Exploring the Crucial Role of Television Programmes and Social Media in Political Reform

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Abstract:

This research explores how satellite television programs help in political development especially in encouraging positive culture of political differences as a stepping stone towards genuine political reforms. This is because today, media is very crucial in any political setup since it provides space for different voices and opinions. It is through television programs that people get the chance to learn about certain issues across different age groups, social classes as well as level of education. Moreover, social media has redefined television broadcasting by enhancing its reach and influence. Several television networks have made their foray into social media platforms not just for promoting their content but also indicating their political standpoints and addressing pertinent matters with audiences. This reciprocal nature instils in viewers the need to become part of the ongoing political debates hence fostering unity and common responsibility. Consequently, this upsurge has compelled government bodies to acknowledge the role played by social media.

Introduction:

Political structure in all its components exerts considerable influence on communication, and the media is an integral part of politics. Generational divergence is a difference of opinion between generations regarding beliefs, cultural, political, economic, and other values. (Lischka J. , 2018), the essence of political discord is a dispute between two or more parties over power and rights. Political discord is resolved constitutionally through proper dialogue. The interrelationship is most evident between political systems and the media. (Wilson, Parker, & Feinberg, 2020) The media is the moral and symbolic arm of

the system, but the media also depends on the sources of income and operation provided by the political system as well as being an important and permanent source of information fed by the media. (Lischka, J. A., 2019), in addition to the constant need of the media for the legal umbrella and protection provided by the Authority, No one doubts the media's ability to influence both trends and practices in the area of prioritization and interest; the impact has even reached the point that individuals don't believe what they see or hear until they follow it from the different media to make sure the news is accurate. (Lischka J. A., 2021). With a strong and important role in human life, the media is a source of information, entertainment, and education. The role of the media in people's lives and in the development of society, its fundamental role in political knowledge and increased political awareness in society, and the media is a mirror of society, is now an important pillar of society and the State. (Lischka, J. A., 2023) , which is the most influential communication tool and has an important role in promoting the right concepts promptly; television programs are an influential media platform in shaping the awareness of audiences across age, quality, social, economic, and other groups. Television programmes have also benefited from social media sites to achieve greater prevalence and influence, and the direction of television programmes and their providers to establish social media pages and express their political orientations. (Himmelroos & Von Schoultz, 2023), and urged the public to interact politically, and not long later, as government institutions set up social media pages for easy public access (Tesunbi & Nwoye, 2014).

Research Problem

The study focuses on analysing the role of television programmes on satellite channels in achieving political development in the framework of international political reform and development by identifying political differences between government forces, political opposition forces and popular movements in discussing Egyptian State political issues The Egyptian society, with its senior leadership as well as experts, specialists and private individuals hosted in television programmes for a positive culture of political difference, is a major step in the way of political reform.

Significance of the Research

- The importance of diversity and this culture and its spread through television programmes because this positive culture helps to elevate thought and innovation by accepting differences which helps to promote development and the promotion of society.
- Moreover, the different content of these television programmes, which sometimes contain sharp differences and are a negative appearance, may lead to some community mobility towards them and thus influence societal behaviors.

- There is no disconnect between TV shows and the Internet, as what is broadcast on TV shows is re-broadcast via the pages of these shows or channels on social media sites.
- The emergence of many political opinions that influence the acceptance of the other.

Objectives of the Research

- Identify the intensity of societal issues raised by television programmes.
- Recognize the nature of paragraphs in which political differences rise while addressing societal issues.
- The nature of television programme trends in addressing societal issues raised in television programmes.
- to reveal the nature of the positive and negative political difference highlighted by television programmes in addressing societal issues.

