dubbed follow episodes of these series individually, but at the same time we find them talk about the series heroes more than other issues, such as relationships and ways of problems solving. Discussion takes place with family members more than others (Hameedah, 2006).

C. What are the means by which dubbed series and films are watched?

**Table 4**  
**Frequencies and Percentages for Media Watching**

	Rarely		Sometimes		Always	
	No.	%	No.	%	No.	%
The small screen (TV)	133	11.3	255	21.6	790	67.1
Internet	570	50.3	429	35.8	163	13.9
Smart phones	593	56.5	349	29.7	163	13.9

Table 4 shows that the media through which dubbed series and movies are most watched is the small screen (TV), representing 67.1%. This is due to a number of reasons, such as little cost on the one hand, and easy availability on the other, in addition to the relatively long period of broadcasting these series which generally goes on up to more than half an hour. But what attracts attention is the presence of a good percentage of watching through using smart phones. This is a strong indication of the spread of the internet on the one hand and smart phones on the other hand, among the sample members.

D. What is your assessment of the dubbed series and movies from the following countries?

**Table 5**  
**Means and Standard Deviations Used to Evaluate Dubbed Series and Movies**

Items	Means	Standard deviation
Indian	3.26	1.421
Turkish	3.33	1.262
Italian	2.78	1.222
French	2.79	1.253
German	2.70	1.251
American (US)	3.83	1.264
British	3.26	1.300
Korean	2.82	1.258
Mexican	2.87	1.365

Table 5 shows that the U.S. series and movies are at the top of evaluation with a mean of 3.83 and a standard deviation of 1.264; the Turkish came in the second place

with a mean of 3.33. This is because dozens of Turkish series are shown on a large number of Arab public and private TV stations. The lowest viewing percentage was the German with a mean of 2.70. This is due to the non-proliferation of German series and movies in the Arab countries.

E. What are your motives for your exposure to dubbed series and movies?

**Table 6**  
**Means and Standard Deviations for the Basic Motives of Exposure to Dubbed Series and Movies**

Items	Means	Standard deviations
Staying away from isolation	4.13	0.976
Knowledge of peoples and nations	3.45	1.084
Discussion of opinions with others	3.85	1.159
My interest in the beauty of the actresses and actors	3.78	1.121
Contact with other cultures	3.73	1.082
Access to the natural beauty of an environment	3.72	1.107
Excitement and entertainment	4.06	1.025
Imagine myself a participant in the event	3.66	1.108
Passing free time	3.58	1.227
Absence of an alternative	3.65	1.200
Curiosity	3.53	1.248
Learning new issues	3.41	1.281

Table 6 shows that means of all motives are high; the motive of staying away from isolation was ranked first with a mean of 4.13 and a standard deviation of 976. The researchers believe that this is related to alienation in family relationships because of attachment to technologies and ignoring family relationships which are built on participation in many life issues; on the one hand, the role of technology (technology determinism), and the role the media plays in the individual isolation if the individual lives physically within the family. Excitement and entertainment was ranked second with a mean of 4.06 and a standard deviation of 1.025. Learning new issues was ranked last with a mean of 3.41 and a standard deviation of 1.281. These results can interpret hypotheses of use and gratification theory. Looking at the motives of use in the study sample, ritual motives, which are connected with satisfying the recipient desires, relaxation, and familiarity with the means of communication at a mean of 4.13 associated with the motive of staying away from isolation. The motive of excitement and entertainment mean was 4.06 and a standard deviation was 1.025. This result is consistent with the hypothesis that TV is the first entertainment advocated by the theory of use and gratification. Expediency motives was ranked second regarding the sample exposure to dubbed series as it is associated with motive of learning new things with a mean of 3.41 and a standard deviation of 1.281. This

result is logical due to attachment of this motive with self-identification, the acquisition of knowledge, expertise and environment control which is associated with particular contents of news bulletins, political programs. It also includes getting advice or opinion on various topics, in addition to self-education in many areas.

F. To what extent is one influenced by what is presented through the dubbed series and movies?

**Table 7**  
**Means and Standard Deviations for the Extent of Influence by What is Presented Through the Dubbed Series and Movies**

Items	Means	Standard deviations
Personal issues as haircut ,food and drink	3.31	1.293
Relationship with parents and dealing with others	3.34	1.168
Imitation	2.73	1.291
Living the event and participating in it.	3.15	1.315
Thinking immigration	2.79	1.376
Affected my studies	2.77	1.389
Traditions and customs	2.56	1.305
Demanding more freedom	2.68	1.367

