

Characteristics of satellite TV compared to other media - Theoretical study

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Abstract

Societies resort to satellite channels to preserve their identity and civilization, especially with the increasing spread and their ability to influence the lives of societies and formulate people's knowledge and opinions, with their dominance and power, they not only provide information and convince people, but also enter into determining their priorities for the issues at hand.

Satellite television transmission originated from a satellite transmitter orbiting in concert with the Earth, covering a large area of its surface, thus moving the television service from the domestic to the international sphere.

The idea of satellite television broadcasting began several months after the end of World War II, to home televisions without the intervention of ground stations at all with an article from the science fiction of the British scientist Arthur Clarke published in the magazine Wireless World in October (1945), as he proposed in his article the launch of a satellite orbiting the Earth that can transmit signals from anywhere in the Earth at an altitude of (36) thousand kilometers above the equator.

There is a major role for media satellite channels through the directed media discourse, and the extent of its impact on the recipient, through the independence of media messages in various circumstances and the process of moral mobilization of the masses and armies in peace and war is one of the important factors to resist rumors and close ranks, protect states, protect the home front, especially national unity, and combat the problems faced by the people from inside or outside, and perhaps Arab satellite channels are invited to play a prominent media role in this area, morale is a prerequisite for the success of any people and the success of any army and the steadfastness of any state or nation. Therefore, we will address a group of topics, including:

First - What is the concept of satellite channels linguistically and idiomatically?

Second: The emergence and development of satellite channels.

Third - Types of satellite channels.

Fifth: Communication characteristics of satellite channels.

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Sixth: The audience of satellite channels.

One of the most important conclusions reached by the researcher is: that satellite television is at the forefront of the media that watch for the purpose of following up political materials and the existence of a relationship between the motives of exposure to watch satellite channels and the issues that depend on them when following those channels. The most important recommendations: the need to identify the characteristics of the target audience of satellite channels and their motives, to include knowledge of gender, age and social and economic level, which helps in the delivery of the media message correctly. And developing the ideas of programs that are presented in satellite channels, especially in the political field, in line with local and global changes.

Introduction

Satellite channels - especially nowadays - are one of the most dangerous means of influence in societies and peoples, and therefore they are one of the influences that governments and groups attach utmost importance to, due to the multiplicity of satellite channels, and due to the ease of access to these means to very wide sectors of society, as they affect the minds and souls of people, and then affect their attitudes and positions that they take on many issues, equal to that small and old, rich and poor, educated and ignorant, and satellite channels have an impact on behavior. Attitudes also affect the organization of daily life and the family relationship.

Satellite television has spread widely, because it has changed the daily media from the mere transmission of information and ideas to the actual contribution to the formation of the dimensions of political, cultural, social and economic life to the ability to influence the attitudes of individuals and groups.(1)

Satellite channels have played a major role in delivering news and information of all kinds to Arab countries and their vicinity, and even the broadcast of some Arab and Egyptian channels, for example, to Europe and some parts of the world, and because of the expansion and diversity of the broadcasting circle, and the presence of programs coming from all parts of the world, including the wheat and the fat, and the good useful and suspicious broadcasting, and what is used to destroy and degrade values, and the emergence of the effects of all of this in societies, Arab broadcasting stations have been trying to harness their programs in the direction that limits the negative effects.(2)

Research methodology

I. The importance of study

Satellite channels have spread greatly, because they have changed the daily media from just the transfer of information and ideas, to the actual contribution to the formation of the dimensions of political, cultural, social, and economic life. The ability to influence the attitudes of individuals and groups, as satellite channels are one of the most dangerous means of affecting societies and peoples, as they affect various fields in daily life, including social, political, and religious, as well as have a major role in the family relationship, so it is necessary to talk about this aspect and learn about the role of these Channels in those aspects.

The problem of study

The world today is witnessing a continuous escalation in the knowledge and technological revolution, whose effects are reflected in the continuous developments in the means of communication and information transfer in their forms, these effects extend to the form, content and quantity of information broadcast by these means, which has led at the present time to increase the competitive power between satellite channels by acquiring the time and mind of those who receive their media services, and increasing interest in how they address the conscience of the viewer before his mind, and this is what allows them to leave the fingerprints of their effects in Trends of his views as these mechanisms on which satellite television channels are based to win this race and the ongoing media movement, depend on the extent of media coverage, speed and size that these channels collect on all political, economic and military events and topics, so that it seems that we live today in a global communication world that allows the audience of these satellite television channels anywhere in the world to experience the developments taking place in the countries of the world first-hand.

The matter has become more complicated in front of the viewer's mind as a result of the multiplicity and diversity of media that transmit to him the events of political issues to and from all countries of the world, and to provide explanations, analyzes and opinions that may put these events within the framework of what the viewer's mind accepts or rejects. The research problem lies in the form of the following questions:

What are the characteristics that distinguish satellite channels, and what is the extent of their impact on competition between them and other channels?

