

THE ROLE OF SATIRICAL ENTERTAINMENT PROGRAMS IN SHAPING THE ATTITUDES OF THE POLITICAL PUBLIC

Dr. Ali Youda Salman

Baghdad University, Al-Rafidain College, Al-Ahlia University, Imam Kadhim College of Islamic Sciences

ABSTRACT

The researcher aims to study the role of satirical entertainment programs and their role in shaping the attitudes of the political public. He conducted a survey of a sample of students from three universities (Baghdad University, Al-Rafidain University, Al-Ahlia University, Imam Kadhim College). Consisting of (600) single distributed among the three universities with (200) form for each university in the form of the intended sample, where the distribution of (100) form among students of scientific colleges and the same among students of humanitarian faculties (50) form for males in each college and (50) For females.

The research problem of the study lies in the role played by satirical entertainment programs after one of the main media and communication systems to influence the social system in shaping the attitudes, attitudes and actions of individuals not by placing individuals, but as groups interacting with one another, presenting behavioral patterns in political participation (participation in demonstrations, Belonging to parties), and other cognitive knowledge (increasing or shaping their information and knowledge balance with regard to political issues), as well as political awareness (promotion or change of convictions) of the public towards issues and subjects that fall within the ambit The public's mama and priorities.

While the aim of the research to reveal the role of entertainment programs sarcastic in shaping the attitudes and attitudes of the public / similar research on the political issues in Iraq.

The study is descriptive research, and the curriculum is the survey method as a means to collect information on the status of individuals and their behavior and perceptions and trends, and most importantly explore the role of entertainment programs sarcastic in shaping the attitudes and attitudes of the public / similar research on the political issues in Iraq .. And the main conclusions concluded The researcher was the following:

- 1.The satirical entertainment programs play a large role in defining the subjects of different political issues.
- 2.The satirical entertainment programs offered in Iraqi satellite channels enrich the political knowledge of the sample through its satirical political debates on various issues, events and political issues.
- 3.The satirical entertainment programs prioritize the political issues of the public as a first stage, and then raise their awareness of these issues as a second stage, which makes these programs a force of great political impact.
- 4.The results of the analysis proved that there is no role for the satirical entertainment programs in motivating members of the public to belong to political parties and organizations, which is a kind of political participation, due to the negative image that these programs draw on political parties.

INTRODUCTION

Due to the increasing importance of the media at the present time, satirical entertainment plays a central role in shaping the public's attitudes in general and political

in particular, by influencing the concepts, convictions and political trends of the public, where the role of entertainment programs is no longer only sarcastic entertainment function And enjoyment, but became one of the main sources of political knowledge of many

individuals and the development of political perceptions, and then influence their political behavior, and as the researcher aims to know the role of entertainment programs sarcastic and its role in shaping the trends of the political public, The researcher has conducted a survey of a sample of students from three universities are (the University of Baghdad, Iraq Private College University, Faculty of Imam Kadhim (AS) Islamic Sciences.(

Consisting of (600) single distributed among the three universities with (200) form for each university in the form of the intended sample, where the distribution of (100) form among students of scientific colleges and the same among students of humanitarian faculties (50) form for males in each college and (50) For females, after the distribution of the forms between the sample was collected, the researcher reviewed and excluded the forms of invalid ones, the number of (9) forms to become the total number of forms valid for analysis (591) form.

Since the research aims to test the interrelationships between a number of variables and the level of the role played by television in the field of political awareness, the sample was divided according to scientific specialization to (scientific colleges and humanities colleges), and then divided by gender of respondents, Interests between males and females.

After the tabulation of the data in the tables, the researcher used some statistical methods that help to interpret the results and find the correlation between the variables and knowledge of the differences in the answers between the three universities in order to achieve the objectives of the research.

FIRST: RESEARCH PROBLEM

According to the preliminary survey conducted by 15% of the sample of 600 individuals, the satirical entertainment programs affect the public in a manner consistent with the formation of their political orientations and attitudes towards the issues in their countries.

Thus, the research problem of the study lies in the role played by the entertainment entertainment programs, after which one of the main media and communication systems influences the social system in shaping the

attitudes, attitudes and actions of individuals, not as individuals, but as groups interacting with one another, presenting behavioral patterns in political participation Or political affiliations), as well as the political awareness (promotion or change of convictions) of the public towards the issues and topics that are involved Of the public's concerns and priorities.