Table 7 refers to the effects produced by dubbed series and movies on the sample in a number of areas. In the first place, there was the relationship with parents and interaction with others with a mean of 3.34 and a standard deviation of 1.168, followed by the personal aspect of haircut, food and drink with a mean of 3.31 and a standard deviation of 1.293. Customs and traditions ranked last with a mean of 2.56 and a standard deviation of 1.305. A study conducted on a sample of young people confirms that the Turkish dubbed series have negative impacts on the Jordanian society because of the highlighted excessive romance and idealism, which does not come close to the culture, customs and traditions of the Jordanian society. These series are more acceptable and attractive and consequently reflect negatively on divorce cases and fights between couples because of the heroes of such series. These series also influence ways of clothing, food and drink (Mazahreh, 2011). A study conducted in Palestine confirmed that watching dubbed series has negative impact on many different values, especially religious and spiritual values, such as modesty, piety, and religious observance, obedience to parents and kinship, honesty, tolerance, fulfillment of the covenants, kindness and charity. These series also present negative behaviors, such as wasting time, admiring stars, neglecting religious obligations, exaggerating in money loving, smoking, betrayal, lack of interest in school, violence, extravagance and lying. The romantic relationships are one of the most prominent topics covered by the dubbed series. The respondents are also keen on following up the scenes of violence and retaliation which have negative impact on dealing with others (Al Masri, 2013).



G. What gratifications derived from watching dubbed series and movies?

**Table 8**  
**Means and Standard Deviations for Gratifications Realized from Dubbed Series and Movies**

Items	Means	Standard deviation
Getting rid of boredom	4.15	.947
Getting rid of isolation	4.09	.948
Meditation and relaxation	4.15	.961
Led me to learn a foreign language	3.57	1.034
Gave me a feeling of joy and fun	3.58	1.051
Motivated me to speak with others, especially foreigners	3.60	1.005
Supplied me with important information about other cultures	3.75	1.081
Organized my time and my commitment to daily deadlines	3.44	1.098
Distinguished me from others	3.60	1.119

Results, as shown in table 8 indicate that all means of gratifications are mostly high. In the first place was to get rid of boredom, relaxation and meditation with a mean (4.15) and a standard deviation of 947 and 961 respectively. In the second place came getting rid of the isolation with a mean 4.09 and a standard deviation of 948. More distinguished than others ranked last with a mean of 3.60, and a standard deviation of 1.119. An analysis of these results was based on the theory of use and gratification; the guiding gratifications associated with learning and access to information came with a mean of 3.75 and a standard deviation of 1.098. Learning a foreign language as a guiding gratification came with a mean of 3.57, social gratification represented by motivation to talk with others got a mean of 3.60 and a standard deviation of 1.005. The study sample achieved semi-guiding gratification represented in getting rid of boredom with a mean of 4.15 and getting rid of isolation with a mean of 4.09, and a feeling of joy and fun with a mean of 3.85. While semi-social gratification ranked last of all gratifications derived from watching dubbed series. These are the gratifications associated with excellence to others and feelings of isolation with a mean of 3.60 and a standard deviation of 1.119.

Thus, we conclude that the guiding and semi guiding gratifications are the biggest gratifications achieved for young Jordanian and Bahraini watching dubbed series. This result is consistent with a study on the Kuwaiti youth, where results showed that most of the means derived from watching dubbed series by Kuwaiti females confined guiding and semi-guiding gratifications, such as knowledge satisfaction, fun and excitement, and social gratifications, emotional, aesthetic and recreational. The

young, however, were prone to achieve more to satisfy “escape from reality” to another reality (Al Saffar, 2013).

## 6. HYPOTHESES AND RELATIONSHIPS

A. There are significant statistical differences at  $\alpha = 0.05$  for the variables of nationality and gratifications realized from watching dubbed series and movies.

To validate this hypothesis, means and standard deviations were calculated for the degree of approval of dubbed series and movies gratifications according to the nationality variable; to find the statistical differences between means, *T*-test was used for independent data. Results showed that there are no significant statistical differences at  $\alpha = 0.05$  due to the nationality variables.

B. There are significant statistical differences at  $\alpha = 0.05$  for variables of age and motives for watching dubbed series and movies. To validate this hypothesis, means and standard deviations were calculated for the degree of motivation for watching dubbed series and movies according to the age variable. Results showed that there is a direct variation in the means and standard deviations for the degree of motivation to watch dubbed series and movies, because of the difference in categories of age. To find the significance of statistical differences between means, ANOVA was used. Results indicated that there were no significant statistical differences at  $\alpha = 0.05$  attributed to age.

C. There are significant statistical differences at  $\alpha = 0.05$  for the variable of school year and the influence by watching dubbed series and movies. To validate this hypothesis, means and standard deviations were calculated for the degree of influence by what is presented through dubbed series and movies according to the school year variable. Results showed that there is a direct variation in the means and standard deviations for the degree of influence by dubbed series and movies, because of the difference in categories of school year. To find the significance of statistical differences between means, ANOVA was used. Results indicated that there were no significant statistical differences at  $\alpha = 0.05$  attributed to school year.

D. There are significant statistical differences at  $\alpha = 0.05$  for the sex variable and the influence by watching dubbed series and movies.

