



28838-168



This is to certify that the
thesis entitled
The Function of Establishing A Private Commercial
Broadcasting System in the Context of A
Totally Controlled Broadcasting System:
The Case of Saudi Arabia, As Perceived
By Saudi Students in the United States
presented by

Safran Safar Al-Makaty

has been accepted towards fulfillment
of the requirements for

Master of Arts degree in Telecommunication


Major professor

Date 7/24/90

PLACE IN RETURN BOX to remove this checkout from your record.
TO AVOID FINES return on or before date due.

DATE DUE	DATE DUE	DATE DUE
FEB 05 1997	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

MSU Is An Affirmative Action/Equal Opportunity Institution

c:\circ\dtedue.pm3-p.

**THE FUNCTION OF ESTABLISHING A PRIVATE COMMERCIAL
BROADCASTING SYSTEM IN THE CONTEXT OF A
TOTALLY CONTROLLED BROADCASTING SYSTEM:
THE CASE OF SAUDI ARABIA, AS PERCEIVED
BY SAUDI STUDENTS IN THE UNITED STATES**

by

Safran Safar Al-Makaty

A THESIS

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree of

MASTER OF ARTS

Department of Telecommunication

1990

ABSTRACT

THE FUNCTION OF ESTABLISHING A PRIVATE COMMERCIAL BROADCASTING SYSTEM IN THE CONTEXT OF A TOTALLY CONTROLLED BROADCASTING SYSTEM: THE CASE OF SAUDI ARABIA, AS PERCEIVED BY SAUDI STUDENTS IN THE UNITED STATES

By

Safran Safar Al-Makaty

This study was conducted to determine Saudi students' perceptions towards the creation of a commercial broadcasting system appropriate for Saudi political, social, and cultural systems. Conventional critical frameworks such as media or cultural imperialism and political philosophies toward media, including permissive, paternalistic, and authoritarian provided a macro-level umbrella perspective for the study. A survey method using a questionnaire was employed to collect the data for this study. A sample of 200 male and 100 female students was selected from approximately 2546 Saudi students in the United States. Three-hundred questionnaires were distributed and 131 usable responses were collected.

Statistical methods used in data analysis included descriptive statistics, inferential statistics, and advanced analytical statistics. The major findings indicated that the Saudi students perceived that the creation of a commercial broadcasting system in Saudi Arabia seemed to be the best solution for developing the Saudi broadcasting system, eliminating the possible negative impact of imported programming content and fostering the Saudi broadcasting system position in the Arab World.

Copyright by
Safran Safar Al-Makaty
1990

DEDICATION

This work is dedicated with love to my:

Mother (may her soul rest in peace) who died when I was five years old.

My father for his care, patience, wisdom, and foresight and for instilling in me the value of education.

My wife, Afaf, for her support, patience, and care during my study.

My sons, Majid, Abdullah, and Mohaned for their precious moments of fatherly companionship and real love.

ACKNOWLEDGEMENTS

All praise and thanks be to Allah, Lord of the Universe, for his blessing me, and his providence and divine direction throughout my life and peace and blessings from Allah to his servant and messenger Mohammed.

First of all, I would like to express my deep thanks and great appreciation to my academic advisor, Dr. Joseph Strabhaar for his invaluable advice, encouragement, guidance, and understanding. In addition, his courses in international and comparative telecommunication systems have strengthened my knowledge of the role and effect of mass media in developing countries.

I am also deeply grateful to Dr. Charles Atkin, a thesis committee member for his willingness to work with me and his recommendations, criticisms, and encouragement throughout this study.

My thanks goes to my friend Saad Al-Sarran for his assistance in designing computer programs to test the research questions.

My thanks goes to Umm Al-Qura University for its financial support and deep and special thanks goes to my sincere friends and colleagues at Al-Dawa and Aousoul A Dean College, and the Department of Islamic Communications at Umm Al-Qura University for their personal care, support, and encouragement.

Finally, special thanks are extended to all Saudi Arabian students in the United States who participated voluntarily in this study.

TABLE OF CONTENTS

	<u>Page</u>
LIST OF TABLES	viii
CHAPTER I INTRODUCTION	1
Introduction to the Area Under Study	1
Importance of Electronic Media	1
Background of Saudi Arabia	2
The Essential Role of Saudi Broadcasting	4
Problems Facing Saudi Broadcasting	7
Religion and Saudi Broadcasting	8
Production and Government Policies	9
Research Problem	12
Statement of the Problem	13
Purpose of the Study	15
Importance of the Study	15
Assumptions	16
Definition of Terms	16
Organization of the Study	17
CHAPTER II REVIEW OF LITERATURE	19
Theoretical Framework	19
Related Articles and Studies About	
Saudi Broadcasting	27
Possible Impacts of Private Sector Ownership	
in the Broadcasting System	34
Summary	38
CHAPTER III METHODOLOGY	39
Research Questions	39
Limitations of the Study	42
Methodology	42
Population	42
Sampling Procedure	43
Instrumentation	44
Validity	45

TABLE OF CONTENTS, CONT'D.

	<u>Page</u>
Reliability	45
Data Collection Procedures	46
Summary	47
 CHAPTER IV RESULTS AND FINDINGS	 48
Characteristics of the Respondents	48
Descriptive Statistics	49
Question One	49
Question Two	51
Question Three	53
Question Four	54
Question Five	55
Analytical Statistics	60
Question Six	60
Question Seven	62
Question Eight	64
Advanced Analytical Statistics	69
Factorial Analysis	69
Multiple Regression	72
Assumptions	72
 CHAPTER V SUMMARY, RECOMMENDATIONS, AND CONCLUSION	 77
Summary of Findings	78
Recommendations and Conclusions	80
Recommendations for Further Studies	82
 APPENDIX A: LETTERS	 84
APPENDIX B: COVER LETTER AND QUESTIONNAIRE	86
REFERENCES	92

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1.1 Percentage Distribution of TV Programming in Saudi Arabia	6
3.1 Reliability Coefficient	46
4.1 Gender, Age, Marital Status, Educational Level and Time Spent in the United States	49
4.2a Radio Listening and Habits of Saudi Students	51
4.2b TV Viewing Habits of Saudi Students	51
4.3 Saudi Students Foreign Listening and Viewing Habits While in Saudi Arabia	52
4.4 Saudi Students Listening and Viewing Habits While in the United States	53
4.5 Reasons for VCR Ownership in Both Saudi Arabia and the United States	54
4.6 Respondent's Attitudes Toward Commercial Broadcasting and Censorship in Saudi Arabia	55
4.7 Summary of the Degree to Which Saudi Students Agree or Disagree with Establishment of Commercial Broadcasting and Its Possible Effects	61
4.8 The Relationship Between Gender, Age, Educational Level and Length of the Stay in the U.S. and Students' Perceptions of the Establishment of a Commercial Broadcasting System in Saudi Arabia	61

LIST OF TABLES, CONT'D.

	<u>Page</u>
4.9a The Relationship Between VCR Ownership in Saudi Arabia and the Students' Perceptions Toward A Commercial Broadcasting System	62
4.9b The Effect of Reasons of VCR Usage in Saudi Arabia Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System	63
4.10a The Relationship between Listening to Voice of America (VOA) Radio, Arabian Gulf TV Broadcasting, Viewing American TV Channels, and American VCR Programming and the Student's Perceptions toward Establishing Commercial Broadcasting	64
4.10b The Effect of Viewing Arabian Gulf TV Channels Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System	65
4.10c The Effect of Viewing American VCR Programming Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System	66
4.10d The Effect of Viewing Network Entertainment Programs Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System	67
4.10e The Effect of Cable News and Information (CNN, Discovery Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System	68
4.11 Summary of Factoral Analysis	70
4.12 Coefficient of Correlation	73
4.13a Variables in Regression Equation	74
4.13b Analysis of Variance	76

CHAPTER I

INTRODUCTION

Introduction to the Area Under Study

Importance of Electronic Media

Electronic media are social machines that have greatly affected the daily lives of people worldwide. Their reach is limitless and their technology a "miracle" (Salama, 1973). Radio and TV are considered the most effective and popular media because they have live characteristics -- voice in both and moving pictures in TV. Moreover, unlike the newspaper, cinema, VCR, and audiotape recorder, they can show direct live events -- news, games, and so on. Therefore, radio and TV audiences are larger than the audiences of all other mass media combined. (In 1986 there were approximately 145 TV receivers per thousand, and an estimated audience of 710 million worldwide.) (UNESCO, 1989, p. 149). Schramm, et al. stated, "No mass medium has ever exploded over a continent as TV exploded over North America in the 1950s" (Rogers, 1986, p. 190). Radio and TV are considered the most effective media because their economic, political, and social impacts are very well researched.

In general, electronic media are important vehicles of development when used properly. McPhail (1984) said, "Telecommunication systems are now viewed as essential components of development." However, they can be very harmful under certain circumstances (i.e., using a medium for propaganda purposes).

Whitton (1976) indicated that, "The Soviet Union counts heavily on propaganda to spread communism" (p. 217). Radio and TV are not only for entertainment and information, but they are also the link between a country's leader and the masses. For that reason, Saudi Arabia was one of the first Third World countries to develop a broadcasting system because they felt that broadcasting was one of the most important factors in promoting a country's modernization as well as Islamic values among many Islamic nations.

Background of Saudi Arabia

Saudi Arabia covers about 80 percent of the total Arabian peninsular territory (2,240,000 km²) and has a population of approximately 12,678,000 people (1989 estimates, *World Book of Facts*, 1989). "Ethnic groups are Arab, Moslem tribes, immigrants from other Arab moslem countries, language is Arabic and 99% moslem Sunna -- 1% moslem Shia" (*World Book of Facts*, 1989).

Saudi Arabia is culturally homogeneous. Most individuals have the same traditions, values, morality, norms, and social system ethics, all of which have been taken from Islam. Although homogeneous, the Saudi population could typically be divided into three socio-economic groups.

The first group consists of native Arabic tribes, which includes desert nomads (Bedouins). Traditionally, they based their subsistence on raising animals (camels, sheep, and goats) and their social/cultural life on the movement of

herds, from pasture to pasture. At the present time, most have moved and settled in small urban areas and villages.

The second group lives in villages. In the past, they migrated to larger cities. This migration has resulted in people having greater accessibility to radio and TV broadcasting.

The third group lives in major cities. Most come from the middle class and are involved in the country's business and political system.

Islamic law has been implemented as a de facto constitution in Saudi Arabia. "There is no written constitution for Saudi Arabia. The country is an absolute monarchy with no legislature or political party" (*The European Yearbook*, 1988, p. 2303).