SECOND: RESEARCH OBJECTIVES

The purpose of the research is to: Detect the role of satirical entertainment programs in shaping public attitudes and attitudes towards the political issues in Iraq, as well as verifying the extent of contribution to these programs with regard to political participation of the public such as participation in demonstrations or elections or belonging to parties , And the type of cognitive and cognitive motives towards issues and topics that fall within the public's concerns and priorities.

THIRD: RESEARCH HYPOTHESES

In this study, the researcher seeks to test a number of hypotheses that determine the size and type of the relationship between the audience's exposure to satirical entertainment programs and the formation of their political orientations:

)A) There is a statistically significant relationship between the public's exposure to satirical entertainment and their increased knowledge of political issues.

)B) There is a statistically significant relationship between the public's exposure to satirical entertainment and their awareness of political issues.

C) There is a statistically significant relationship between public exposure to satirical entertainment programs and the extent of political participation.

There are significant differences according to variables (gender, scientific specialization, age) and the role of satirical entertainment programs in shaping the attitudes and knowledge of the public and their awareness of political issues.

FOURTH: RESEARCH AREAS

1. Time domain: The temporal domain of this research is from 10/7/2017 to 20/12/2017, the period in which the research was completed in its final form.

2. Spatial field: The spatial area of study is three universities: (University of Baghdad, College of Rafidain University, the College of Imam Kadhim (p) of Islamic Sciences).

3. The human field: The human field in this study application to the three universities above in their nationality as well as scientific and humanitarian specialties and the various scientific sections.

4. Subject area: This area is characterized by the satirical entertainment programs identified by the researcher according to his exploratory study conducted to find out the importance of the topic to the public:

Baghdad satellite channel- / wilayat batykh

- German Dw satellite channel/ . albashir shaw

-Washing and wear program / Al-Sharqiya satellite channel.

-The Shahtag / Dajlah satellite channel.

FIFTH: TYPE OF RESEARCH, METHODOLOGY AND TOOLS

This study is one of the descriptive studies, the latter of which are studies aimed at identifying the characteristics of a particular group or phenomenon, predicting certain events and trends, discovering the relationship between variables or identifying a particular type of audience that adopts certain trends towards something. Falls within this type of descriptive studies.

The methodology of the study is the survey method, as it is concerned with collecting information about the status, behavior, perceptions and attitudes of individuals and the most widely used method in media research. It can be used to achieve many objectives that may be descriptive, interpretive or exploratory. / Identify research on the political issues in Iraq. The study tools are:

1. Scientific observation: The researcher used in his study the observation directed, where the researcher benefited from the observation directed as a tool in this study to identify and collect information on the most prominent issues and content that interested in entertainment programs sarcastic Iraqi satellite channels.

2. Questionnaire: The researcher used in this study the questionnaire twice: the first of the exploratory study, to show the initial position of the audience / sample research from the entertainment programs sarcastic Iraqi satellite channels and their impact in shaping their attitudes and attitudes to the political issues in Iraq, (25) form in each university or college of the three colleges that represented the research community. The (75) form distributed by the researcher represented (15%) of the total sample of the study (600) On the characteristics of the subjects and questions of exposure and Measurement.

3. Scale: Based on the researcher in building the appropriate scale of this study to review some of the scientific heritage (previous studies) close to the subject of study, as well as the indicators obtained from the answers of respondents in the survey to build the optimal measure that fits this study, and presented to experts and arbitrators To achieve the methodical honesty and then adopted in its final form. The researcher has adopted a tripartite measure because of his ability and the respondents in this research to discriminate on the terms contained in the scale which are (agree, neutral, disagree).

4. Interview: The interviewer used the interview in the light of the collected information and data through the forms, whether through the researcher or through the trainees to collect the data on the subject of the research.

SIXTH: THE RESEARCH COMMUNITY AND ITS DESIGN

The research community in this study consists of morning students in the three Iraqi universities that the researcher adopted in his study: (Baghdad University, Al-Rafidain College, Al-Ahlia University, Imam Kadhim College of Islamic Sciences), and the reasons for choosing the above universities.

- University of Baghdad: a public university accreditation of the Ministry of Higher Education and Scientific Research / founded in 1957.

- Al - Rafidain College Private University: A private university affiliated with the total of Iraqi statisticians / established in 1988.

