

**تعرض الشباب العربي لبرامج تلفزيون الواقع
بالمضائبات العربية وعلاقته بمستوى الهوية لديهم**

د. عزة مصطفى الكحكي

أستاذ مشارك – قسم الإعلام

كلية الآداب والعلوم – جامعة قطر

Email:aelkahkey@yahoo.com

* .

:

)

(www.badernarmoesari.info2007)

.Reality TV

2008

)

.(28

. -

(*)

.(www.islamonline.net)

.(www.annabaa.org)

:

: Reality TV

:

)

(www.jamelzern.jeern.com2007

(Kraidy,2005,pp7-28).

SMS

(30 2008)

)

(32 2008

—

"

"

—

(أحمد خواجه،2008،www.afkaronline.org)

. (2008)

.
: Identity :

(www.badernarrmoesari.info2007)

(Hogan,1999,p.744)

Erikson

.(Erikson,1968,p.7)

Kinston

:

.(Mead.1983.p.2727A)

Erikson

Identity Crisis

(Erikson,1968,p.11)

Globalization

(287 2004)

Instrumental Motives

(Palmgreen et al.1992,p.14)

:

: **Content Gratification**

Orientational :

Social Gratification

:

-

-

.(Blumer&Kale,1974,p.269)

:

:

-1

-2

:
(Riess and Wittz, 2004) " "

167) 239
159 (72
:

128

.(pp.363-378) (-)
" (Kraidy, 2005) "

50

.(pp.7-28)

" (Thorn, W, 2005)
"

Entertainment : Information
Social Interaction

.(p.255)

(Ronpeek and Bissel,
" " 2006)

Social Distance
640 Self Esteem Exposure
Real World
Joe Millionaire Fear Factor

(pp.400-420)
 " (2006)
 " :
 " "
 : 100
 %74
 %65
 %12 %13
 %66
 %69
 %43
 %70
 %10 %88
 %90
 (.<http://www.startimes.com/f.asp>)
 " (Robin, Nabi, 2007)
 (170) "
 (131)
 %40 (34 - 18) %40
 %60
 (Bachelor) (Survivor)
 (Home Makeover) (Trading Spaces)
 (Real World)
 (Punke'd) (The Swan)

(Papacharissi and
 " (pp.371-389)
 Mendelson, 2007)
 " :
 109 (157)
 48
 -)
 .(pp.355-370)(- - -
 " (Erika S. Pontius, 2008)
 " :
 23 - 18 30
 10

(www.clearing.house.missouriwestern.edu)

" (2008)

" "

15

400

%57.3

- -

- -

.(ص، 65-72)

:

" (2004)

200)

"

(

(%49.5)

.(ص، 323-375)

" (2004)

"

" (2004)

"

%67

" (2008)

"

200

7

.(ص،73-76)

:

:

-1

-2

-3

:

Reality TV

(www.afkaronline.org).

:

:

-1

-2

-3

-4

(سعد لبيب، 1990، ص، 44).

-5

:

:

-1

-2

(-)

-3

-4

.(- -)

-5

:

:

-1

)

(- -)

-2

(- -)

-3

.(-)

-4

.(-)

-5

-6

:

:

Survey

:

()

()

Purposive Sample

Non-Probability Sample

(سامي طايح، 2001، ص305)

100) (357)
 ((250) (
 (100) 30 - 12
 (24) (23) (27) (88)
 (8) (12) (19) (17) (39)

:

:

:

10

(6.63)

.(1.378)

:

-) (14)
 21) (7) (-
 (7) (2.036) (15.05) (
 (14.972) (21) ..(1.923)

:

(- - - (12)
 (60))
 .(6.228) (40.26)

: (*)

- ()
 -)
 - ()
 (34)
 -)
 - ()
 (102)

(66.35)

. (5.534)

:
 (-)
 - 18) (18 - 15) (15 - 12)
 (30 - 25) (25 - 21) (21
 .(6)

-
- Adams, G.R. Shea, J. & Fitch, S. (1979) "Toward the Development of An Objective Assessment of ego Identity Status. **Journal of Youth and Adolescence**, No.8, PP. 223-237.
 - Bennion, L. & Adams, G. (1986) "A Revision of the Extended Version of the Objective Measure of Ego Identity Status. **Journal of Adolescence Research**, No. (1), PP. 183 - 189.
 - Groterant, H. & Adams, G. (1984). "Development of an Objectives Measure to Assess ego Identity in Adolescence. **Journal of Youth and Adolescence**, vol. 13, PP. 419 - 436.