The government has been able to develop and build modern broadcasting facilities because of the wealth they have enjoyed from the discovery of oil. Oil revenues have caused many rapid changes in the country's economy. For example, in 1986, the gross national product was \$98 billion and per capita income in 1979 was \$11,500 (*World Book of Facts*, 1989).

Braun and Itzkowitz (1977) described Saudi Arabia's rapid process of change as:

A country in transition, a country where a way of life is rapidly changing. The impetus for change came with the exploitation of its vast oil resources by America as well as attempts of its government to modernize. In less than 40 years, its culture has changed from a relatively austere, simple, homogeneous, and well-integrated culture into a complex, less integrated and fluid one in which the old and the new are in constant conflict. The change has been too

rapid to be absorbed without psychological discomfort, and the resulting conflicts are being fought out in the borderland between religion and civilization. (p. 52)

The Essential Role of Saudi Broadcasting

Different political philosophies create different systems of broadcasting control. For example, the Saudi broadcasting system differs from the American broadcasting system because of the differences in political systems. The Saudi broadcasting system (radio and TV) is totally owned and operated by the government, and is administered like other governmental departments. It has an authoritarian political orientation to broadcasting. "Communist countries and many Third World countries take an authoritarian approach to broadcasting systems. This means the governments own and operate broadcasting because authoritarian regimes regard government support as natural, for in their view, the media exist to serve the state" (Head, 1987, p. 11).

Radio in Saudi Arabia is totally financed by the government; therefore, all of its programs must be authorized by government officials before they can be publicly broadcast. Like radio, Saudi TV is controlled and managed by the government under the authority of the Ministry of Information. Even though there is advertising on television, because advertising revenue goes directly to the government's general budget as do other revenue sources (oil, tax and fees).

Saudi television broadcasting began to allow commercial advertising on January 11, 1986. During the first six months, only national companies and banks

were allowed to advertise. Afterwards, any company was allowed to advertise. According to regulations outlined in the Saudi press, advertisements and general TV programming guidelines, advertisements should not challenge religious leaders or security forces and must be compatible with public facts and social customs. The cost of a full minute on Saudi television in Saudi Riyal is 9,000 (\$2,500) for programs before 9:00 p.m.; SR 12,000 (\$3,300) for prime time (9:00 p.m. to closing); and SR 15,000 (\$4,100) for special, non-government events, such as soccer matches. Advertisers have no control over time placements within the above three broad advertising categories in Saudi television (Saudi TV Advertisement, 1986). The Ministry of Information officials responsible for these broadcasts make the decision.

Saudi leaders introduced broadcasting to the Saudi people because they believed it could be a very effective tool in promoting the country's development, and because they wanted to be the cultural, entertainment, and information gatekeepers (Boyd and Straubhaar, 1985). Moreover, it was generally believed that broadcasting would be a path to the unification of Saudis in terms of religion and the standard Arabic language. In order to realize these goals, the first Saudi TV channel began broadcasting these kinds of programs:

1. Religious programs. Saudi TV gives special attention to religious programs to promote religious unity. Examples of these programs are religious interviews and symposia to disseminate information.

2. Drama programs. Saudi TV supports the national establishment of TV production through subsidiaries paid to people who produce local programs that must follow government rules on content.
3. Sports programs. Special attention is also given to local sports and youth oriented programs. In addition, there is the regular broadcasting of international sports (Ministry of Information, no date).

The following table shows the breakdown of Saudi television broadcasts by type of program.

Table 1.1
Percentage Distribution of TV Programming
in Saudi Arabia

Type of Program	Percentage
Religion and Cultural Programs	25%
Children's Programs	15%
Local and Arabic Drama	15%
News and Information	15%
Variety and Musical Programs	12%
Sports Programs	10%
Foreign Films and Series	<u>8%</u>
Total	100%

Source: Ministry of Information, no date.

Problems Facing Saudi Broadcasting

Previously discussed studies indicated that there are three main problems faced by Saudi television broadcasting. First, there were few hours of operation, resulting in Saudi people buying VCRs to supplement their viewing. Given the relative lack of Saudi-produced videos, VCRs were used primarily to view foreign-produced films, etc. A second problem was the non-existence of freedom of choice, since there are few radio and TV channels. Finally, the third problem stems from the increased use of VCRs and broadcast (radio and TV) transmissions to receive programs from neighboring countries. To even worsen the problem, there is also a possibility of the Direct Broadcasting Satellite making foreign content programming readily available to Saudi viewers. Zorkocy (1986) said, "TV broadcasting is now losing its market share to VCR" (p. 251).

In terms of the flow of TV and radio programs from one country to another (broadcasting, VCR, and DBS), some researchers have studied the consequences of program content in changing another society's values and behavior (Schiller, 1967; Wells, 1972; Tunstall, 1977). Scholars have also explained the notion of media imperialism and its role in societies. Often, most foreign programs are not culturally appropriate for the Saudis. As indicated by Varis (1974):

Most programs in international circulation were originally made to satisfy the audiences in the countries where they were produced and first marketed. These programs were most often made for viewers in the U.S., Canada, Australia, Japan, and Western Europe.

Later, they were adopted for worldwide commercial distribution and for cultural distribution. (p. 145)

Moreover, the potential impact of foreign programming content depends on how often these programs are viewed. Straubhaar (1983) estimated the impact of imported programs on Brazilian people. He concluded, "The more exposure to imported programs, the more possibility of impact, and the more chance of the imported program's impact upon national audiences and cultures" (p. 44). Therefore, because of the Saudi people's exposure to the large number of imported programs, there is a greater possibility that programs will have an impact upon Saudi culture and customs.

Religion and Saudi Broadcasting

The Saudi Arabian government has no written constitution; however, Islamic law has been implemented as a constitution. Shariah, the fundamental law in Saudi Arabia, consists of the following parts:

1. Qur'an was the revelation from Allah (God) to his prophet Mohammad;
2. Sunna, the sayings and actions of prophet Mohammad; and
3. Ulema which helps in carrying out government policy and is made up of religious leaders. The Ulema issues Fatwa (a legal judgement based on the Qur'an and Sunna). Moreover, the Qur'an contains the word of Allah (God). Sunna is the second part of the Shariah since it explains and shows the Qur'an.

Actually, there is nothing in Qur'an and Sunna that speaks directly against radio and television usage. The Saudi government, however, has faced pressure from religious leaders who opposed both radio and television (Boyd, 1972) because they believed that those media could be used to destroy Islamic principles if they were in the hands of anti-Moslems. These religious leaders have realized the significant impact of radio and television in changing people's behavior, values, and attitudes. Even if citizens were good believers, they would be influenced by radio and TV technology and its content. Nevertheless, King Faisal (the third king of Saudi Arabia who died in 1973) was able to convince the religious leaders of its positive benefits.

Finally, TV in Saudi Arabia is a very important entertainment medium because usually, Saudi people stay home for entertainment, particularly women. Nevertheless, entertainment and innocent recreation in Saudi Arabia, as stated by King Faisal, means: "We do not, of course, mean the open cabarets, night clubs, bars, and gambling houses, and show these on our national broadcasting. The kind of recreation we have in mind, is that which does not conflict with God's religion and normal behavior" (Al-Aamoudi, 1983).

Production and Government Policies

Because of the religious influence on broadcasting, the first point in Saudi broadcasting policy issued in 1982 was that Islam was to be the main judgement in all programs and any program contradicting Islam must be rejected (Ministry

of Information, no date). Every program from an Arab or Western country must be reviewed by the censorship department before being broadcast (Boyd, 1982). Specific criteria given by the Ministry of Information for refusing imported programs included the following:

1. scenes that arouse sexual excitement;
2. women who appear indecently dressed, appear in dance scenes, or in scenes which show covert acts of love;
3. women who appear in athletic games or sports;
4. alcoholic drinks or anything connected with drinking;
5. derogatory references to any of the "heavenly religions";
6. treatment of other countries with praise, satire, or contempt;
7. references to Zionism;
8. material meant to expose monarchy;
9. all immoral scenes;
10. references to betting or gambling; and
11. excessive violence. (Shobaili, 1971)

The guidelines listed above were originally issued for religious and moral purposes based on the Saudi people's way of life. However, there were some guidelines issued for political reasons -- 6, 7, and 8 -- to serve the state. The guidelines were also considered adequate for adopting television programs. They made it very hard for the government to get programs that comply. Those rules have put Saudi Arabia in a dependent position on the international market,

particularly on entertainment and news programs as far as the implementation of program criteria is concerned. For that reason, it has been difficult for programs from other countries to meet this standard. As Jumjum (1989) emphasized, Saudi Arabia, as a state, government, and people, has been ruled and organized in its affairs by Islamic principles. Islamic principles take care of individual rights and needs. Islam orders justice and mercy. It gives direction for relationships between people in terms of their relations with others, whether states or individuals. Islam has ordered its citizens to be honest and teach our sons and daughters Islamic principles and morals, and protect them from other ideas and values which are not clear. Also, he said, citizens must reject and refuse everything against religious principles before they become communicators (p. 14).

Saudi broadcasting, facing the problems mentioned above (censoring, religious, and political restrictions, and so on), gave birth to the extension of the VCR market. VCRs are a neutral technology in themselves, but they can be used to destroy or spread social values and norms. In contrast to radio and TV broadcasting, VCRs can never be completely controlled and that is the hot topic of argument among Third World countries as well as among Saudi Arabian leaders.

Tracey (1986) stated that VCRs are being used to:

... circumvent government restrictions on TV made available and the political and moral content of programs. VCRs are extensively used to watch programming banned on TV, most notably from

Japan, the U.S.A. and Hong Kong. In a similar vein, the Saudi Arabian government was unable to stop the circulation within Saudi Arabia of pirated copies of the program, "Death of a Princess," which were available within 24 hours of the program being shown in Britain. (p. 13)

Research Problem

Saudi Arabia has built a very good communication infrastructure in terms of the widespread provision of telephone service which covers most cities and towns. In terms of broadcasting, Saudi Arabia has several radio and TV stations that cover the entire country with transmissions. However, Saudi Arabia's broadcasting suffers from a lack of produced domestic programming, and from the competition of widespread VCR penetration, and foreign broadcasting transmissions from neighboring countries. Internal factors such as religion, culture, and politics. In addition, new broadcasting technology such as the Direct Broadcasting Satellite (DBS), will have helped create this situation. Tan (1985) indicated that, "for some scholars, technological change or the introduction of innovations is the main cause of social change. Thus, new technology such as direct satellite TV could cause change in a social system" (p. 367).