What is the role of satellite channels in various aspects of daily, social and political life?

The Objectives of study

The research aims to:

1. Identify the nature of satellite channels and their definitions idiomatically and language.
2. Identify the emergence and development of satellite channels.
3. Identify the types of satellite channels and their audience
4. What are the communication characteristics of satellite channels?

The second topic: the theoretical framework

Satellite channels concept - origin - and types

First: The concept of satellite channels in language and terminology:

- 1- The concept of the channel language: the hollow spear and the back channel, and each stick is flat or crooked, and the stream of water (3).
- 2- The concept of space language: what has expanded from the earth, and between the planets and stars of distances (4).
3. The concept of satellite channels idiomatically: it is a direct broadcast by satellites capturing television broadcasts in one country and broadcasting them directly to other places that are far from the original place of broadcasting long distances that prevent the capture of broadcasting without an intermediary (5).

As for the procedural definition of the researcher for satellite channels, it is: the sum of satellite television channels that broadcast their programs directly via satellites and reach a wider field than the local scale.

There is a major role for media satellite channels through the directed media discourse, and the extent of its impact on the recipient, by exploiting media messages in various circumstances, and the process of moral mobilization of the masses and armies in peace and war is one of the important factors to resist rumors, close ranks, protect countries, protect the home front, especially national unity, and combat the problems faced by the people from inside or outside, and perhaps Arab satellite channels are invited to play a prominent media role in this area, morale is a prerequisite for the success of any people, and the success of Any army and the steadfastness of any State or nation.(6).

Arab governments have realized that the media influences not only the political views of an individual, but also the way politics is conducted

and its main activities are organized, thus contributing to the formation of political culture.

The phenomenon of satellite television has been able in recent years to spread at a rapid pace due to electronic devices and satellites that broadcast around the clock, unlike other media such as the press, radio, and terrestrial television, and the public's demand for satellite programs has become strong, and programs have been rejected in traditional media, and the impact of these programs on the behaviors of the individual, family and society in general has formed a turning point in trends and values, especially the social, cultural and political trends of young people, but satellite channels play a strategic role in Social and political upbringing and loyalty to a specific societal system and values, which is an important means of dialogue with the other and marketing the image of the nation, its values and civilization to the world, Achieving millions of dollars at the expense of these noble goals is the measure and the criterion for success.

This means that the media institution has become like a cement factory and has nothing to do with thought, values, civilization, culture, social memory, human humanity and human beings, and cultural identity.(7).

Second: The emergence and development of satellite channels:

The first satellite television signal was transmitted from Europe by the satellite Telstar to all parts of North America in (1962), the first synchronous communications satellite Syncom 2 was launched in 1963, it was the first commercial communications satellite in the world, the first Intelsat nicknamed (John Bird), and launched into synchronous orbit on April 6, 1965.

"As for the emergence and development of Arab satellite channels, dating back to the beginning of the development of television in 1839 by the physicist (Alexander Edmund Bekele), and satellite broadcasting began in the Arab region in the early nineties, and the Arab citizen became exposed to imported television material, and this is what helped the emergence of Arab satellite channels as a natural response to the revolution of communication via satellites on the one hand, and confronting foreign satellite channels directed to the Arab region on the other hand. And that technical and scientific development served satellite channels and delivered broadcasting to all countries of the world, the viewer is following political and sports events anywhere from the globe while sitting on his couch drinking coffee without paying money or intending to travel, and the importance of satellite channels stems from their ability to contain members of society with all its segments and spectrums, as they provide what the small wants and what the great wants of both sexes anywhere and anytime.(8).

During the sixties, the television industry took advantage of the opportunity to use this technology to broadcast programmes, live, via communication satellites, to all parts of the world, thus beginning a new era for international television.(9)

In 2000, the number of satellites broadcasting television programs to five continents reached 3,700.(10)

Third: Types of satellite channels:

There are many types of satellite channels, which have several aspects, and the most important of these aspects are the following:

1- Side 1:

Types of satellite channels in terms of the purpose of the satellite itself, as the purposes of these satellites are multiple, whether communicative, or television, there are satellites that achieve one specific goal, and there are satellites that do several areas in the service of more than one purpose. Among the most prominent of these areas(11):

1.1 Military and security fields: It works to discover military sites and identify important security sites.

1-2- Meteorology and environmental protection: in knowing the conditions of maritime and air navigation, climate, weather fluctuations, aircraft services, ships, and others.

1-3- Exploratory satellites: and identify sites desired to be explored, such as: undiscovered oil fields, underground and others.

1-4- Television broadcasting satellites: from which satellite channels emanate, but it is worth noting that these satellites have nothing to do with what is broadcast through the channels, but rather they rent certain spaces, whether to governments, organizations, individuals, or otherwise, and the management of the channel is the one that determines what is broadcast according to the objectives of the owner.