- College of Imam Kadhim (p) of Islamic Sciences: College under the year 2004 under a special law and share in the law of 2009, and linked to the Iraqi Shiite

stand, has its own identity as a school that distinguishes them from universities and scientific colleges.

For the sample of the research, given the size of the research community for this study, and the period allocated for the completion of the research makes it difficult to access all the components of the required time and effort and material costs, so the researcher resorted to the adoption of the sample intent in his study, and the selection of three universities from the city of Baghdad, The University of Baghdad, Al-Rafidain College, Al-Ahlia University, Imam Al-Kadhim College of Islamic Sciences, and the University of Baghdad, which is supposed to be similar in characteristics and characteristics.

The researcher selected (600) subjects distributed between the three universities with (200) form for each university. 100 students were distributed among the students of the scientific colleges and the same among the students of the humanitarian faculties (50) for males in each college and 50 for females). After the distribution of the forms between the sample was collected, and the researcher reviewed and ruled out the invalid forms, including water errors, and the number (9) forms to become the total number of forms valid for analysis (591) form. The researcher sought through the sample sample to distribute the forms between males and females and students of scientific and human studies in an equal manner suggestive of leads that lead to accurate results that are familiar with the phenomenon studied, especially as it tested the interrelationship between these different variables.

Overall, the public/community sample of this research was characterized as follows:

A homogeneous audience in its characteristics

Public available and easily accessible

Audience aware and aware of the subject of research

A public interested in the subject of research .. It is sufficient scientific justification for selection

SEVENTH: CONCEPTS AND TERMINOLOGY

The trend: (self-regulation acquired by the individual of the experiences that pass through and determines the

activity of the individual on a continuous basis on the stimuli that are related to the subject direction⁽¹⁾ .(

The definition of direction is determined by its components, which are represented by the following :⁽²⁾

A. Cognitive Component:

Including the beliefs, perceptions and information and the accumulation of self-experience, most people are building their direction affected by the information they have at the current time in which the media has greatly facilitated the process of transferring information to most people.

B. Emotional or emotional component

It includes the group of emotions and emotions carried by the individual towards a particular subject. Love, hatred, tolerance and fear are the main engines that drive the individual to lean toward a subject or reject it, and thus can not separate the psychological direction from the feelings of the individual.

C. Behavioral component

Which is the actual behavior that reflects the trend is often deduced from the trends of individuals when they observe their behavior and this means the perfect match between what the human being from the direction and behavior of the actual .

Consciousness:

The set of concepts, developments, opinions and beliefs common to individuals in a particular environment, which initially appear in clear images in a group of them and then adopted by others, for the conviction that they express their position.⁽³⁾

Awareness Characteristics

There are many characteristics of consciousness that need to be identified and some of them are reviewed as follows:⁽⁴⁾

⁽¹⁾(Amer Mesbah. Social Psychology in Politics and Media. Cairo: Modern Book House, 2010, p. 243.

⁽²⁾(Abdul Sattar Ibrahim. Man and Psychology (Series of Knowledge World No. 86). Kuwait: National Council for Culture and Publishing, 1985, p. 211.

⁽³⁾Stoofel Stanillo, Social Awareness of the Cretaceous Structure, Michel Kilo's Translation, Sociology Yearbook, Cairo, Dar Al Ma'aref, No. 2, 1981, p. 324.

⁽⁴⁾Hassan Ahmed Suhail Al-Qara Ghuli and Jabbar Wadi Bahad al-Ukaili, Psychology of Self-Awareness and Social Persuasion, pp. 14-15.

- Awareness of instability and constant change, that is, awareness of the development and change and modification.
- Consciousness is related to attention, that is, it is selective, and the focus is on a certain thing at a particular time.
- Awareness is linked to sensory and motor performance, as well as it is characterized by mechanism and routine.
- Consistent awareness of the flow, which takes the side of continuity except sleep times, which in turn researchers differed on this state of awareness.
- Self, self-awareness and external, characterized by ambiguity and complexity, and self-building is a personal

Political awareness

A set of values, trends and political principles that allow the individual to participate effectively in the conditions of society and its problems, analyze them and judge them and determine their position and push them to move to develop and change.⁽⁵⁾

Role

The main analytical unit within the social system is the behavior of individuals not by their status as individuals, but as groups that interact with each other and offer behavioral patterns. The role consists of three main elements: the intellectual component of intellectual norms, the emotional element responsible for creating incentives for individuals Things, and the moral element that emerges within the framework of balance and relations within the social system.⁽⁶⁾

Entertainment from a media perspective

Is the media that gives vent to the emotion of individual distraction from its problems and concerns .⁽⁷⁾

⁽⁵⁾Ahmed Hussein Al-Laqani and Ali Al-Jamal, Glossary of Educational Terms: Knowledge in Curricula and Teaching Methods (Cairo, World of the Book, 1996), p. 204.