Some researchers have studied Saudi Arabian broadcasting problems. Scholars found a strong desire for foreign programming and higher VCR penetration. There was increased interest in more imported programming, particularly entertainment programs and their possible negative impact. Finally, most researchers recommended that the Saudi government should give more

opportunities to the private sector to participate in local programming production by establishing a flexible new information policy (Al-Aamodi, 1983; Boyd, 1985; Beayeyz, 1989; Al-Oofy, 1986; and Merdad, 1987).

Statement of the Problem

Saudi Arabia was one of the first Third World countries to develop a broadcasting system mainly because Saudis believed broadcasting to be the most important factor in promoting a country's modernization while maintaining Islamic values among many Islamic nations through emphasizing the general broadcasting functions of education, information, and entertainment.

The Saudi government built a very strong broadcasting system in terms of its physical stations, transmission power, and studio facilities. They then trained Saudis to operate the system. However, because Saudi Arabia is a very conservative Moslem country, the production of local programming is very limited, particularly entertainment programs. This has created a situation of dependency on imported programs from abroad, especially the U.S.A. and Egypt. For example, in December, 1986, Saudi TV imported 61.38 percent of its programs, while it produced 39 percent locally. Most of the imported programs (85.58 percent) were entertainment (Merdad, 1987, p. 91). For the most part, the content of these programs is culturally inappropriate to be presented to Saudi people because they are produced according to another country's political, social, and cultural values which differ from those of Saudi Arabia. Moreover, because

Saudi Arabian censorship policies on programming content are very conservative, and programming is limited in types and in viewing time, most Saudi viewers are not satisfied with their national broadcasting programs. Boyd and Najai (1984) indicated, "Whether programming on Saudi TV is produced in the Arab world, the U.S. or Europe, it is edited with the prevailing conservative Islamic orientation of both government and religious leaders in mind" (p. 296). As a result, many Saudi citizens have shifted their viewing time to the VCR and broadcasting from neighboring countries (Arabian Gulf States and Egypt). For example, audiences could receive TV transmission from Arabian Gulf States -- Kuwait, Quater, Bahrain, Iraq, and UAE in the Saudi East Province.

Widespread use of VCRs and the popularity of foreign broadcasting transmissions in Saudi Arabia reflects media dependency and an unbalanced program flow between Saudi Arabia and the international programming market. This situation creates a media imperialism effect on the Saudi broadcasting system as well as the Saudi people's media consumption habits. In conclusion, the researcher assumes that the Saudi broadcasting system is not fully developed in comparison to other Arab countries' broadcasting systems. For example, the Egyptian TV broadcasting system has more channels, broadcasts more viewing time, and produces most of its programming locally than does the Saudi TV broadcasting system (Al-Makaty, 1989).

Purpose of the Study

The main purpose of this study is to assess the utilization of TV broadcasts by Saudi students in the United States as audiences of both Saudi and American broadcasting systems and to assess their satisfaction/dissatisfaction with this service. Regarding creation of a new commercial broadcasting system in Saudi Arabia, subjects were surveyed to determine their desire/lack of desire for commercial broadcasting. Factors involving the development of Saudi Arabia's weak broadcasting system will be investigated. The researcher will conduct a study on the established commercial broadcasting system in Saudi Arabia and its efforts to promote local programming production, reduce VCR ownership and viewing of foreign programs, and protect Saudi culture from the negative impacts of inappropriate foreign content.

Importance of the Study

This study is important for both Saudi Arabian audiences and the Saudi Information Ministry for several reasons. First, this study will be the first of its kind -- the first to propose establishment of a commercial broadcasting system in Saudi Arabia as a solution to its dependency on imported radio and TV programming while focusing on the needs of Saudi broadcasting's listeners and viewers. Second, acceptance and utilization of this study's data and findings might help increase local programming production and strengthen the Saudi broadcasting system's position in the Arab world, thereby helping to avoid the

possible negative impact of imported programming content. Finally, the study's findings could be of importance to the Saudi government and scholars of mass communication.

Assumptions

This study assumes that:

1. There is a need for improving the existing Saudi broadcasting system to meet the Saudi citizen's hopes and desires.
2. Participants in this study understand what they want as adult audiences from exposure to broadcasting messages.
3. Saudi students in the U.S. are not a representative sample of Saudis, but represent an important group whose desires will affect Saudi policy.

Definition of Terms

Impact. Any social, political, economical, and cultural effect that might happen as a result of exposure to foreign programming content.

Perception. Refers to the kinds of mental activities involved in recognizing, knowing, and understanding events and objects based on internal and external forces in our environment.

Foreign programming. Any program that was not produced in Saudi Arabia that Saudi people can receive through radio, TV, VCRs, DBS, and broadcasting transmissions from other countries.

Commercial broadcasting system. Any broadcasting system that is primarily financed by advertising revenue and not the government.

DBS (Direct Broadcasting Satellite. A new satellite technology through which Saudi audiences can now directly receive radio and TV programs from satellite without the use of a complicated dish.

Censorship. The actions of a governmental department of the Saudi Arabian Information Ministry reviewing whether or not any domestic or foreign print materials (books, newspaper, magazine), VCR programming, and anything that is intended to be broadcast on Saudi radio or TV is in keeping with the laws.

Entertainment. Programs containing comedy, dancing, and singing.

PAL System. The Phase Alternating Line is a system of TV broadcasting adopted by the German Federal Republic and the United Kingdom in 1967. The PAL has 625-line scans picture delivered at 25 frames per second (Huston, 1971).

SECAM. Sequential and Memory is a system of TV broadcasting developed in France in 1967. The SECAM color system uses an 819-line scan picture which provides better resolution than PAL because it has a higher number line scan than PAL (Huston, 1971).

Organization of the Study

This study will consist of five chapters. Chapter One has provided background information about Saudi Arabia; a discussion of the social, political, and cultural issues of the Saudi broadcasting system; the rationale and scope of

the study; the statement of the problem; the purpose of the study; the importance of the study; assumptions; limitations of the study and definition of terms. The second chapter will be a review of the literature. Chapter Three will describe the methodology and procedures utilized in this study, including the population, sample selection, and the research instrument. Results, and major findings will be reported in Chapter Four. Finally, conclusions and recommendations will be discussed and presented in Chapter Five

CHAPTER II

LITERATURE REVIEW

The threefold purpose of the literature review of this study is as follows. First, to present a theoretical framework of imported programming content through mass media including the social impact of media and cultural imperialism upon Third World countries. It will also present how media operates based on political philosophies including authoritarianism, liberalism, social responsibilities, and communism. Second, to review some studies and articles that analyzed the main problems faced by the Saudi broadcasting systems, particularly the advent of VCRs and foreign broadcasting penetration. Finally, the literature review will provide the background on the assumed effects of private ownership and participation in the broadcasting industry.

Theoretical Framework

Generally, the term imperialism refers to a complex, historically evolved phenomenon which has since metamorphosed into a self-sustaining system of its own. It is comprised of key issues concerning human existence such as economy, politics, the military, belief systems, as well as many others. Some scholars have referred to imperialism as a universal system of domination. Finally, the impact of Western imperialism on Moslem countries can be seen in the violent uprooting of Islamic culture, which, however, succeeded only in producing a distorted copy of Western culture (Umar, 1988).

The term media imperialism appeared in the mid-1970s to focus on the relationships between the West and the Third World in terms of the distribution of national Western broadcast, film, and print media. The one-way flow of news and entertainment from the West to developing nations and the increasing dependence of Third World broadcasting systems, cinemas, and publishing houses on Western media products for a large portion of their content may have resulted in the adoption of western values by the indigenous culture. Moreover, major changes in media delivery systems in the late 1980s, specifically, the widespread use of VCRs in the developing nations to supplement indigenous broadcasts, more clearly illustrates the concept of media imperialism (Ogan, 1988).

Media imperialism explains mass media as the ideological and economic tools of the capitalist world system to control Third World economies, cultural markets and materials (Straubhaar, 1983). At the economic level, the existence of cultural imperialism has been linked to the role of transnational trade in the development of capitalism. The growing role of the media in this transnational development has drawn increasing attention because of the strong relationship between cultural and media imperialism. Media play important roles in the reproduction of the capitalist mode of production, both at the economic and cultural ideological levels (Salinas and Paldan, 1976).

Media imperialism can be examined at various levels of generality (specifically media imperialism refers to: (1) TV program exportation to foreign countries; (2) foreign ownership and control of media outlets; (3) transfer of the "metropolitan" broadcasting norms and institutionalization of media commercialism at the

expense of public interest; and (4) invasion of capitalist world view and infringement upon the indigenous way of life in the recipient nations. (Lee, 1980, p. 68)

Cultural dependence suggests that some of the development of Third World media and culture was skewed by foreign advertising and by the importation of media products, equipment, and models (Ogan, 1988). TV programs, for example, are an important carrier of ideology regardless of international boundaries that separate countries from each other. Howell (1980) stated that a nation's broadcasting services act as a cultural mirror, reflecting and projecting the symbols and images of a society's culture and sense of identity. With this encroachment of foreign media methods and products, a nation's culture is no longer dependent on the mirror of national media, but also on the reflected images of other cultures.

Boyd-Barrett (1979) was one of the few scholars to discuss the relationship of media, imperialism and cultural imperialism. He pointed out that imperialism is a process of dominance and dependency between nations. Golding (1979) wrote that cultural imperialism mediates the actions of imperialism and media imperialism. He argued that "cultural imperialism includes the results of international media, education, and a cultural system, and is a more inclusive term than media imperialism. Also, they are often invoked in terms of a model of economic dependency."

Boyd illustrated how the introduction of broadcasting and later VCRs to Saudi Arabia supported the media imperialism thesis and he considered media

imperialism as a form of cultural imperialism within the dependency model. For example, Boyd (1982) indicated:

... during the early time, Saudi radio broadcasting did not produce enough entertainment programs, so music and drama programs were purchased from Egypt, Jordan, and Lebanon. These imported programs from other countries had a great influence on the program style and format of Saudi radio broadcasting.

To decrease dependency on imported programs, any country, as well as Saudi Arabia, ought to support their domestic broadcasting programming production by creating opportunities for the private sector to participate because local programming should be demanded by local audiences. The product life cycle theory predicts that, "Local audiences will prefer domestically-made cultural products and they minimize the chance that continuing dependence will keep local industry from developing" (Lee, 1980, p. 2).