To validate this hypothesis, means and standard deviations were calculated for the degree of influence by what is presented through dubbed series and movies according to sex variable. To find the statistical differences between means, *T*-test was used for independent data. Results showed that there were significant statistical differences at  $\alpha = 0.05$  attributed to the impact of sex; differences came in favor of males. It should be noted that the results of this study indicate that the number

of males watching dubbed series is bigger than that of females though a number of studies conducted on the same sample in Arab societies yielded different results. A study conducted in Kuwaiti showed that more females rather than males watch dubbed series (Al Saffar, 2012). A study on the Egyptian youth confirmed that 83.77% of females watch dubbed series (Abdullah, 2008). Another study conducted on the Algerian society proved that females more than males watch dubbed series (Hameedah, 2006). A study on the Palestinian university students showed that as high as 78% of females watch dubbed series (Al Masri, 2013).

E. What is the relationship between the nature of watching and the degree of influence by dubbed series and movies? To answer this question, Pearson correlation coefficient between the nature of watching and the degree of influence by dubbed series and movies was extracted. Results indicated that there is a positive relationship statistically significant between the nature of watching with friends and individually on the one hand, and the degree of influence by dubbed series and movies on the other hand; while the results did not show significant statistical relationship between watching with parents and the degree of influence by dubbed series and movies. This result is consistent with the study conducted in Algeria, where the study confirmed that members of the public follow dubbed series individually, but at the same time, we find them talk about the heroes of the series more than other issues, such as the relationships and ways of solving problem faced by heroes of the series. Discussion occurs with family members more than others (Hameedah, 2006).

F. What is the relationship between the nature of watching dubbed series and movies and the motives of watching? To answer this question, Pearson correlation coefficient between the nature of watching dubbed series and movies and the motives of watching was extracted, results showed a positive relation statistically significant between the motives of watching and watching with friends; while the results did not show significant statistical relationship between motives and watching with both parents and individually. The interpretation of these results was based on the theory of use and gratification. The ritual motives that dominated males and females watchers of dubbed series linked with meeting the recipient's desires for rest, relaxation, familiarity with the means of communication driven by a desire to avoid isolation and to enjoy fun and entertainment which usually require participation of friends in watching together these series.

## CONCLUSION AND FINDINGS

In the light of the dubbed series and movies popularity, this study sought to investigate the uses and gratifications achieved for young Jordanian Bahraini watching dubbed series and movies. The study was conducted on a random sample of 1,360.

## A. Study Findings

The vast majority of respondents or 86.6% of them watch dubbed series and movies. The category of 2-3 hours formed the top watching category by 49.7%. As for individual watching, it came in the first place with 40.6%. The small screen (TV) is the most frequent media on which dubbed series and movies are watched by about 67.1%. The American series and movies came at the top in evaluation with a mean of 3.83, and the Turkish movies were ranked second with a mean 3.33.

The means of all motives were high; staying away from isolation motive was ranked first with a mean of 4.13.

There are effects for what is presented by the dubbed series and movies on the sample in a number of areas; the relationship with parents and dealing with others ranked first with a mean of 3.34.

All means for gratifications were mostly high; in the first place came getting rid of boredom, relaxation and meditation, with a mean of 4.15.

## B. Verification of Hypotheses and Relationships

A. There are significant statistical differences at  $\alpha = 0.05$  for the nationality variable and gratifications realized from watching dubbed series and movies. Results indicated that there were no significant statistical differences at  $\alpha = 0.05$  attributed to the nationality variable.

B. There are significant statistical differences at  $\alpha = 0.05$  for the age variable and the motives for watching dubbed series and movies. Results indicated that there were no significant statistical differences at  $\alpha = 0.05$  attributed to the age variable.

C. There are significant statistical differences at  $\alpha = 0.05$  for the school year variable and influence realized by watching dubbed series and movies. Results indicated that there were significant statistical differences at  $\alpha = 0.05$  attributed to sex variable and differences came in favour of males.

D. There are significant statistical differences at  $\alpha = 0.05$  for the sex variable and influence realized by watching dubbed series and movies. Results indicated that there were no significant statistical differences at  $\alpha = 0.05$  attributed to the school year variable.

E. What is the relationship between the nature of watching and the degree of influence realized by watching dubbed series and movies? Results showed a positive relationship statistically significant between the nature of the watching with friends and individually on the one hand and the degree of influence realized by watching dubbed series and movies on the other hand, while results did not show significant statistical relationship between watching with parents and the degree of influence achieved by watching dubbed series and movies.

F. What is the relationship between the nature of watching dubbed series and films and the motives of watching? Results showed a positive relationship statistically significant between the motives of watching

and watching with friends; while results did not show significant statistical relationship between the motives for watching and watching with both parents and individually.

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## RECOMMENDATIONS

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The researchers recommend that:

A. Scientific research should be given more attention by conducting many studies and adopting the results of these studies.

B. Television production specialization should be established at the universities and qualified cadres should be made available.

C. The Arab interest and cooperation in the field of television production and drama should be enhanced in order to preserve the national identity from the external influences.

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