⁽⁶⁾Mustafa Abdul Aziz Al-Bandari, Mass Media and its Relationship to Development, Modern Library, Cairo, 2013, p.

(2)Mohamed Abdelkader Ahmed - Role of Media in Development, Series of Studies, Publications of the

The recreational function in the pursuit of mass media to entertain people and to enter the joy and pleasure in light of the various artistic colors. The recreational function is an important element in attracting many segments of the public. Many people want to spend a good time away from the seriousness and routine of everyday life. This entertainment aspect is almost devoid of any media. Most media outlets (press and radio) try to attract the largest number of recipients Their own.⁽⁸⁾

The function of entertainment and the different ways of presenting it seeks to:⁽⁹⁾

- Containment and discharge of social stress factors.
- Provide entertainment, entertainment and other relaxation.
- Stay away from daily problems.
- Leisure time.
- Get aesthetic and cultural pleasures.
- Excitement.
- Relaxation, emotional relaxation.⁽¹⁰⁾

The program

Is a platform that describes something or announces it and has formulas and external forms is a form and content.⁽¹¹⁾

Field study

Personal data

The sex of the respondents:

The percentage of males to females in the research sample was 591, 296 males and 295 females among three universities (Baghdad, Al-Rafidain College, Al-Ahlia University, Imam Kadhim College of Islamic

Ministry of Culture and Information, Baghdad, 1990 - p. 361.

(3) Yousef Marzouq, Introduction to Literary Art, The Anglo-Egyptian Library, Cairo, 1986, p. 24

(4)Khalil Sabat, The Media, Its Origins and Evolution, The Anglo-Egyptian Library, Cairo, 1976, p. 83.

(1)Denis McQuail, Media and its Influences, Studies in the Construction of Media Theory, Arabization of Osman Al-Arabi, Dar Al-Shabl Publishing and Distribution, Riyadh, 1992, p. 58.

(2)Falah Al-Muhanna, Radio and Television Programs, Dar Al-Hikma for Printing and Publishing, Baghdad, 1988, p. 128.

Sciences), 50.08% The percentage of males in Baghdad University (49.74%) and the percentage of females (50.25%), while at the University of Al-Rafidain University, University of Al-Ahlia (50.50%), For males

and 49.49% for females. In Imam Kadhim College of Islamic Sciences, the ratio was equal (50%) for each of them. See Table 1:

Table (1) shows the sex of the respondents for the three universities:

total	Females		Males		the sex Universities
	%	Duplicates	%	Duplicates	
197	% 50.25	99	% 49.74	98	University of baghdad
198	%49.49	98	% 50.50	100	Alrafidain University
196	% 50	98	% 50	98	Imam kadam (p) islamic University
591	%49.91	295	%50.08	296	total
% 100					

Age groups:

Table (2) shows the age groups of the research sample in the three universities (Baghdad, Al-Rafidain College, Al-Ahlia College, Imam Kadhim College of Islamic Sciences). The age group (21-22 years) was the highest in terms of frequency. (366) of the total sample (591) respondents and 61.92%, while the age group (23-24) years in the second place (159) times and by (26.90%), followed by the age group (25 - And above (51 recurrences) by 8.62%, while class (19-20) ranked last in repetition (15) and by 2.53% (see table 2)

Table (2) shows age groups of respondents:

total	25and above		23-24		21-22		19-20		Age Universities
	%	Duplicates	%	Duplicates	%	Duplicates	%	Duplicates	
197	% 6.59	13	%28.93	57	%61.92	122	% 2.53	5	University of baghdad

198	%10.10	20	%25.75	51	%61.11	121	% 3.03	6	Alrafidain University
196	% 9.18	18	%26.02	51	%62.75	123	%2.04	4	Imam kadom (p) islamic University
591									
%100	% 8.62	51	%26.90	159	%61.92	366	% 2.53	15	total

These percentages are different in age groups because the researcher distributed the questionnaires among the subjects in different stages of study with a focus on the students of the third and fourth stages, as they are more mature and aware of their surroundings and then interact with the general political and social environment, especially as they study politics in planned curricula.