Researchers also consider the differing effects of political systems on broadcasting. Differing political philosophies are reflected in different systems of broadcasting control and finance. Also, the amount of control a nation takes over broadcasting reflects that government's attitude toward and perceived need for control over its people. The three main orientations are stated by Head (1987) as permissive, paternalistic, and authoritarian.

Broadcasting in America represents the major example of the permissive orientation. Congress provided federal operation of the new medium only briefly before turning it over to private enterprise. Private enterprise adopted advertising as the main source of funding. This system aims to reach as many

people as possible and presents the program tastes shared by the largest number of people in order to satisfy advertisers. As stated by Head (1987):

American commercial broadcasting took on the pragmatism, aggressiveness, materialism, expansionism, and free-swinging competitiveness of American marketing in general. American commercialism, however, achieves more lively, inventive, popular, and slickly produced broadcasting services than can be found elsewhere in the world. Despite criticism, American programs are exported to other countries. American commercial motivations emphasize what people want rather than what scholars and national leaders believe they need. (p. 8)

Most countries that do not believe totally in free enterprise of broadcasting, strongly feel that programming should not be left entirely to the interaction of market forces (supply and demand) because they think broadcasting ought to play a positive role in preserving their national cultures. This exemplifies the paternalistic orientation which also mandates a balanced diet of program types -- educational and informational programs versus entertainment programs. Moreover, in this orientation, both ethnic and intellectual minorities should receive programming services in order to bring them into the cultural mainstream. Most non-commercial industrialized countries apply varying degrees of paternalism. British broadcasting is considered the classic example (Head, 1987, p. 9). of this orientation.

Many developing and Communist countries adopt an authoritarian orientation towards broadcasting. The state totally finances and operates the system as well as other telecommunication services. This indicates that

governments own and operate the greatest proportion of the world's broadcasting systems (Head, 1987, p. 3). Differing orientation toward media can result in differing development of media between countries. Each orientation has its own results in shaping the programming available and each orientation has its own drawbacks.

Head (1987) suggested that:

Pluralistic systems seem best able to assure optimum development of the medium because it means putting more than one motive to work in the production, selection, and scheduling of programs with the profit-driven component on an approximately even footing with the public-service component. On the other hand, commercial motives alone, no matter how carefully regulated, constrict the range of programming. Likewise, a public-service monopoly risks bureaucratic complacency, lack of responsiveness to popular taxes, and deference toward the politicians and bureaucrats who control the purse strings. (p. 13)

Broadcasting scholars classify the various systems of national broadcasting worldwide according to typologies based on ownership, control, and financing. Ownership could be by government, public corporation, private enterprise, or hybrid arrangement (e.g., semi-state). Control, hence, might be founded in terms of social control or operational control. Namurois proposed four models of control:

1. state-operated directly by a government ministry, department, or administrative agency;
2. public corporation operated autonomously under state charter;

3. public interest partnership (e.g., semi-state) operated by legally chartered private corporations with state stock interests; and
4. private enterprise operated by private individuals or companies under government license with generally weak regulation. (Howell, Jr., 1986, p. 10).

The reason for applied differences in mass communication theories is tied to the existence of competing political and social structures. All societies have laws that determine basic relationships between their citizens and their institutions, particularly mass media.

Four classic theories of the press, authoritarian, libertarian, Soviet Communist, and social responsibility theories attempted to classify the relative freedom of the world's media systems as they existed in 1956 (Siebert, et al., 1956), according to the type of political system within which they existed.

Hachten provided a more relevant global perspective on national media freedom in the geopolitical and technological environment of the 1980s. He derived five concepts: authoritarian, western, communist, revolutionary, and developmental. The authoritarian media concept governs broadcasting in many non-communist countries, especially in Latin America. Authoritarianism is the world's oldest and most pervasive political idea. The media may be owned either privately or by the state, with the government having total control over content through patenting media monopolies, licensing editorial gatekeepers, and prosecuting violation of censorship laws. Thus, the mass media function is to

serve the state by manipulating the information and entertainment received by its citizens (Hachten, 1981).

The Western concept is to synthesize the libertarian ideas of the Age of Enlightenment with the 20th century notion that freedom and responsibility should go together. These ideas were originally practiced in the affluent, literate, industrial democracies of North America, Western Europe, and Japan, where personal rights of freedom are protected by the law and mass media are permitted to operate independent of government. Ownership of the media is primarily private, although public and government communication services may exist. The basic functions of the media are to supply the public with information and entertainment, to help the free market economy through advertising, and to insure that the media are editorially independent of government control over programming content (Howell, Jr., 1986, p. 12).

The Communist concept is a modified form of authoritarianism. It is implemented in the Soviet Union and the Eastern Bloc nations. Its philosophical assumptions were originated by Hegel and Marx. Communist ideology requires that the communication outlets be owned by the government and run by the state ministries. Accordingly, the mass media function as tools of state power and policy, party leadership and information, social unity and official knowledge, and propaganda, agitation, and organization (Howell, Jr., 1986, p. 12).

The revolutionary concept of mass communication applies to illegal and underground media that are owned and operated by people intent on

overthrowing the government they live under because their political, religious, and/or cultural interests are not being served. They use outlawed media as anti-authoritarian tools for subverting the established regime. Contemporary versions of revolutionary media come in several forms, including the use of private radio stations, photocopy machines, typewriters, and mimeographs for duplicating and distributing unlawful information (e.g., the Samizdat press in Soviet Union and the Ayatollah Khomeini used audio cassettes in Iran) (Howell, Jr., 1986, p. 13 & 14).

The development approach grew out of the authoritarian, but its purpose is often more positive and important than merely serving the power interests of totalitarian regimes or the market interests of advertising and entertainment industries. This concept has been operationalized mainly in the developing nations, regarding information as a vital resource best measured by government toward the end of improving the living conditions of their people and gaining national independence. Mass media are generally owned by the government and operated under the guidance of a central authority. The mass media function is for forging social unity, political stability, economic growth, cultural pride and national sovereignty (Howell, Jr., 1986, p. 14).

Related Articles and Studies About Saudi Broadcasting

Boyd (1980) pointed out the importance of electronic media in the development of a country and went on to analyze its problems in Saudi Arabia.

The first problem in the implementation of TV broadcasting was the religious doctrine which viewed television as coming from the devil. In spite of this problem, King Faisal of Saudi Arabia succeeded in convincing religious leaders to accept this medium because at that time the Saudi people were listening to foreign radio and TV broadcasting. By providing local broadcasting, it became possible to use TV in protecting Saudi culture from invasion and in encouraging the development of the country.

Boyd and Straubhaar (1985) indicated that the reasons for introducing TV broadcasting in Saudi Arabia were:

1. the availability of economic resources to create a broadcasting system and the functions the government had for broadcasting as part of their development plan;
2. SECAM was mistakenly understood to be a way to control TV reception of broadcasts so that only Saudi broadcasts would be received. The government agreed to introduce TV, because they believed they could control it; and
3. the government believed, by the mid-1960s, that television was inevitable and so they decided to introduce it and control it.

Moreover, Boyd and Straubhaar (1985) discussed the problems involved in the Saudi people using VCRs. The country's development plan brought foreign firms and their employees to work in Saudi Arabia. Because the Saudi government regulated both the number of broadcast hours and the content of

Saudi entertainment programs, which did not satisfy the tastes of these workers. The government permitted these companies to entertain their employees with VCRs, thereby also allowing Saudis access to those machines and tapes.

Bakhaider (1981) pointed out why TV and VCRs were such popular means of entertainment in Saudi Arabia. First of all, Islamic restrictions prohibited theatres, cinemas, and other public entertainment facilities; thus, there are few visual media sources in Saudi Arabia. The government expected much from the introduction of TV, including development and an impersonal means of communication. The government owned, operated, and censored the content of Saudi television broadcasting. In response to this control, VCRs, however, had a great impact on the Saudi lifestyle which caused the government to be very concerned about the danger of exposing Saudi families to imported video programs. In summary, in a survey conducted in Jeddah (western part of the country), Bakhaider found that all 120 respondents owned VCRs because, according to 96% of his subjects, VCRs were an alternative to unappealing programming on the only TV channel at the time of the study (1981). The most popular programs viewed on VCRs were thrillers (mystery, suspense, and horror movies). In terms of country, the Egyptian movies were the most popular.

Al-Oofy (1986) sorted out the reasons for the widespread VCR market in Saudi Arabia.

1. the non-existence of public movies and theaters, essentially because of religious restrictions;

2. the limited number of channels; in other words, the restrictions on viewing choices;
3. growing Saudi travel to western states which introduced VCRs and western style programming to Saudi Arabian citizens; and
4. the impact of low import duties on home video equipment.

In summary, Al-Oofy (1986) surveyed 350 male and 150 female secondary school and university students in Riyadh, Jeddah, and Medina: 85% of males and 83% of females had VCRs. American and Egyptian programs were most popular. Fifty-three percent of males and 35% of females in Riyadh said that VCR watching reduced their viewing of Saudi television. Also, 24% of the males and 29% of the females said that they had undergone socio-cultural changes as a result of consuming imported programs on VCRs. Al-Aamoudi (1984) indicated that the strong competition between TV programming and VCRs has forced the Saudi government to investigate video programming content, finding that, "the VCRs are too difficult to control and are one of the serious threats not only to Saudi TV broadcasting, but also to the entire cultural system of Saudi society" (p. 16).

Boyd (1987) pointed out that the use of VCRs is part of media/cultural imperialism since Japanese home video technology flooded the region, beginning in the late 1970s, but it was indigenous merchants eager to sell the machines, not foreigners, who attracted buyers. The first Arab VCR purchasers went to industrialized countries in search of home entertainment, as an alternative to

local Saudi broadcast TV. Most video-taped material consumed in the Arabian Gulf states came from the West and from Egypt.

Abuzinada (1988) studied the diffusion and uses of VCRs among Saudi adults. He interviewed 280 persons and found that most of them owned a VCR (only 14 said they did not have a VCR). Most of them used their VCR four or more days per week. Egyptian and Western programs were hardly used for time-shifting from Saudi TV. The results indicated that VCR usage in Saudi Arabia has negatively affected established patterns of consumption of other media (TV and newspaper). The VCR has also affected the Saudi's family lifestyle in terms of kinds of programs viewed by different family members and their exposure to typical Saudi culture. They now tend to watch more liberal programs than are permitted on the other Saudi mass media.