" (1988)

36

(*)

%10

(0.91)

(1)

(357 =)

		()	
%			
42.6	152		
57.4	205		
2.2	8		
45.1	161		
52.7	188		
3.6	13	15	- 12
6.7	24	18	- 15
24.4	87	21	- 18
24.6	88	25	- 21
40.6	145	30 - 25	
24.4	87		
46.5	166		
29.1	104		
3.9	14		
71.7	256		
24.4	87		
11.8	42		
81.2	290		
7	25		

(*)

:
: **Reality TV**

(<http://en.wikipedia.org>)

:
: **Identity**

(Taha,E.,1989, pp.56-59)'

:
: **Youth**

(<http://en.wikipedia.org>)

12

:

30 -

:

:

SPSS

.ANOVA

-1

Tukey

-2

Person Correlation

-3

T.Test ()

-4

(SD)

(M)

-5

-6

:

:

-1

-2

:

:

-1

(%55.2)

(%16.5)

(%28.3)

(%57.1)

-

(%30.3)

(%12.6)

		(%43.3)	-
	(%29.1)	(%27.5)	
			-
	(%37.5)	(134)	
		(%36.4)	
93 ()		(%26.1)	
		(%30)	-
	(%29.4)		
		(%21.6)	
	(%19)		
)	(-	-
	(%46.5)		
	(%24.4)		(%29.1)

(Kraidy, 2005)

(Thorn, انتظاماً (pp.7-28)

William, 2005)

) (p.255)

(2008

%73

صص 65-72).

(Ronpeak&Bissel,2006)

.(p.421)

(2)

(357 =)

%		%		%		
23.8	85	40.1	143	36.1	129	1
20.2	72	38.7	138	41.2	147	2
28.9	103	43.4	155	27.7	99	3
18.5	66	44.3	158	37.3	133	4
19.9	71	42.3	151	37.8	135	5
21	75	43.4	155	35.6	127	6
17.6	63	43.1	154	39.2	140	7

" "

" (%41.2)

" (%39.2) "

(%37.8)

(%44.3)

" "

" "

" (%43.4)

& (Papacharissi

Mendelson, 2007)

()

.(pp.355-370)

(3)

(357 =)

%		%		%		
21.3	76	47.6	170	31.1	111	1
21.6	77	43.7	156	34.7	124	2
18.5	66	46.5	166	35	125	3
18.8	67	46.8	167	34.5	123	4
20.4	73	45.9	164	33.6	120	5
20.2	72	46.2	165	33.6	120	6
19.3	69	46.5	166	34.2	122	7

(3)

:

(%47.6)

"

"

(%46.8) " " -

"
(%46.5) " "
" "
.(%46.2) -

(Thorn, William, 2005) SMS

(2008) (p.255)
(2008)
" %31.8 "
"

(%71.7) : -

(%24.4)

. (%3.9)

:

(4)

%		%		%		%		%		
9	32	24.6	88	30.8	110	21.6	77	14	50	1
4.5	16	18.1	65	7	25	29.1	104	41.2	147	2
10.9	39	33.9	121	12.3	44	25.2	90	17.6	63	3
8	3	8.1	29	8.1	29	37.3	133	45.7	163	4
11.8	42	29.4	105	12	43	36.1	129	10.6	38	5
1.1	4	19.9	71	9.8	35	32.8	117	36.4	130	6
12.6	45	30	107	14	50	28.3	101	15.1	54	7
2.8	10	15.7	56	10.4	37	39.2	140	31.9	114	8
13.7	49	31.1	111	22.1	79	21.8	78	11.2	40	9
3.9	14	19	68	19	68	31.4	112	26.6	95	10
5.9	21	27.2	97	22.4	80	34.5	123	10.1	36	11
8.1	29	24.1	86	21.6	77	31.1	111	15.1	54	12

" (%45.7)
(%41.2) "

" "

" (%31.1) " (%39.2)

(%33.9) (121)

" (%31.1) "

(107) "

" (%30)

	"	"	(%29.4)
	"	"	
.		(%30.8)	
:			-4
(%81.2)			
(%11.8)		(%7)	
.			
:			

(5)