2- The second aspect:

Types of satellite channels in terms of the satellite itself, whether the owner of the channel is a government, an organization, an institution, an individual, or otherwise. There are two types of these channels (12):

2.1 Arab satellite channels: those channels that broadcast via Arab satellites, regardless of the programs they broadcast, even if they are all imported.

2.2 Foreign satellite channels: all channels that broadcast via non-Arab satellites, and any programs they broadcast, whether negative or positive.

3- The third aspect:

Types of satellite channels in terms of the main objective of establishing the channel or giving preference to a certain character of certain programs:(13)

3.1 Political satellite channels: Most of these channels represent the official channels of governments, to show their policy through these channels, and these channels are owned by many political parties, and the opposition in particular.

3.2 Religious satellite channels: They are those that are concerned with religions, whether Islamic, Jewish, Christian, other religions or sects.

3.3 Satellite news channels: Al-Jazeera, Al-Arabiya, Al-Akhbariya and other channels whose material is predominantly news, monitoring regional and global events, and competing among themselves in the speed of information transfer and follow-up of facts, and the subsequent news programs in various formats such as: dialogues, hosting and others.

3-4- Educational satellite channels: They may be called scientific or educational as well, and these channels work on a detailed explanation of all subjects at all stages, including those that go beyond that to being a strong scientific material, whether in religious or secular science.

3.5 Inclusive satellite channels: They are public channels whose programs vary in an attempt to provide everything that viewers desire in different approaches, tastes and thinking, so you find religious programs, series, songs, cartoons and other programs.

3.6 Entertainment satellite channels: These channels are among the most negatively influential channels in societies, as they do not make a greater effort to choose the appropriate or useful, but rather focus on attracting viewers, and enriching entertainment and entertainment materials that kill time, especially among young people of both sexes.

3.7 Health satellite channels: which contribute to educating people about health, provide food and sports programmes, sound health rules, as well as improper health rules so that they stay away from them, and seek to consolidate the concept of hygiene, personal care and disease prevention.

3.8 Sex satellite channels: which display sex in a vulgar way that lowers the human level to the lowest levels, to spread vice and corrupt conservative societies.

4- The fourth aspect: types of satellite channels in terms of the target channel audience (14):

4.1 Public satellite channels: their audience represents segments and members of society, including men, women and children.

4.2 Women's satellite channels: There are now a large number of satellite channels for women's affairs.

4.3 Children's satellite channels: These channels are specialized in providing children's programmes in all their forms.

5- Aspect Five:

Types of satellite channels in terms of evaluating programs and the extent of their impact on viewers, and they have three types(15):

5-1- Positive satellite channels: They are satellite channels with their more widespread, broader-range, more attractive and attractive communication to combine sound and image, light, color and movement.

5-2- Negative satellite channels: They are those that descend the viewers culturally, morally, socially, and security-wise, and have no goal other than material profitability at the expense of belief, morals, and society.

5-3- Various satellite channels, positively and negatively: These are those channels that confuse the beneficial and the harmful.

Fourth: Objectives of satellite channels:

Among the most important of these general objectives are the following(16):

1. Highlight the impact of the content of satellite channels on the recipient.
2. Clarifying the historical development of satellite television broadcasting in the Arab and foreign developed countries, and knowing the most important developments that have occurred in the field of satellite television broadcasting.
3. Find out which satellite TV channels are most effective and influential in political values.
4. Clarifying the most important positive and negative political values that have emerged within societies under the influence of satellite channels.

5. Submit some proposals that help increase citizens' awareness, and alert them to the dangers of watching negative satellite channels, which are inconsistent with the values of societies.

Five: Communication characteristics of satellite channels:

Visual media has a major role in today's world, varying in intensity according to societies and the extent of visual media in them. These means have become involved in all aspects of life such as literature, culture, politics, sports and religion, so that these means have become the main factor that determines the fate of elections in some countries of the world, as candidates rely on television in the first place, to win voters, and television has become an arena for war battles for its great role in changing the results of battles and fighting, especially in the occupation of Iraq in 2003.(17).

Satellite channels became in the second half of the twentieth century the miracle of the century, as it began to influence the viewer clearly in his thinking, culture, and behavior, through what is broadcast by those who control media companies of cultures they want the recipient to saturate them, and visual broadcasting is the most wonderful lens that has this radiant angle invented by man, and television has an overwhelming effect on the scope of the concept of contemporary man (18).

Television has become the undisputed school of the people, which is open throughout the day and night, carrying a great deal of knowledge, information and trends that can contribute to strengthening the value system, or may work to destroy the value system, and this holds the media a huge responsibility, not only in the upbringing of children or young people, but in the education of society as a whole.(19).