Al-Zrean (1988) indicated that when asked, "What are you going to do this evening?" most people in Saudi Arabia answered they would spend their evenings at home. People who desire daily TV episodes have not had any problems, because if they wait until the evening news, they have a choice of Saudi TV programs. Most people, however, do not want to watch local TV programs. Thus, they have shifted to VCRs to plan their evening hours. Using their VCRs, they have an unlimited selection of programs available. Because people have the option to watch video-tapes instead of Saudi TV programs, and given the relatively inexpensive rental fees of tapes, video rental stores have come into wide existence. To further exemplify the move from regular TV programs to rental

video-tapes, Al-Zrean (1988) interviewed some video-tape rental store owners and customers. One customer said: "TV programs didn't attract me so I have had a subscription with this video-tape rental store for three years and I enjoy Arabic movies." Another customer said, "I have had a subscription for more than five years and I like Egyptian films and some American movies." A video-tape rental store owner said, "This store had different kinds of programs such as Arabic and foreign movies as well as sports and wrestling, and we have more than 800 subscribers." The owner further claimed that the daily average sales is SR 1000 (\$265). Another owner claimed to have almost 6,000 subscribers and the daily sales occasionally reached between SR 3000 to SR 5000 (\$800 to \$1,300). Another aspect in considering the switch from TV to video-tapes is the variety of audiences. Age and gender played an important part in what videotapes people liked. For example, young viewers mostly liked American feature movies; young women preferred Arabic films, frequently asking about newly-released films; and older people preferred tapes showing song, dance, music, and wrestling. It appears that young men especially liked American movies that contained violence, more so than the general public (Al-Zrean, 1988).

Al-Harthey (1988) argued that Britain will start the first world TV transmission before the end of 1988. Complete direct TV broadcasting may become true at the 1990s. Should we do something against the approaching danger or wait until it happens? At the domestic level, there is a great need to conduct immediate study that might give results to diminish the danger of this

coming problem. Hopefully, the Supreme Information Council and our Information Ministry will start to investigate our current mass communication situation and find a solution to resist the coming danger.

Arabic researchers have had reservations about the new media technologies. For example, Al-Yamama (1989) stated that the impact of foreign transmission came into the country in the form of the dangerous penetration by DBS. It has been argued that because of the telecommunication technology revolution (third industrial revolution), this new technology was able to enter through political borders and did not stop on geographic barriers. In other words, telecommunications created what could be called a small world electronic village. Other cultures and traditions that do not have this technology suffer a historical dilemma because satellites are launched into space for direct broadcasting transmission and many more will be launched in the near future.

Dr. Shale Inshriah indicated that direct broadcasting could cut the link between a country's leader and the masses because antenna will become so simple technically and could be made at home (Al-Yamama, 1989). Al-Lkso cautioned that broadcasters must learn how to respect the ideology of the Arabic audience through our national TV, indicating a fear that these broadcasters would not follow the norms and values traditional to the culture (Al-Yamama, 1989). Scholars have indicated that jamming is technically impossible and with small, cheap antennas, Arabic audiences could soon receive all European TV programs.

DBS is still a potential problem in Saudi Arabia. In Kuwait, however, DBS can already be received (Al-Abraham, 1990, p. 10 & 11).

The Director of the Arabic Broadcasting Union pointed out that the Arabian governments must consider sharing with the private sectors in order to establish new TV channels, giving Arab audiences alternative TV programs as a protection from foreign transmission (Al-Yamama, 1989, p. 14-22).

Possible Impacts of Private Sector Ownership in the Broadcasting System

Some of the benefits of shifting telecommunication sectors to the private sector are to increase productivity and quality and to minimize costs in the context of a competitor market. Competition has generally been a feature of the mass media environment. New technologies have strengthened this competition, adding new alternatives rather than replacing older ones. Competition in mass media (newspapers, magazines, books, radio, TV, etc.) differs from competition in other commodities because it is charged with conveying the messages of a society, as well as maximizing a diversity of ideas, opinions, and information (Compaine, 1985). Furthermore, as Fowler and Brenner (1982) concluded, "the electronic communication industries should be deregulated so that broadcasters might best serve the public by responding to market forces rather than to government directives" (p. 257).

Compaine (1985) pointed out:

Competition has traditionally been a feature of the media environment. New communication technologies have fostered this competition as adding to the alternative rather than replacing older ones. Mass media are charged with conveying the messages of any society. In fact, media are charged with maximizing a diversity of ideas, opinions, and information of all sorts. (p. 81)

With regard to how advertising completes for and purchases audiences, Ferrall, (1989) indicated that:

The output of free TV programs to viewers is fixed by the number of available channels and the number of working hours in the day. The price of programs on free TV is also fixed, at zero programming quality. TV advertisers purchase audiences. Commercial time prices are stated in terms of cost per thousand viewers. (p. 25-26)

There have been trends in Saudi Arabia which would enhance the possibility of creation of a competitive commercial broadcasting system. Beayeyz (1989) pointed out:

The growth of the private sector in Saudi Arabia was coupled with a sharp decline in oil prices in the early 1980s. This was reflected in a lower level of governmental investment and a decline in the country's economic growth rates. Since then, the government has been counting on the private sector for a more active role in the country's economy. (p. 232)

Prince Faisal Bin Sultan (1989) stated that according to the new Fifth Development Plan, all economic sectors except the military and security sectors could be shifted to the private sector, but this would be conditioned by an increase in productivity and reduced cost. Indirectly, this means the broadcasting system in Saudi Arabia could be shifted to the private sector. In further support of this idea, Beayeyz (1989) indicated that introducing commercial advertising

on Saudi TV could be encouraged as part of the government's endeavor to assist the private sector. Commercial advertising on TV would enhance the status of advertising as an industry in Saudi Arabia.

Regarding the establishment of a commercial broadcasting system in Saudi Arabia, Prince Turkey Bin Sultan Al-Saud said:

I believe that the idea of establishing a commercial broadcasting system in Saudi Arabia is an essential and useful idea. However, there are many prerequisites which should be met before such an action can be taken. For example, there ought to be an array of efforts among different departments within the Saudi Information Ministry itself. Thereafter, an appropriate decision could be made. (Interview by author, August 1, 1989)

Regarding the establishment of commercial broadcasting in Saudi Arabia, Bakhsh stated:

Of course, it is a useful idea that might have great influence in developing programming and articles (materials) in Saudi radio and TV broadcasting system. Besides, it is going to limit the expansion and spread of imported programs and articles. But, such implementation requires a high degree of selectivity regarding programming quantity and quality which will reflect the entertainment and sport aspect (local and international) of the news. Furthermore, movies and plays of high quality and diversity should be chosen. News presentations must reflect variations in terms of content and there should be an anchorman giving live coverage of sports as well as up-to-date broadcasting. (Interview by author, August 5, 1989)

Merdad (1987) discussed the importance of the private sector participating in television programming production. Even though Saudi TV broadcasting was created in 1965, the production of programs and motion pictures in Saudi Arabia has not yet started.

Cinema, which is considered by many scholars a major attribute to TV, can achieve both cultural and economic purposes. The cultural and economic function of cinema would be to encourage the private sector to inaugurate cinema industries in developed and developing countries. The U.S.A. and Western Europe lead the world in this industry. India, Latin America (Brazil and Mexico), and Egypt have established their own motion picture industries to meet market demand for entertainment. Egypt, for instance, became the major producer and distributor of Arabic movies and TV series in the Arab world, and Saudi Arabia has become a major consumer of Egyptian cinematic production. Saudi private productions are very limited for the following reasons. First, Saudi women are not permitted to act on television for religious reasons. Secondly, there is a lack of the elements necessary to bring about such production, i.e., available actresses, actors, scripts and scenario writers, technicians, and so forth. Finally, Merdad argued that censorship reduced domestic programming production and more flexible censorship would encourage the growth of private programming.

Al-Hassan (1989) argued that advertising has become an effective way to enhance the distribution and sales of goods. Advertising in Saudi TV is used to finance some programming -- certainly intellectual and non-intellectual game competition programs. It goes without saying TV programming that is financed by ads should benefit both audiences and the television industry, as well as national corporations. When national organizations or companies support

scientific, entertaining or educational programming, there is a great opportunity for increased awareness and education. Moreover, there will be a chance for the audience to enjoy good programming. At the same time, this can give national companies more opportunities to serve general social needs. The evidence suggests private that financing of TV programming helps develop programming in general. Finally, Saudi TV is trying to create educational shows by financing them private through corporations based on Saudi rules and regulations. If this can occur in Saudi Arabia for educational programming, it could possibly be the beginning of government acceptance of private advertising of a variety of programs.

Summary

The review of literature focused on three major topics: First, the theoretical framework of social impact of imported programming content through mass media including the possible impact of media and cultural imperialism upon Third World countries and how mass media operated based on political philosophies worldwide. Second, discussing and reviewing several studies and articles that investigated the Saudi broadcasting problems. Third, the background of the possible effects of private ownership and participation in the broadcasting industry. Finally, it appears that there are both high penetration and a strong desire of foreign programming content. This supports the cultural and media imperialism perspective. Private sector participation in the mass media industry

should create a competition setting both quantitatively and qualitatively.

Methodology is presented in the following chapter.

CHAPTER III

METHODOLOGY

Research Questions

The focus of this study is to investigate whether Saudi Arabian students in the United States perceive that establishing a commercial broadcasting system in Saudi Arabia would reduce and minimize foreign programming content through VCRs, Direct Broadcasting Satellite (DBS), and foreign broadcasting transmission. It will also examine the possibility of increasing domestic programming production and quality. The research questions are as follows:

1. How many hours of radio, television, and VCRs usage did Saudi students currently in the United States consume in Saudi Arabia and how much viewing do they consume now in the U.S.? (Please see questions 6, 7, 8, 9, and 15 in Appendix B.)
2. What types of television and VCR programming do Saudi students like that they consumed in Saudi Arabia and also in the U.S.? (Please see questions 10, 11, 13, and 16 in Appendix B.)
3. What are the reasons for VCR ownership in Saudi Arabia for those who owned one in Saudi Arabia? Do Saudi students own VCRs in the U.S.A.? (Please see questions 12 and 14 in appendix.)
4. What do they see as alternative solutions to the problems involved in Saudi government broadcasting and how strongly would they agree or disagree with the establishment of commercial

broadcasting in Saudi Arabia? (Please see question 17 in Appendix B).