Literature Review

The studies dealt with the nature of the media's treatment of political concepts and some political concepts, but there was no mention of the concept of political difference and its relationship with the media's handling of talk shows. Therefore, the studies on the television media's treatment of political issues, whatever their nature, will be reviewed. The results are as follows:

A study (Lischka, 2018) revealed that social media news editors use emotions more as a criterion for selecting news on Facebook than online news and tend to share entertaining news with a greater proportion of news about politics and the economy, but strive to get "A good mix" of news that attracts Facebook users and professional journalistic standards while discussing the study (Bennett & Livingston, 2023) discussed channels for presenting and following news and information on political issues raised globally, while a study noted (Zhou & Ding, 2023) How public attention drives environmental protection for companies, impacts and channels by technology prediction and social change through social media and the role of targeted media, and discussed the study (Feldman & Kinoshita, 2024), the challenge of etiquette: Insults and ridicule in Japanese politicians' rhetoric of political decadence: rudeness, contempt and humiliation in parliamentary and public discourse. It emerged from the study (Feldman, O., 2023) that political debates tend to ignite the atmosphere particularly periodically at election times and politically relevant programmes in daily newspapers as a manifestation of humor in Japan: How culture influences satire and satire, as political addresses highlight in times of external, global and security crises and how they are managed at a time of need.

As a result of the literature review, we can conclude the following.

- The scarcity of studies dealing with tolerance and political differences.
- The number of experimental studies on Arab matters decreased compared to Western studies.
- The use of new media, particularly various social media sites, affects the rate of dialogue or political debate in matters of daily life; at both the level of public and local issues.
- Researchers' confidence in all electronic media sources is very high, and those interested in political news search the Internet more than following television news because the Internet provides borderline information and comprehensive coverage at any time.

Study questions:
1. What are the rates at which political issues are addressed in the talk shows?
2. What are the main political issues addressed in the talk shows?
3. What forms of interaction have the talk shows provided with political issues?
4. What is the direction of media addressing political issues?
5. What are the features of the difference revealed by the media's handling of political issues?

Methodology:
The study is of the quality of research or descriptive studies aimed at gathering the information needed to describe the dimensions and variables of the phenomenon, enabling it to be analysed in the circumstances in which the study aims to identify how the talk shows affect the situation of those on which they exist, awareness of controversial political issues by disclosing the parties to the issues, and the study's curriculum: The study relied on the Survey method, which represents the method or method of identifying the degree and strength of the suspensions between their variables and then identifying the levels of influence between these variables A key curriculum for behavioural and social research in particular, it is a standard model for steps to collect data from human vocabulary and the survey curriculum aims to analyse both their situation, behaviour, feelings and trends, Content in identifying mechanisms and anchors used by the talk show industry to promote a culture of political difference.

Analytical Study Society and Sample and Data Collection Tool: The analytical study community is represented on all pages and groups dealing with political topics, issues, and events with satellite channel talk shows. As for the data collection tool, the study relied on the content analysis tool ", which is known as the method of monitoring, quantitative, comprehensive, and accurate

characterization of the various media contents and has fulfilled a research strategy. It is a key tool for information gathering and content analysis, and the issue analysis unit raised in the talk shows' panels.

The theoretical framework of the study:

The concept of political difference is matched by the concept of political tolerance, which requires the recognition of the other and its different rights and upholding the public interest over private interests. Positive political tolerance values include equality of rights and duties, freedom of expression, flexibility and alliance (Abid, Roy, Lees-Marshment, Dey, Muhammad, & Kumar, 2023), clarity and credibility upholding the public interest, and the denial perception of certain groups of society, such as selfishness.
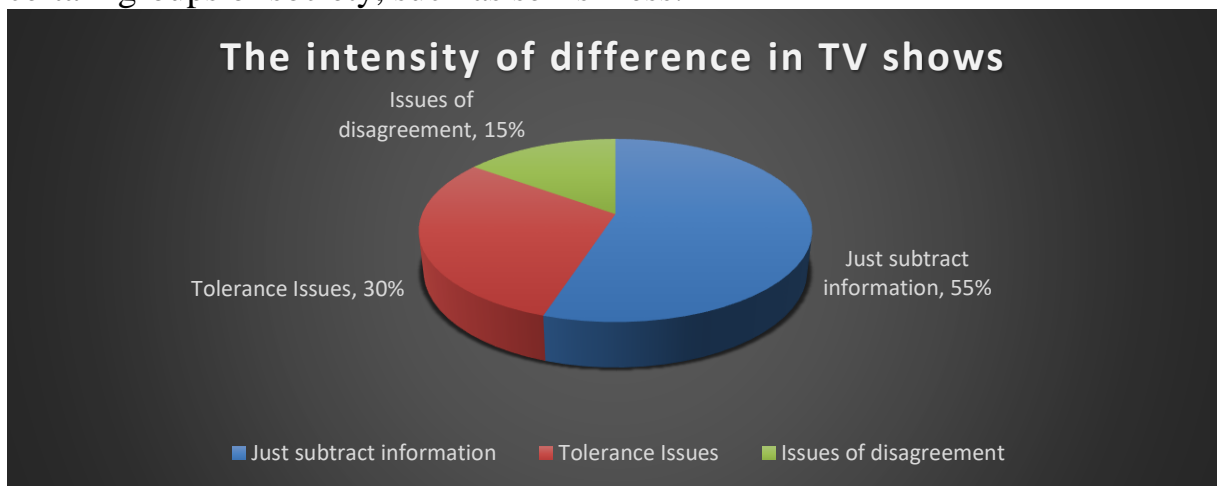

Figure No.1 Results of the intensity of the difference shown in TV shows

The previous format reveals the intensity of the divergence that has emerged in TV shows. 40%, followed by 35% of the issues discussed by submitting information; finally, 25% of the study sample showed a negative political difference in the third order. The emergence of a negative difference in this proportion is also an indicator of the need to promote a culture of difference in society, Worst of all, they influence the shaping of public opinion and influence decision-making. And certainly, the development of awareness of a culture of difference depends on the recognition of its existence as a problem and as a factor of deterioration and crisis in the atmosphere, He noted the important role of educational and media institutions in the development of this behavioural trend as in the case of any culture or other practice (Reisach, 2021).
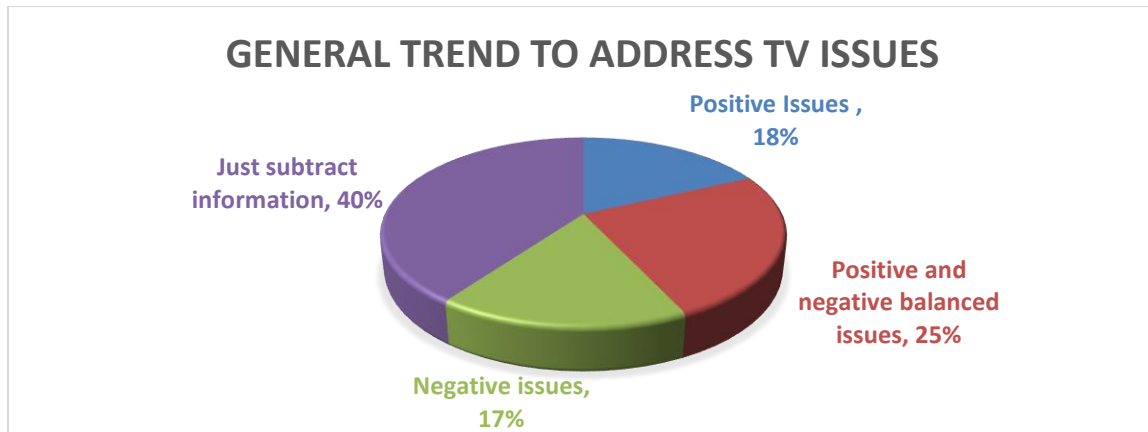
Figure No.2 The sample's views on the overall trend of dealing with TV issues