Scientific Specialty:

After the final tabulation of the data, the number of respondents in scientific colleges reached (295) respondents and (49.91%). The number of respondents in the humanitarian faculties reached (296) respondents and (50.08%) of the total number of respondents (591) Baghdad, Al-Rafidain College, Al-Ahlia University, Imam Kadhim College of Islamic Sciences (as shown in Table 3).

The number of respondents in terms of the scientific specialization at the University of Baghdad (98) and 49.74% (49.74%). The number of respondents in the field of humanitarian specialization reached (99) of the respondents in the University of Baghdad (197) and (50.25%). The number of respondents at the University of Al-Rafidain University was 100%, with 50,50% and 98.9% respectively, and 49.49% respectively. The percentage of scientific and human subjects is equal in the University of Imam Kadhim College of Islamic Sciences by (98) for each of the specialists and by (50%), see Table (3)

Table (3) shows the scientific specialization for the sample members:

total	Humanitarian		scientific		Jurisdiction Universities
	%	Duplicates	%	Duplicates	
197	% 50.25	99	% 49.74	98	University of baghdad
198	%49.49	98	% 50.50	100	Alrafidain University
196	% 50	98	% 50	98	Imam kadom (p) islamic University
591					
% 100	% 50.08	296	%49.91	295	Total

Exposure to sarcastic entertainment programs

Axis 1: Exposure to sarcastic entertainment and political knowledge:

The following data illustrate the public's exposure to satirical entertainment and its relationship to political knowledge. It consists of (8) paragraphs linking television and political knowledge to the public. The researcher presented the answers of the respondents in general, as shown in Table (14) And then present the answers in each of the three universities (Baghdad, Al-Rafidain College, Al-Ahlia University, Imam Kadhim College of Islamic Sciences) individually, to find the difference in the answers among the respondents.

The general arithmetic mean of the exposure axis and political knowledge (2.35) was greater than the mean value of (2). This indicates that the responses of the sample respondents from the axis to the agreement. See Table 4:

Table (4) shows the respondents' answers to the issues related to the subject of exposure to satirical entertainment and political knowledge:

standard deviation	Arithmetic mean	I do not agree		neutral		Agreed		Paragraphs
		%	Duplicates	%	Duplicates	%	Duplicates	
0.48	2.75	%2.31	13	%19.75	111	%77.93	438	The satirical entertainment has influenced my political information
0.66	2.37	%10.49	59	%41.28	232	%48.22	271	My continued follow-up to satirical entertainment contributed to my knowledge of the special political issues that are associated with my destiny
0.78	2.33	%20.81	117	%31.85	179	%47.33	266	My satirical entertainment meets my political concerns
0.52	2.75	%4.44	25	%15.12	85	%80.42	452	The satirical entertainment programs contribute to my understanding of various political issues
0.60	2.65	%7.11	40	%20.46	115	%72.41	407	I follow the satirical entertainment programs dealing with political events and issues in different satellite channels
0.70	2.48	%12.45	70	%23.30	131	%64.23	361	The satirical entertainment program and its political implications make me understand and understand the current events

0.67	2.50	%10.32	58	%28.82	162	%60.85	342	The satirical entertainment programs enhance my ability to express my political views and convictions
0.62	2.59	%7.47	42	%25.44	143	%67.08	377	The satire entertainment programs are concerned with the most prominent political issues at the level of events
0.28	2.35							General arithmetic mean

This can be seen from the following:

The second axis: the satirical entertainment programs and the awareness of political issues:

This section shows the data on the role of television in understanding the political issues of the public. It consists of (7) categories that link television to the awareness of political issues. The researcher presented the answers of the respondents to the sample in general, as shown in Table (18) The results of the survey were presented in each of the three universities (Baghdad, Al-Rafidain University, Al-Ahlia University, Imam Kadhim College of Islamic Sciences) to find out the difference in the answers among the respondents in the three universities.