5. What is the possible impact of establishing a commercial broadcasting system in Saudi Arabia as perceived by Saudi students in the United States? (Please see questions from 19 to 33 in Appendix B.)
6. What is the relationship of selected personal and demographic variables such as gender, age, educational level, and length of stay in the U.S.A. regarding opinions on the creation of a commercial broadcasting system in Saudi Arabia? (Please see questions 1, 2, 3, 4, 5, and 17 in Appendix B.)
7. Is there any relationship between VCR usage in Saudi Arabia and Saudi student's attitude toward establishing a new commercial broadcasting system? (Please see questions 12 and 17 in Appendix B.)
8. Is there any relationship between viewing American TV variables like network news, network entertainment, pay cable entertainment, and information programs and their attitude toward creation of a commercial broadcasting system? (Please see questions 16 and 17 in Appendix B.)

Limitations of the Study

The examination will be limited to an investigation of the views of Saudi Arabian students studying in the U.S.A. and involved in the Saudi Cultural Mission. The results of this study will not be generalized to other Third World students in the United States for cultural reasons. However, the results may be generalized to Saudi students in other countries (Britain, France, Canada) who have the same characteristics. Results cannot be generalized to the general population of Saudi Arabia because of the increased exposure to Western media, acculturation in the U.S.A. and higher education of the survey subjects. Finally, findings and conclusions will be generated from the study's data exclusive to the research population.

Methodology

The research tool for this study will be a descriptive survey of Saudi viewers who have experience interacting with both the Saudi and American broadcasting systems.

Population

The population for this study will be Saudi students in the United States who are listed with the Saudi Arabian Cultural Mission in Washington, D.C. There are approximately 2546 students studying in different undergraduate and graduate schools in the United States (Yousef, 1989). The reason for choosing this population and utilizing their ideas and perceptions is that these

people have exposure to both the Saudi and American broadcasting systems. Furthermore, if this study were conducted in Saudi Arabia, the responses would be weaker and misleading. Saudi Arabia does not have a commercial broadcasting system; therefore, Saudi citizens could not objectively evaluate and criticize the advantages and disadvantages of establishing a commercial broadcasting system as a solution to the existing problems facing the current Saudi broadcasting system. Some citizens may also feel the current Saudi broadcasting system is doing well simply because they have no experience with a different system.

Sampling Procedure

A random sample will be used because a sample will be drawn from a homogeneous subset of the population (Saudi students in the United States). This sample is almost homogeneous in terms of culture, age, religion, educational level, and income. Those sample attributes help to reduce sampling error (Wimmer and Dominick, 1987). Therefore, out of 2546 Saudi students in current enrollment in the Saudi cultural mission here in the U.S., 300 students will be randomly selected throughout the United States. Two-hundred male and 100 female subjects who were enrolled in regular academic programs in U.S. colleges and universities will be selected. The questionnaires will be mailed to each of the 300 students because mail surveys cover a wide geographic area for a rather reasonable cost. Geographic distance prevents the use of an interview instrument

in this study, as well as the problem of time and cost related to interviewing. Mailed surveys also allow for selective sampling through the use of specialized mailing lists that are available at the Saudi Cultural Mission in Washington, D.C. Using their lists will also guarantee anonymity of the students. To avoid a low return response rate (usually 20-40% in a mailed survey), and to encourage students to completely answer and return their questionnaires, questions will be kept to a minimum. A cover letter stressing the importance of the survey will be included to encourage responses.

Instrumentation

The questionnaire used in this study includes 33 items and consists of four parts. Part I is designed to collect general demographic information including gender, age, educational level, marital status, and length of stay in the United States. Part II will collect data about radio, TV, and VCR ownership and viewing habits in Saudi Arabia. Part III will collect data about radio, TV, and VCR ownership and viewing habits in the United States. Finally, Part IV is designed to examine the perceptions of Saudi students regarding the establishment of a commercial broadcasting systems in Saudi Arabia. An ordinal Likert scale ranging from Strongly Agree (1) to Strongly Disagree (5) will be used. This part also includes students' perceptions of the possible economic, political, and cultural impact resulting from the establishment of a commercial broadcasting system in Saudi Arabia.

Validity

Mosher and Kalton (1972) defined validity when they stated, "Validity is the ability of the survey instrument to measure what it sets out to measure" (p. 356). They also believed that a researcher and/or team of researchers with sufficient knowledge in a specific area of study can make good judgement of the validity of the research instrument. They stated: "The assessment of content validity is essentially a matter of judgement; the judgement may be made by the surveyor or, better, by a team of judges engaged for the purpose" (p. 356).

To enhance the validity of the questionnaire, several steps were taken. The researcher frequently consulted with his advisor and members of the committee seeking their critical comments, and some graduate students from Saudi Arabia at Michigan State University and other American universities as a pre-test. Based on their comments and suggestions, the words in some questions were revised to fit with the culture of Saudi Arabian students.

Reliability

Reliability refers to the theory that if the questionnaire were given again, the same results would be obtained. Babbie (1986) said: "Reliability refers to the likelihood that a given measurement procedure will yield the same description of a given phenomenon" (p. 114).

The degree of reliability also sets limits to the degree of validity possible. In general, validity cannot rise above a specific point. If the measure is highly

valid, then it should also be reliable (Oppenheim, 1966, p. 69-70). Clear and accurate questionnaire items increase the reliability of the questionnaire. For this reason, ten graduate students were asked to review the questionnaire as a pre-test. Based on their comments, the questionnaire was revised.

The Cronbach-x reliability coefficient was used (Cronbach, 1951, p. 297-334) for items 18 to 33 only because these items consist of a Likert Scale, 1-5 degrees (interval level of measurement (see Table 3.1).

Table 3.1
Reliability Coefficient

Number of Cases	Reliability Coefficient
115	0.643

This table shows that there was a modest level of consistency in items 18 to 33. Therefore, this level of reliability was acceptable for this study.

Data Collection Procedure

The research questionnaire was approved by the University Committee on Research Involving Human Subjects (UCRIHS) at Michigan State University on January 8, 1990 (see Appendix A).

On February 13, 1990, the researcher sent 300 questionnaires to the Saudi Arabian Cultural Mission in Washington, D.C. The mission received the

questionnaires on February 19, 1990 and mailed them out on February 22, 1990. One-hundred copies of the questionnaires were mailed out to 100 degree seeking female Saudi students out of the 101 female students studying in the U.S. at the present time. Two-hundred copies were also mailed to male students randomly to every third male student on the Saudi Arabian Cultural Mission's computer list. The mailing process was done in one day (see Appendix A).

By the May 7, 1990 deadline for the responses to be returned, only 134 questionnaires were received. Only 131 questionnaires were considered valid; the other three were excluded because many items were missing. Of the 200 men, 37 percent were received. Out of 100 women, 58 percent were received. This indicates that more women returned their questionnaires than men.

Summary

This chapter provides a description of the target population of the study and the sampling procedure applied. It also explained the instrument construction, the questionnaire validity and reliability, and the process of data collection. The following chapter presents the results and findings of the study.

CHAPTER IV

RESULTS AND FINDINGS

This chapter presents the research findings obtained from the study data of Saudi students in the United States. The findings are presented in four sections. First, a description of the characteristics of responses. Second, descriptive statistics of the study research questions. The results of the inferential analysis are discussed in the third section. Fourth, advance analytical statistics of the students' perceptions regarding creation of a commercial broadcasting system in Saudi Arabia are presented.

Characteristics of the Respondents

Five questions were used to furnish the general characteristics of the sample. These questions gave information regarding gender, age, marital status, educational level, and length of time spent in the United States.

The total number of students who participated in this study was 131. Seventy-three of the students (56%) were male. Fifty-eight (44%) were female. Fifty-three (41%) were between 22 and 30 years of age and 44 (34%) were between 20 and 25 years of age. There were 96 (74%) married students and 32 (25%) single students. Forty-five (35%) were undergraduate students. Eighty-three (64%) were graduate students. Forty-five students (35%) had been in the United States three to five years and 43 (33%) had been in the United States five years or more. These results are shown in Table 4.1.

Table 4.1

**Gender, Age, Marital Status, Educational Level
and Time Spent in the United States**

Variables	Frequency	Percent
Gender		
Male	73	56%
Female	58	44%
Age		
Less than 20 years	1	8%
20 TO 25	44	34%
25 TO 30	53	41%
Over 30	32	25%
Marital Status		
Single	32	25%
Married	96	75%
Educational Level		
Undergraduate	45	35%
Master	40	31%
Doctoral	43	33%
Time Spent in the U.S.		
Less than six months	3	2%
1 to 3 years	39	30%
3 to 5 years	45	35%
5 years or more	43	33%

Descriptive Statistics

Question One

How many hours of radio, TV, and VCR usage did Saudi students currently in the United States consume in Saudi Arabia and how much viewing do they consume in the United States?

In Saudi Arabia

The average number of radios owned by Saudi students was 2.7. Thirty-eight people (29.0%) had two radios. The average time spent listening to radio per day was 1.6 hours. Fifty-seven students (45.2%) listened to radio one hour every day. The modal number of televisions owned by Saudis was 2.5. Forty-nine students (37.4%) had two TV sets. Thirty-seven people (28.2%) had three TV sets. The average number of hours per day that the students watched TV was 3.3. Three hours per day was the highest percentage (29.8% or 39 students). Two hours per day was second with 25 students (19.1%). The data also showed very high VCR penetration in Saudi Arabia -- 86.2% of the households had one.

In the United States

The average number of hours Saudi students watched American TV was 3.6. The percentage of VCR ownership in the United States was 67% which was less than VCR ownership in Saudi Arabia (86%) by the same sample because as indicated by 86 students (67%), there is no actual need for a VCR in the United States due to the large number of TV channels available. The modal number of viewing hours by the students of American TV per day was four hours (63 students (48%)).

Table 4.2a
Radio Listening Habits of Saudi Students

Variable	# of Radio Sets*			
	1	2	3	4
Number of radios in Saudi Arabia	33	38	24	36

*Number of people with radio sets.

Table 4.2b
TV Viewing Habits of Saudi Students

Variable	# of Hours Watching*				
	1	2	3	4	5
Time spent listening per day	57	43	6	5	4
Time spent watching TV in S.A.	15	25	39	22	30
Time spent watching TV in U.S.A.	14	21	26	31	68

*Number of people

Question Two

What types of radio, TV, and VCR programming do Saudi students like that they consumed in Saudi Arabia and the U.S.A.?