The idea of positivity and negativity is based on the fact that difference of opinion helps to reach intermediate solutions and points of agreement, enabling the continuation and peaceful coexistence, and it is clear from the responses of the study sample that there is a predominant reflection in young people that different vision does not mean that difference and contravention (Jaeger & Bertot, 2010), where there is a difference between the definition of difference and disagreement, Other than the other way in the case or saying, the difference is that each one has to take a different route, One, the violation is meant to be both, and the difference is based on evidence and disagreement is unsubstantiated, and the effects of mercy differ and disagreement with the effects of heresy, and studies have emphasized that recent talk shows have enjoyed a large and distinctive public because of their advantages, including attention to current issues and events, and intense audacity in addressing social and negative issues and issues. (Mindel, Overstreet, Sternberg, Mathiassen, & Phillips, 2024), and reliance on highly popular and mass programme providers, has become the focal point for officials and audiences, where they receive public complaints and attempt to bring them to the attention of officials (Bertot, Jaeger, & Grimes, 2010), as well as a cultural information segment that adds a lot of people to society's task in trying to get to the secrets of these issues, and the disagreements in the television programs have been of the kind that divergences during the discussion of television. (Appel, Grewal, Hadi, & Stephen, 2020), while positive differences of opinion, Differences of opinion are accepted without breach or brawl of any tolerance in the conversation and thus trying to reach middle points of agreement between the different parties, as well as some dialogues addressing the importance of different manifestations and unacceptability of others, accepting multilateralism and being a great cultural manifestation, The emphasis on equality and non-discrimination in community interaction and community laws (Siiner & L'nyavskiy-Ekelund, 2017).

Conclusion
It is clear from the study's findings that television programmes, in general, tend

towards a culture of positive difference and non-conflict. This positive climate helps to expand the margins of public freedoms, emphasize the right to the difference between human beings, and political pluralism, which has tended to be translated at the legal and legislative level.

The study showed that in implementing legal and legislative texts, serious work is being initiated to eliminate manifestations of violence and tolerance at the formal and grassroots levels. This requires combating the causes of such manifestations, whether political, economic, social or cultural. This is achieved through the concerted role of the State institutions. It highlights the role of the media in promoting positive messages for the family and society about tolerance and respect for diversity, and it is a duty of the Egyptian media, in particular, to familiarize themselves with the cultures of others and to advocate for openness to them and to deal with them wisely and humanely. Pluralism and diversity in the characteristics of the population are a source of determination and strength for human societies; the development of the capabilities of Egyptian society to genuine dialogue and fruitful work with each other, to renounce extremism and militancy, and to achieve prosperity and a dignified life everywhere. International Governments shall endeavor to disseminate the values and principles of tolerance, mediation, acceptance of others and rejection of racism and extremism through the enactment of legislation and laws, the development of national indicators, the use of international indicators, the development of working mechanisms in various governmental institutions and the promotion of harmonization and development of their policies and service system to create institutions characterized by tolerance and respect for coexistence and pluralism. Directing the various media and optimally investing them to develop public opinion against hardline tendencies of all kinds by disseminating the art of dialogue and acceptance differently, combating all manifestations of intolerance and forms of discrimination, and criticizing and correcting the authorities' performance towards the preservation of human rights. Seminars, lectures, and workshops should be held on how to rebuild the Egyptian personality on the basis of tolerance, respect for other opinions, and the reformulation of society based on democracy based on equality, justice, acceptance of the other, and non-discrimination. All electronic platforms and traditional media outreach should be activated in the culture of tolerance and the right to disagree. There should be pages on social media sites that have proved to be the most interactive by the public and that help raise awareness of the culture of tolerance. The need to activate the public's role in various areas of humanitarian action and to take care of their role in promoting the values of tolerance and coexistence, preventing them from intolerance and extremism, and empowering them to contribute to the industry of the bright future, focusing on empowering and qualifying a new generation to be a positive energy that contributes to the dissemination of the

values of tolerance.

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