It is clear from the general arithmetic mean of these groups that (2.31), which is greater than the accepted mean, the responses of the respondents tended to agree, while the standard deviation of this axis (0.35) indicates the homogeneity of the answers of the respondents. See Table 5:

Table (5) shows the respondents' answers to the issues related to the theme of entertainment programs and the awareness of political issues

standard deviation	Arithmetic mean	I do not agree		neutral		Agreed		Paragraphs
		%	Duplicates	%	Duplicates	%	Duplicates	
0.63	2.56	%7.82	44	%28.11	158	%64.05	360	The satirical entertainment programs enhance my chances of recognizing the priorities of Iraq's political issues
0.69	2.38	%12.45	70	%37.01	208	%50.53	284	The satirical entertainment programs contribute to changing my political convictions

0.64	2.43	%8.54	48	%39.32	221	%52.13	293	The interest of entertaining entertainment programs on specific political issues made me very interested in these issues
0.77	2.10	%25.08	141	%39.14	220	%35.76	201	My attitudes toward political issues are influenced by what satirical entertainment programs offer
0.75	2.19	%20.64	116	%38.79	218	%40.56	228	The satirical entertainment program enabled me to understand the political issues and events presented smoothly and easily away from the complexity
0.77	1.97	%30.78	173	%40.74	229	%28.46	160	My political discussions are based on what satirical entertainment shows
0.62	2.55	%6.93	39	%30.42	171	%62.63	352	Seriously entertaining programs contribute to the formation of political views
0.35	2.31							General arithmetic mean

The third axis: the satirical entertainment and political participation of the public:

The researcher seeks to identify the relationship between the exposure of satirical programs and to contribute to the formation of attitudes and attitudes towards public issues through (9) paragraphs linking television and political participation. He presented the answers of the respondents from the sample in general, as shown in Table (22) (Baghdad, Al-Rafidain University, Al-Ahlia University, Imam Al-Kadhim College of Islamic Sciences) individually, to find the difference in the answers among the respondents in the three universities.

The responses of the respondents on the axis of television and political participation towards the agreement, and this is confirmed by the calculation of the axis of the axis, reaching (2.14), which is greater than the mean. The standard deviation of the axis (0.30) indicates the homogeneity of the respondents' responses to the axis. See Table 6:

Table (6) shows the answers of the respondents on the axis of entertainment programs and the political participation of the public:

standard deviation	Arithmetic mean	I do not agree		neutral		Agreed		Paragraphs
		%	Duplicates	%	Duplicates	%	Duplicates	

0.71	2.44	%13.34	75	%29.00	163	%57.65	324	The political debates offered by satirical entertainment contribute to the creation of political participation
0.61	2.59	%6.76	38	%26.69	150	%66.54	374	The satirical entertainment programs raise debate on various issues, including politics, within the social sphere
0.63	2.49	%7.82	44	%35.23	198	%56.93	320	The satirical entertainment program stimulates me to participate in demonstrations and political protests
0.76	1.81	%40.03	225	%38.61	217	%21.35	120	The satirical entertainment programs encourage citizens to belong to political parties and organizations
0.75	2.07	%25.26	142	%41.99	236	%32.74	184	The satirical entertainment program promotes citizens' interest in the activities of political parties
0.76	2.31	%18.50	104	%31.67	178	%49.82	280	The satirical entertainment programs often support the political indifference of citizens
0.67	2.43	%10.14	57	%36.47	205	%53.38	300	The satirical entertainment programs create impressions (image) towards participation or abstention from the political process
0.77	2.44	%20.10	113	%33.98	191	%45.90	258	The satirical entertainment plays a critical role in the political process
0.60	2.65	%6.93	39	%21.53	121	%71.53	402	The satirical entertainment program encourages citizens to exercise elections in certain directions
0.30	2.14							General arithmetic mean

5 - Moral differences in the responses of the sample members according to the initial variables of the respondents:

A - Sex variable (male - female):

Table (26) shows the significant differences in the responses of the respondents according to gender variable on the three axes of the scale. It is clear from the results of the tests that there are no statistically significant differences by sex in the answers of the respondents on the axes of the scale in general, but there are significant differences Statistics in the responses of respondents by sex variable on the TV axis and political participation. See Table 7:

Table (7) shows the differences in the responses of respondents according to gender variable:

the exams	The first axis	The second axis	The third axis	Test value for axes
Mann-Whitney U	38243.500	38788.500	36463.000	38180.500
Wilcoxon W	75918.500	80404.500	74138.000	75855.500
Z	-.636	-.350	-1.566	-.663
Asymp. Sig. (2-tailed)	.525	.727	.117	.507

It is clear from the previous table that there are no significant differences in the responses of male and female respondents. This is because the methods and methods adopted by the public in the media are moving towards dealing with the audience as an equal recipient in terms of culture and understanding. It is known that many activities and activities are being shared by men and women alike, such as demonstrations, protests, freedom of expression, etc., in the sense that concerns and rumors are converging a lot.