In Saudi Arabia

In terms of radio, 63 students (48%) indicated that they often listened to Saudi radio broadcasting. Sixty-four subjects (50%) said they sometimes listened to British Broadcasting. Fifty-six respondents (46%) said they sometimes listened to voice of America. In terms of television, 78 students (59%) said they often

liked watching Saudi TV broadcasting. Thirty-two persons (27%) indicated that they sometimes watched Egyptian TV (Egyptian TV can be received in the Saudi Western Province only). Seventy students (60%) said they never watched Arabian Gulf TV stations because those stations could only be received in the Eastern region of Saudi Arabia; however, 26 (22%) said they sometimes watched Arabian Gulf TV stations. In terms of VCR programming, 59 respondents (48%) indicated they often liked Egyptian programming. Fifty-nine students (48%) said they sometimes watched American programming.

Table 4.3

Saudi Students Foreign Listening and Viewing Habits
While in Saudi Arabia

Variables	Percentage Often + Sometimes	Often	Percentage Sometimes	Never
Saudi radio broadcasting	82%	48%	34%	17%
British broadcasting	78%	26%	51%	22%
Voice of America	62%	60%	46%	39%
Saudi TV broadcasting	97%	60%	37%	3%
Egyptian TV broadcasting	46%	19%	27%	54%
Arabian Gulf TV	40%	18%	22%	60%
Egyptian VCR programming	81%	48%	33%	7%
American VCR programming	84%	36%	48%	5%

In the United States

Eighty-five participants (66%) reported that they often watched network news. Sixty-seven participants (56%) reported that they sometimes watched

network entertainment programs. Fifty-six persons (45%) said they sometimes watched pay cable (HBO, Cinemax, and Showtime) movies. Fifty-six students (46%) reported that they often viewed cable news and information channels (CNN, Discovery). Fifty-five respondents (51%) said they sometimes viewed public TV broadcasting.

Table 4.4

**Saudi Students Listening and Viewing Habits
While in the United States**

Variables	Percentage Often + Sometimes	Often	Percentage Sometimes	Never
Network news	100%	66%	34%	1%
Network entertainment	88%	32%	56%	12%
Pay cable (HBO, Cinemax)	73%	27%	46%	27%
Cable news and information (CNN)	85%	46%	39%	15%
Public TV (PBS)	84%	34%	51%	16%

Question Three

What are the reasons for VCR ownership in Saudi Arabia for those who owned one in Saudi Arabia? Do Saudi students own VCRs in the United States?

Eighty-one students (62%) indicated the reasons of their VCR ownership as follows: lack of good quality Saudi TV broadcasting programming, limited TV channels available in Saudi Arabia, and personal preference and satisfaction. On the other hand, they indicated the reasons for not owning VCRs in the United

Table 4.5

**Reasons for VCR Ownership in Both
Saudi Arabia and the United States**

Variables	Frequency	Percentage
Reasons for VCR Ownership in Saudi Arabia		
Lack of good quality	10	7.7%
Limited TV channels	9	6.9%
Personal preference	9	6.9%
All of the above	81	62.9%
Reasons for not Owning VCRs in the United States		
Enough TV channels	36	28.1%
No time for VCR viewing	6	4.7%

Question Four

What do they see as alternative solutions to the problems involved in Saudi government broadcasting and how strongly would they agree or disagree with the establishment of commercial broadcasting in Saudi Arabia?

When Saudi students were asked what types of changes should be made to develop the system and alternative solutions to the problems involved in the Saudi broadcasting system, they answered as follows. Most of them, 89 students (71%) preferred establishing commercial broadcasting, but 28 students (22%) said they liked establishment of a stronger censorship policy on Saudi radio and TV for both local and imported programming.

Table 4.6

**Respondent's Perception Toward Commercial Broadcasting
and Censorship in Saudi Arabia**

Variables	Frequency	Percentage
Establishing stronger censorship	28	22%
Establishing commercial broadcasting	89	71%

Question Five

What are the possible impacts of establishing a commercial broadcasting system in Saudi Arabia as perceived by Saudi students in the United States?

The following items are to find out the degree to which Saudi students agreed or disagreed with establishment of a commercial broadcasting system in Saudi Arabia and the political, economic, and cultural implications of such a system. A Likert scale with five degrees was used for each of the items. (1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree).

Item 19 Establishment of a commercial broadcasting system seems the best way to develop the system and eliminate the negative effects of foreign programming content.

The mean was 2.25 meaning that most respondents 79 students (61%) agreed and strongly agreed with the above statement. In fact, 48 people (37%) strongly agreed and 31 (24%) agreed.

Item 20 Establishing a commercial broadcasting system may cause a negative impact on the cultural and moral tasks of Saudis.

The mean was 3.44 meaning that most respondents did not agree with this statement. Thirty-six students (28%) were neutral, 33 students (25%) disagreed, and 33 students (25%) strongly disagreed. This is because the phrase "negative impact" in the statement referred to programming content and not to the type of broadcasting system.

Item 21 Commercial broadcasting must follow the current censorship rules in selecting its programming.

The mean was 2.75 meaning the average was very close to neutral. Twenty-one students (16%) responded neutral, 20 students (15%) disagreed, and 24 students (19%) strongly disagreed. However, 35 students (27%) agreed and 30 students (23.1%) strongly agreed. This is because censorship and the current values used in selecting programs is presently a very sensitive and controversial topic in Saudi Arabia.

Item 22 Commercial broadcasting will give Saudi people more viewing options, more freedom of opinions, and better communications.

The mean was 1.98 meaning that most students agreed with this statement. Sixty students (49%) strongly agreed and 38 students (29%) agreed.

Item 23 Commercial broadcasting would reduce DBS (Direct Broadcasting Satellite), VCR, and foreign broadcasting penetration.

The mean was 2.46, meaning that most students were neutral with this statement (41 students (32%)). This could indicate that the majority of the Saudi

students felt that establishing a commercial broadcasting system might reduce imported programming penetration.

Item 24 Commercial broadcasting will help make Saudi viewers satisfied with their national broadcasting and would help enhance trust between the government and the people.

The mean of 2.28 showed that there was some agreement among most respondents on the above statements; moreover, strongly agree and agree showed that most students did agree with this statement (79 students (61%)).

Item 25 Development of a commercial broadcasting system would require extensive governmental information policy change.

Even though the mean of 2.30 showed an average close to the agree response, strongly agree, and agree (74 students (58%)). This means that development of a commercial broadcasting system might need a governmental policy change since the existing broadcasting system is completely financed and operated by the government.

Item 26 Development of a commercial broadcasting system would not necessarily be against Islamic principles.

The mean of 1.85, agree, 67 students (52%) (strongly agree) showed that most respondents agreed with this statement. This means that the development of a commercial broadcasting system itself, without any changes in governmental policy, would not necessarily be contrary to Islamic principles. The next step

would be to discover whether or not the content of the programs would be against Islamic teaching.

Item 27 Establishing a commercial broadcasting system should foster the programming production and advertising industry, create new jobs, and promote national security.

The mean of 1.83 represented that there was agreement among most respondents regarding the above statement. Ninety-eight students (77%) strongly agree and agree were chosen most often. This predicted that establishing commercial broadcasting would create competition among media forms that might result in increased quality and production quantity. It would also create new jobs and give people more viewing options. Together, these things would possibly promote national sovereignty as currently experienced in America which has the world's largest media industry.

Item 28 Allowing advertising in government TV broadcasting is a good base to finance a new commercial broadcasting system.

The mean of 2.12 showed that 91 students (71%) strongly agreed and agreed with this statement. Many students have seen the great impact of this method of commercial broadcasting in the United States which obtains its revenues from advertising.

Item 29 Commercial broadcasting would increase local programming quality.

The mean of 2.1 showed that the average response was agree. Eighty-six students (66%) answered strongly agree and agree. Like competition in other industries (automobile, food, and so on), it is believed that competition in the media industry should increase, in general, domestic programming quality.

Item 30 Establishing a commercial broadcasting system would help other modernization projects currently in existence.

The mean of 2.29 showed that most students agreed with the above statement. Seventy-four students (57%) answered strongly agree and agree. It is logical that a popular broadcasting system, through its audiences, could help a country develop technologically and culturally.

Item 31 Establishing a commercial broadcasting system is in contrast with current governmental information policy.

The mean of 3.02 gave the conclusion that most of the students felt neutral about this comment (52 students (43%)). Since the current information policy is not very clear about the matter of establishing a commercial broadcasting system in Saudi Arabia, the students were unsure.

Item 32 Commercial broadcasting in Saudi Arabia should be like commercial broadcasting in the United States.

The mean of 4.06 indicated that the average answer given by the respondents was disagree, and 60 students (47%) answered strongly disagree.

This means that the American commercial broadcasting system model should not be adopted in Saudi Arabia because of the differences that exist between the two countries' political, economic, and cultural systems.

Item 33 Establishing commercial broadcasting might take most Saudi audiences from the existing governmental broadcasting system.

The mean of 2.20 showed that agreement was the average response, and 45 students (36%) (strongly agree) fostered the idea that most students positively agreed with this statement. The students agreed that a commercial broadcasting system may take over the audiences currently viewing the governmental controlled sections. In order to win the audiences, the government would need to be prepared to enhance their programming quality (see Table 4.7).

Analytical Statistics

The main purpose of this section is to examine the relationships that might exist between certain variables; therefore, a non-parametric test, namely, the chi-square, was utilized with an appropriate data level of measurements (nominal and ordinal data).

Question Six

What is the relationship of selected personal and demographic variables such as gender, age, educational level, and length of stay in the U.S.A. (as independent variables) regarding opinions of the creation of a commercial broadcasting system in Saudi Arabia (as dependent variable).

Table 4.7

**Summary of the Degree to Which Saudi Students Agree
or Disagree with Establishment of Commercial
Broadcasting and Its Possible Effects**

Variable	Mean	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Missing
Item 18	2.46	34%	24%	17%	15%	11%	0
Item 19	2.25	37%	24%	22%	11%	6%	1
Item 20	3.44	9%	13%	28%	25%	25%	0
Item 21	2.75	27%	23%	16%	15%	19%	1
Item 22	1.98	46%	29%	12%	8%	5%	0
Item 23	2.46	21%	32%	31%	10%	5%	0
Item 24	2.28	31%	30%	24%	9%	5%	2
Item 25	2.30	29%	29%	28%	12%	2%	3
Item 26	1.85	52%	25%	13%	6%	4%	1
Item 27	1.84	45%	32%	20%	3%	.8%	3
Item 28	2.12	30%	40%	20%	5%	4%	2
Item 29	2.06	41%	24%	23%	10%	2%	0
Item 30	2.29	27%	30%	31%	10%	2%	1
Item 31	3.02	12%	17%	43%	14%	14%	10
Item 32	4.06	3%	9%	14%	27%	47%	3
Item 33	2.20	36%	27%	10%	10%	4%	5

Table 4.8

**The Relationship Between Gender, Age, Educational Level
and Length of the Stay in the U.S. and Students'
Perceptions of the Establishment of a Commercial
Broadcasting System in Saudi Arabia**

Effectuated Variables	Chi-Square Value	d.f.	Significance Level
Gender	0.091	2	0.955
Age	4.107	6	0.662
Educational Level	7.201	6	0.302
Length of Stay in the U.S.	5.743	6	0.452

*.05 level of significance was used.