%		%		%			
7	25	54.9	196	38.1	136		1
17.1	61	47.1	168	35.9	128		2
15.1	54	45.9	164	38.9	139		3
23.5	84	30.5	109	45.9	164		4
18.8	67	35.6	127	45.7	163		5
16.8	60	40.9	146	42.3	151		6
22.7	81	40.3	144	37	132		7
14.8	53	49.9	178	35.3	126		8
13.4	48	40.6	145	45.9	164		9
19.9	71	23.2	83	56.9	203		10
13.7	49	45.4	162	40.9	146		11
16	57	33.3	119	50.7	181		12
17.1	61	20.7	74	62.2	222		13
15.1	54	37.3	133	47.6	170		14
13.4	48	21	75	65.5	234		15
33.1	118	46.2	165	20.7	74		16
21.8	78	39.8	142	38.4	137		17
10.6	83	52.1	186	37.3	133		18
13.2	47	47.6	170	39.2	140		19
34.5	123	42.9	153	22.7	81		20
18.8	67	38.1	136	43.1	154		21
4.5	16	49.6	170	47.9	171		22
22.4	80	44.5	159	33.1	118		23
35	125	48.2	172	16.8	60		24
29.5	91	54.3	194	20.2	72		25
25.2	90	44.8	160	30	107		26
15.1	54	44.5	159	40.3	144		27
21	75	45.7	163	33.3	119		28
9.2	33	32.2	115	58.5	209		29
6.7	24	40.9	146	52.4	187		30
10.6	38	57.1	204	32.2	115		31
27.2	97	42.6	152	30.3	108		32
23	82	39.4	142	37.3	133		33
28.3	101	34.2	122	37.5	134		34

(عزلة الكحكي، 2004، ص 327)

:
:
-)
() .(-
:

(6)

	()				
	3.189	2 354	192.947 10710.259	96.487 30.255	
		356	10903.232		

:

-)
(-
(0.05)

Tukey

: (7)

(7)

-		-		65.317
	-	1.182		66.50
-	0.798	*1.981		67.298

(0.05)

(M =65.13)

(M =67.29)

(0.05)

(Kang & Morgan, 1988)

)

.(pp.431-438)

(2004

(2004

)

،(ص، 361)

)

(2004

صص 73- 76).

:

(- -)

: ANOVA

(8)

	()				
	1.499	2 354	91.573 10811.660	45.786 38.541	
		356	10903.232		

- -)

(

:

T-Test ()

:

(9)

()

0.001	*4.733	1.33	6.24	152		
		1.34	6.92	205		
	0.425	5.72	66.20	152		
		5.36	66.45	205		
	0.833	2.04	15.05	152		
		2.03	15.04	205		
	1.63	2.04	14.77	152		
		1.81	15.11	205		

(Reiss & Wittz, 2004)

(pp.363-378)

(2004)

.(ص28)

()

.(ص363)

(2004)

. (ص30)

(2004)
(-)

.(ص276)

.

:

.(-)

:

(- (10))

	0.88	
	0.30	

(-)

)

(2004

(2007)

:

(- -)

.(11)

(11)

0.001	6.996	2	414.556	207.278	
		356	10488.677	29.629	
			10903.232		

Tukey (- -)
(6.996 =) (0.001)
:

(12)

-	-	-		65.32
-	-	*2.173		67.50
-	0.378	1.795		67.12

(0.001)

(0.001)

(65.3=M)

(67.5=M)

(2004)

.(ص364)

(Yihong and Other, 2007)

29 30 (2.278)

.(pp.135-138)

:

T-Test ()

30 - 25) (20 - 12)

(

.(13)

()

	()					
0.001	*3.43	5.89	67.78	124		
		4.93	65.51	145		
	0.036	1.40	6.61	124		
		1.29	6.60	145		

(0.001)

(4.43=)

(2004)
(ص365).

(2004)

(ص28).

(357)
30 - 12

()

:

)

-

-

-

.(

:			
	(%55.2)		-
	(%57.1)		
		(%43.3)	-
		(%37.5)	
	(%36.4)		
.(%21.6)			
			-
(%29.1)		(%46.5)	
.	(%24.4)		
			-
"			
"	(%41.2)	"	
(%44.3)	(%39.2)	"	
"			
"			
(%43.4)	"		
		(%47.6)	
"		"	
		.(%46.8)	
	(%71.7)		-
	(%24.4)		
	(%3.9)		

(%45.7)

" (%41.2)

" "

(%33.9) (%39.2) "

" "

" (%31.1) "

" "

.(%30) "

(%81.2) -

)

) (

. (%7) (

) (%11.8)

.(

:

:

(- -) -1

(- -) -2

-3

-4

.(-)

)

-5

(- -

-6

:

:

-1

-2

-3

		-4
()		-5
		:
:	" (1988)	-1
:	(2008)	-2
	www.aFKaronline.org :	
	" (2004)	-3
	6-4 "	
:	(2004)	-4
	www.Isalmonline.net/arabic/news/2004-3/08/article_17.shtml	
	" (2004)	-5
	:"	
	.28	-
"	:" (2007)	-6
	Jamelzern.jeeran.com/archive/2007/2/55673.html	