There is no doubt that the media today constitutes the most widespread, diverse and influential educational and cultural means in people of different cognitive and professional segments, as it represents, through its various means and levels, a basic tool and means that cannot be dispensed with, or marginalize its role for all developed and developing societies alike, through its enormous influential capabilities in composing perception, trends, behavior, and values until the media has become part of the citizen's life, whatever his characteristics, abilities and social level, which made the study of the relationship between the means of Media, especially visual, between society and socialization emerges as one of the fundamental issues of the modern era; the age of information technology and image culture.(20).

This privacy helps the TV to transmit symbols directly, which makes it easier for the recipient to understand and absorb the event through

visual and sound effects, and this facilitates the process of perception, and reduces the effort to capture meanings.(21).

Thus, television plays a role in influencing viewers, and changing their social, political, and cultural values, whether this influence is outside the scope of the viewer's awareness, that is, it is affected by the message directly or indirectly and of his own free will, and television plays the role of mediator between governments and citizens with the aim of political upbringing and deepening the political loyalty of the citizens of the state towards their national issues, or using it as a tool to pressure opponents of the regime to reveal the cover of its secrets, highlight its shortcomings, uncover its trends, and attract the concerned audience to Discontent with it, and the attempt to revolution, or coup against the regime and change it, and television has become thanks to its new conditions, and transcending political borders between countries, has a power with political effectiveness, and its role has increased as an observer of international affairs, and this role deepened after the entry of satellites into the world of communication, as all peoples of the world were able to follow international negotiations, wars, seminars and festivals at the time of their occurrence.(22).

Satellite channels have become widely available to viewers, as they provided the possibility of watching various events at the time of their occurrence, whether political, cultural, literary, scientific, or sports, and the recipient is the one who determines the degree of his dependence on his favorite different channels, with the multiplicity of Arab and foreign satellite television channels that have become highly competitive in capturing the attention of the viewers, and satellite channels are a reality and influential in the lives of viewers, and therefore can no longer be ignored, Because of its impact on its viewers, especially in light of the congestion of the television broadcasting map with a huge number of satellite channels whose programs vary in form and content, and also have multiple hours of transmission and the quality of their audience, and in light of the communication revolution, it has become the right of the individual to know, compare, analyze and choose channels and materials that satisfy his needs.(23, 24).

Sixth: Satellite TV Audience:

There are many types of audience, the most important of which are(24):

1- The general public: It is larger than other gatherings, its members are more scattered and far apart in space and sometimes in time, but it is more permanent, it coalesces around a common issue of public life, its main goal is to form interest, or public opinion in an issue, or a

social phenomenon, which is a characteristic of a group of issues to reach political change, and it is a key element for participation in democratic institutions, it is distinguished by the presence of an active, interactive and independent group in its existence from the media outlet through which it operates.

2- The private audience: It is the audience whose members gather some common interests, needs, or trends, which characterize their membership in this audience, such as individuals subscribed to a newspaper, and with them it becomes the duty of the media, to provoke and strengthen these interests, and meet their needs, so that this audience can be maintained, whose members integrate into the collective focus, and thus spread the communication that is associated with this focus, and this is what justifies the media's choice of the common topic among the audience, which it takes as an entry point to organize and adapt interests.

The term audience is not limited to the existence of a single audience, but extends to many audiences, some of which are large-scale with a large number of members, as in the case of the political public during an election campaign, and some other features of the audience may become clear by comparing it to the crowd, a crowd is a temporary and relatively unorganized meeting of individuals.(25)

The audience is the receiver and the target party in the communication process, so it is divided here in the mass communication process into two parts, namely (26):

3- Target audience: It is the audience that is known to the communicator, who in turn addresses a specific segment at a certain time, and tries to develop a specific structure that harmonizes and harmonizes with the thought of the target audience to which it is addressed, for example: sports audience, women's audience, children's audience, and others.

4- Exposure audience: It means the heterogeneous audience despite its affiliation to certain groups, such as family and friends, and this audience is exposed to the communication message automatically at a specific time, and it is governed in terms of size and type by the length of exposure to the means of communication.

Conclusions and recommendations:

First: - Conclusions

1. Satellite television is at the forefront of the media that are watched for the purpose of following up on political materials.

2. Satellite channels have a major role in increasing cultural awareness in various areas of social, cultural and political life.

3. The existence of a relationship between the motives of exposure to watching satellite channels and the issues that depend on them when following those channels.

Second: Recommendations:

1. The need to identify the characteristics of the target audience of satellite channels and their motives, to include knowledge of gender, age and social and economic level, which helps in the delivery of the media message correctly.

2. To focus on the elements that are most attractive to the attention of viewers in the way programs are presented.

3. Developing the ideas of programs presented on satellite channels, especially in the political field, in line with local and global changes.

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