B - Jurisdiction (scientific - human):

Table (8) shows the significant differences in the answers of the subjects according to the variable of scientific specialization on the three axes of the scale. It is clear through the results of the tests that there are significant differences of statistical significance according to the variable of specialization and for the human competence in the answers of the respondents on the axes of the scale in general.

Table (8) shows the differences in the answers of the respondents according to the variable of jurisdiction:

the exams	The first axis	The second axis	The third axis	Test value for axes
Mann-Whitney U	33654.000	36609.000	33392.500	32761.000
Wilcoxon W	72435.000	75390.000	72173.500	71542.000
Z	-3.053	-1.501	-3.182	-3.489
Asymp. Sig. (2-tailed)	.002	.133	.001	.000

It is clear from the above table that there are significant differences in the answers of the subjects according to specialization (scientific, human) and for the sake of human competence. It is clear that the concerns expressed by the students of the humanities such as media, literature, political science, languages and law make them more interested in the satirical entertainment programs dealing with political issues and events as Study theoretical materials that motivate them to express their views and political positions and make them appear more interested than students studying pure science materials and those who refrain from participation and expression as their subjects within the jurisdiction of science They make them go to their scientific studies, which depend on the language of numbers and interpretations that have far-reaching connotations about their preoccupation with politics.

C) Variable age groups

Table (9) shows the significant differences in the responses of the respondents according to the age group variable on the three axes. The results of the tests show that there are no statistically significant differences in the answers of the respondents on the axes of the scale in general according to the age group variable.

Table (9) shows the differences in the answers of the respondents according to the variable age groups:

the exams	The first axis	The second axis	The third axis	Test value for axes
Mann-Whitney U	15845.500	15599.000	16171.500	15783.000
Wilcoxon W	138110.500	137864.000	18517.500	138048.000
Z	-.764	-.961	-.501	-.807
Asymp. Sig. (2-tailed)	.445	.337	.617	.420

The result of the previous table shows that there are no statistically significant differences in the answers of the respondents according to the age group variable. This is due to the fact that media outlets, including satellite channels, are targeting all segments of society without any interest in age. Without exception, as well as significant progress in the field of media techniques and satellite TV targeting all age groups in their satirical entertainment programming.

*** Correlation between the scale axes:**

When examining the correlation between the axes of the scale using Spearman Correlation, it was found that there is a significant correlation with a high indication level (1) between the axes of the scale, as shown in Table (10).

Table (10) shows the correlation between the axes of the scale:

Correlations

			The first axis	The second axis	The third axis
Spearman's rho	The first axis	Correlation Coefficient	1.000	.294(**)	.179(**)
		Sig. (2-tailed)	.	.000	.000
		N	562	562	562
	The second axis	Correlation Coefficient	.294(**)	1.000	.325(**)
		Sig. (2-tailed)	.000	.	.000
		N	562	562	562
	The third axis	Correlation Coefficient	.179(**)	.325(**)	1.000
		Sig. (2-tailed)	.000	.000	.
		N	562	562	562

** Correlation is significant at the 0.01 level (2-tailed).

It is clear from the above table that the process of forming political awareness is a continuous and integrated process. The exposure to political entertainment programs in Iraqi satellite channels increases the level and size of political knowledge to the public. This leads to an increase in their awareness of political events and issues. Public policy. The results of the previous test indicate the validity of the research hypotheses.

CONCLUSIONS

1. The satirical entertainment programs play a large role in defining the subjects of different political issues. These programs are a window through which the public can view the various political events and issues at all levels, through which the satellite channels can motivate

the public to know everything that is going on in politics.

2. The satirical entertainment programs offered in Iraqi satellite channels enrich the political knowledge of the sample through its satirical political debates on various issues, events and political issues by presenting different views and views on the one political event, the event.

3. The satirical entertainment programs make the public take care of some of the issues by focusing on them, making them in their interests by repeatedly presenting them, and giving them more space for discussion, analysis and interpretation.