	" (2004)	-7
. 6 - 4 "	" "	
:	2005/ / . (2005)	-8
www.annabaa.org		
"	" (2008)	-9
.2008 26 1429 20 1983		
.305 :	" (2001)	- 10
."	" (1990)	-11
.44		
:	(2007)	-12
http://www.badernarmoesari.info/general 20% conference % paperes.doc		
	" (2004)	-13
" "		
	.375-323	6-4
	" (2007)	-14
:	"	
		-
	" (2008)	-15
"		

3 – 1	"	"	
		.76 – 73	
:	" (2006)	"	-16
http://www.startimes.com/F.aspx.Fa=11			
	(2-4)		-17
		.287	–
	" (2004)		-18
		.276	–
	(2008)		-19
	:		
.28			
	" (2008)		-20
"			
"			
	.72 – 65	3-1	
:			-21
http://en.wikipedia.org/wiki/Realty Television-103K			
http://ar.wikipedia.org/wiki/ :			-22
			:

1- Adams, G.R. Shea, J. & Fitch, S. (1979) "Toward the Development of An Objective Assessment of ego Identity Status. Journal of Youth and Adolescence, No.8, PP. 223-237.

- 2-Bennion, L., Adams, G. (1986) "A Revision of the Extended Version of the Objective Measure of Ego Identity Status. *Journal of Adolescence Research*, No. (1), PP. 183 – 189
- 3-Blumler J., & Kale E. (1974). "The Uses of Mass Communication : Current Perspective on Gratification Research, Beverly Hills, Sage publication, P. 269
- 4- Erikson, E.H (1968). *Identity : Youth and Crisis*. New York : Norton.
- 5- Adams, G. (1984). "Development of an Objectives & Groterant, H. Measure to Assess ego Identity in Adolescence. *Journal of Youth and Adolescence*, vol. 13, PP. 419 – 436
- 6- Hogan, J. (1999). *The Construction of General National Identities in Television Advertisement of Japan and Australia*. *Media Culture & Society*, vol, 21(6) P. 744
- 7- Kang J. & M. Morgan (1988) "Cultural Clash, V.S. Television Programmes in Korea " *Journalism Quarterly*, Vol. 65(2), PP. 431 – 438
- 8-Kraidy, M. (2005) "Relaity Television and Politics in Arab World : Preliminary Observations. *Transnational Broadcasting Studies* 2(1) PP. 7-28.
- 9- Mead, V. (1983). *Ego Identity Status and Self Actialization of College Students*. *Dissertation Abstracts International*, vol. 14, P. 2727A
- 10-Nabi, R. (2007) "Determining Dimensions of Reality : A Concept Mapping of the Reality TV Landscape " *Journal of Broadcasting & Electronic Media*, June, pp. 371-389
- 11- Palmgreen, P. et al (1985). "Media Gratification, Robin Research, Bererly Hills Sage, P. 14.
- 12- Papacharissi, Z., & Mendelson, A. (2007) "An Exploratory Study of Reality Apeal : Uses and Gratifications of Relaity TV Shows " *Journal of Broadcasting & Electronic Media*, vol. 51(2), PP. 355-370
- 13- Pontius, E.S. (2008). "The Impact of Reality Television on Viewer, Perceptions of Reality. On line:
www.clearning.house.missouriwestern.edu/manuscripts/409.asp
- 14-Rayburn, J. & Palmgreen, P. (1984) "Merging Uses and Gratifications " Sage Publication, PP. 537-562
- 15- Riess, S. & Wittz, J (2004) "Why People Watch Reality TV" : *Media Psychology*, vol. 6(4) PP. 363-378

16- Ronpeek, L. and Bissel, W.C (2005) "Reality TV and Third Person Perception" *Journal of Broadcasting & Electronic Media*, June, 2006, PP-400-420

17- Thorn, W. (2005). " Young People, Soap opera and Reality TV " Goteborg. Sweden. Nardicom, In : *Communication Trends*, vol. 28, P. 255. On line : www.nordicon.gu.se

18-Taha, E.W. (1989)" Meaning and Definition of Culture " Eds.Helmut Danner. *Mass Media and Arab Identity*. DAR.AL Shorouk, Cairo, PP. 56-59.

19- Werner, S. & James, W. (1992). "Communication Theories Origins Methods and Uses in the Mass Media, New York. Hastings House publishers, p.209.

20-Yihong, G. Yuan & Ying, C. (2007) "Relationship Between English Learning Motivation Types Self-Identity Chang Among Chinese Student " *TESOL Quarterly*, Vol. 41(1), March, PP. 138 – 135