4. The satirical entertainment programs offer political issues and events in a cynical and comic way away from direct mental ambitions, albeit relatively, and that the public interpret these subjects in a logical way that allows them to understand and form a valid opinion around them.

5. That the satirical entertainment programs prioritize the political issues of the public as a first stage, and then raise their awareness of these issues as a second stage, which makes these programs a force of great political impact, prioritizing political issues and then control how to recognize these issues is a political impact The task of the media in general, and this confirms the stage of competing many of the satellite channels to introduce and innovate several types of these programs to achieve their goals in the political influence in the public and win, in addition to the issues that adopt.

6. That the satirical entertainment programs and political discussions on various political issues and events contribute to the creation of political participation, whether by giving a positive picture of the political situation of society, and show the positive under the existing political system, and the importance of participation of members of the public in the political process, and participation in governance and industry Decision, or negative by encouraging demonstrations and protests, boycotting elections, etc., or satirical entertainment programs may encourage the public to refrain from political participation and thus create political apathy among members of the public, What is happening in the political environment of society, and all what is going on which does not mean, for the belief that things are taking place in favor of certain parties and that he is unable to change the political situation in the society.

7. That the entertainment programs satirical ability to give popularity to politicians and members of the ruling elite or withholding them, by presenting their activities to public opinion, and the statement about the suspicions about them, and the detection of those behind them, or those working for them.

8. The satirical entertainment programs play an important supervisory role in following up most of the

issues and topics that concern the Iraqi citizen through the optimal choice of these issues according to their importance and direct links to the citizen movement.

9. The satirical entertainment programs contribute to the formation of political opinions for a large part of the sample, through the appropriate selection of different topics, events and political issues, and then the discussion, analysis and interpretation of these issues sarcastic programs can influence the public opinion on these issues and events, Who are behind these programs.

10. The satirical entertainment programs affect the political convictions of some of the sample, which gives these programs clear importance in the political influence in the public. Changing political convictions is one of the most difficult effects of the media in general. Changing the public's convictions towards certain issues takes a long time. , And intensive media campaigns.

11. The results of the analysis proved that there is no role for the satirical entertainment programs in motivating members of the public to belong to political parties and organizations, which is a kind of political participation, due to the negative image that these programs draw on political parties.

12. The image of the public's cynical entertainment programs towards the political world of society plays a major role in motivating individuals towards greater participation in the political life of society. The positive image of these programs about the political world and the political process in society prompts the public to participate in that political process And contribute to the development of the democratic process and governance of the country, but if the picture of the world of politics is negative, and to reflect the political situation of society in a contradictory, and is full of differences and contradictions, and political participation is useless, and its results and Which may lead to public disillusionment with political participation.

SOURCES

1. Amer Mesbah, Social Psychology in Politics and Information, Cairo: Modern Book House, 2010.
2. Abdul Sattar Ibrahim, Human and Psychology, World of Knowledge Series, Kuwait: National Council for Culture and Publishing, 1985.

3. Stoofel Stanillo, Social Awareness of the Cretaceous Building, Michel Kilo's Translation, Sociology Annual Book, Cairo, Dar Al Ma'aref, No. 2, 1981.
4. Hassan Ahmed Suhail Al-Qara Ghuli and Jabbar Wadi Bahad al-Ukaili, psychology of self-awareness and social persuasion, 2008.
5. Ahmed Hussein Al-Laqani and Ali Al-Jamal, Glossary of Educational Terms: Knowledge in Curriculum and Teaching Methods, Cairo, World of the Book, 1996.
6. Mustafa Abdul Aziz Al-Bandari, Mass Communication and its Relation to Development, Modern Library, Cairo, 2013.
7. Mohamed Abdelkader Ahmed, Role of Media in Development, Series of Studies, Publications of the Ministry of Culture and Information, Baghdad, 1990.
8. Yousef Marzouq, Introduction to Literary Art, The Anglo-Egyptian Library, Cairo, 1986.
9. Khalil Sabat, The Media, Its Origins and Development, The Anglo-Egyptian Library, Cairo, 1976.
10. Denis McQuail, Media and its Influences, Studies in the Building of Media Theory, Arabization of Osman Al Arabi, Dar Al Shabl Publishing and Distribution, Riyadh, 1992.
11. Falah Al-Muhanna, Radio and Television Programs, Dar Al-Hikma for Printing and Publishing, Baghdad, 1988.