The above table represents that gender, age, educational level and length of stay in the U.S. demonstrated no significant effect on the students' perception of the establishment of commercial broadcasting in Saudi Arabia. This might be related to the homogeneity nature of the sample and usually changing attitudes is based on other attitudes.

Question Seven

Is there any relationship between VCR usage and reasons for VCR usage in Saudi Arabia and the student's perception toward establishing a new commercial broadcasting system in Saudi Arabia?

Table 4.9a

The Relationship Between VCR Ownership in Saudi Arabia
and the Students' Perceptions Toward
A Commercial Broadcasting System

Effected Variable	Chi-Square Value	d.f.	Significance Level
VCR Ownership	3.846	2	0.146
Reasons for VCR Usage	22.182	10	0.014*

*Significance level of .05 was used.

This table shows that there is no significant relationship between VCR ownership in Saudi Arabia and the students' perceptions toward a commercial broadcasting system, but there is a strong relationship between reasons for VCR usage in Saudi Arabia and the perception of establishing a commercial

broadcasting system in Saudi Arabia (see Table 4.9b) because they used a VCR as an optional channel, they like more diversity in broadcasting programming.

Table 4.9b

The Effect of Reasons for VCR Usage in Saudi Arabia Upon the Students' Perceptions Toward the Creation of a Commercial Broadcasting System

Effected Variable	No VCR Usage	Lack of Good Quality	Limited TV Channels	Personal Preference	All Together
Establishing stronger censorship rules	38%	40%	33%	22%	17%
Establishing commercial broadcasting	62%	40%	67%	67%	78%
Other	0%	20%	0%	11%	5%
Total	100%	100%	100%	100%	100%

The above table indicates that 38 percent of the students who did not have VCRs in Saudi Arabia preferred establishing stronger censorship rules and 62 percent preferred establishing commercial broadcasting because they might watch broadcasting more time than the others who had VCRs and wanted more diversity in broadcasting channels. Seventy-eight percent of the students who had VCRs in Saudi Arabia said would commercial broadcasting established, but 17 percent wanted stronger censorship rules because they probably used VCRs

instead of different channels. Therefore, the reasons for VCR usage in Saudi Arabia have had a statistically significant effect upon the students' perceptions toward establishing commercial broadcasting in Saudi Arabia.

Question Eight

Is there any relationship between listening to Voice of America (VOA) radio, Arabian Gulf TV broadcasting, viewing American TV channels, and American VCR programming and the student's perception toward establishing commercial broadcasting?

Table 4.10a

The Relationship between Listening to Voice of America (VOA) Radio, Arabian Gulf TV Broadcasting, Viewing American TV Channels, and American VCR Programming and the Student's Perceptions toward Establishing Commercial Broadcasting

Effected Variable	Chi-Square Value	d.f.	Significance Level
Voice of America (VOA) Radio	8.640	4	0.071
Arabian Gulf TV Broadcasting	9.919	4	0.041*
American VCR Programming	14.805	6	0.021*
Networks (News)	3.417	2	0.181
Networks (Entertainment)	12.611	4	0.013*
Cable News and Information (CNN and Discovery)	10.218	4	0.037*
Pay Cable (HBO, Cinemax)	4.952	4	0.292
Public TV broadcasting)	4.428	4	0.351

*Significance level of .05 was used.

The above table indicates that there was no significant effect for the following variables: listing to VOA and network news, pay cable, and public TV viewing on the students' perceptions toward the creation of a commercial

broadcasting system in Saudi Arabia. On the other hand, there was a significant effect on the following variables: viewing of Arabian Gulf TV stations, American VCR programming, network entertainment programs, and cable news and information channels (see Tables 4.10a-4.10e). This might be related to the fact that most of the content of these channels consisted of entertainment and commercial programming and people tend to watch more entertainment programs that have commercials (Arabian Gulf TV channels, American VCR programming, Network entertainment, and Cable News and Information).

Table 4.10b

The Effect of Viewing Arabian Gulf TV Channels Upon
the Students' Perceptions Toward the Creation
of a Commercial Broadcasting System

Effected Variable	Watch Often	Watch Sometimes	Never
Establishing stronger censorship rules	14%	35%	21%
Establishing commercial broadcasting	67%	65%	75%
Other	19%	0%	40%
Total	100%	100%	100%

The above table shows that 14 percent of the students who often viewed Arabian Gulf TV channels supported establishing stronger censorship rules;

however, 67 percent of them also supported establishing commercial broadcasting. Sixty-five percent of those who viewed sometimes supported establishing commercial broadcasting, but 35 percent of them preferred stronger censorship rules. Establishing commercial broadcasting was wanted by a higher percentage of students in all different degrees of viewing Arabian Gulf TV channels because the content of these channels is mostly entertainment and commercials, unlike Saudi TV programs. Therefore, there is a statistically significant effect of viewing Arabian Gulf TV channels upon the students' perceptions toward establishing commercial broadcasting in Saudi Arabia.

Table 4.10c

The Effect of Viewing American VCR Programming Upon
the Students' Perceptions Toward the Creation
of a Commercial Broadcasting System

Effected Variable	Does Not Apply No VCRs	Watch Often	Watch Sometimes	Never
Establishing stronger censorship rules	36%	9%	22%	60%
Establishing commercial broadcasting	64%	87%	68%	20%
Other	0%	4%	10%	20%
Total	100%	100%	100%	100%

The above table shows that 87 percent of the students who often viewed American VCR programming preferred establishing commercial broadcasting, but

only 9 percent preferred stronger censorship rules. There is also a higher percentage between the students who sometimes viewed American VCR programming who agreed with establishing commercial broadcasting then those who agreed with establishing stronger censorship rules (68% vs. 22%). American VCR programming viewed by these students consisted mostly of entertainment and some commercials; therefore, viewing American VCR programming statistically significant effects the students' perception of the creation of commercial broadcasting in Saudi Arabia.

Table 4.10d

The Effect of Viewing Network Entertainment Programs Upon
the Students' Perceptions Toward the Creation
of a Commercial Broadcasting System

Effected Variable	Watch Often	Watch Sometimes	Never
Establishing stronger censorship rules	14%	19%	46%
Establishing commercial broadcasting	86%	73%	38%
Other	0%	8%	16%
Total	100%	100%	100%

The above table shows that 86 percent of the students who often watched network entertainment programs said they supported establishing commercial

broadcasting, but fewer students (14%) said they supported stronger censorship rules. Also, 73 percent of the students who sometimes watched network entertainment programs preferred establishing commercial broadcasting. Fewer students preferred stronger censorship rules (19%). It seems that the more the students watched network entertainment, the greater their desire for establishing commercial broadcasting in Saudi Arabia. Therefore, there is a statistically significant effect of viewing network entertainment upon the students' perceptions toward establishing a commercial broadcasting system in Saudi Arabia.

Table 4.10e

The Effect of Viewing Cable News and Information (CNN, Discovery)
Upon the Students' Perceptions Toward the Creation
of a Commercial Broadcasting System

Effected Variable	Watch Often	Watch Sometimes	Never
Establishing stronger censorship rules	13%	31%	24%
Establishing commercial broadcasting	82%	67%	59%
Other	5%	2%	17%
Total	100%	100%	100%

The above table indicates that there is a higher percentage (82%) of the students who often watch news and information (CNN, Discovery) that supported

establishing commercial broadcasting than those who supported establishing stronger censorship rules (13%). Likewise, in terms of sometimes watching (67% vs. 31%). It seems that the more time spent viewing news and information (CNN, Discovery), the more desire to establish a commercial broadcasting system in Saudi Arabia. Therefore, there is a statistically significant effect of viewing CNN and Discovery channels upon the students' perception toward the creation of a commercial broadcasting system in Saudi Arabia.

Advanced Analytical Statistics

This section aims to utilize advanced statistics such as factorial analysis and multiple regression for Likert scale items from 18 to 33 as discussed in the following section.

Factorial Analysis

Factorial analysis is a technique used to identify a relatively small number of factors that can be used to show relationships among sets of many interrelated variables (Norusis, 1985). In this case, factor analysis is used to specify three factors to indicate relationships among 16 variables in this study (18-33).

Table 4.11 represents that factor analysis gave four new general factors for all the 16 Likert scale variables in the study as follows. Nine variables have .5 loading correlation or higher to summarize the positive aspects of establishing a commercial broadcasting system in Saudi Arabia (Factor One). Two variables have a .5 loading correlation or higher to summarize the policy problems with

establishing a commercial broadcasting system in Saudi Arabia (Factor Two). Three variables have a loading correlation of .5 or higher to summarize the negative cultural impacts of establishing commercial broadcasting in Saudi Arabia (Factor Three). Two variables have a loading correlation of .5 or higher. However, because these two variables cannot be related logically, they were not classified as a factor.

Table 4.11
Summary of Factorial Analysis

Factor Loading	Variable Wording
	Factor One: Positive aspects of commercial broadcasting system
.68450	Commercial broadcasting system establishment seems the best way to develop the system and eliminate the negative effect of foreign programming content.
.65769	Commercial broadcasting will give the Saudi people more viewing options, more freedom of opinions, and better communication.
.65632	Commercial broadcasting would reduce DBS (Direct Broadcasting Satellite), VCR, and foreign broadcasting penetration.
.69111	Commercial broadcasting will make Saudi viewers satisfied with their national broadcasting and would help enhance trust between the government and the people.
.62528	Development of a commercial system would not necessarily be against Islamic principles.

Table 4.11, Cont'd.
Summary of Factorial Analysis

Factor Loading	Variable Wording
.63792	Establishing a commercial broadcasting system should foster the programming production and advertising industry, create new jobs, and promote national security.
.58772	Allowing advertising in government TV is a good base to finance a new commercial broadcasting system.
.73906	Commercial broadcasting would increase local programming quality.
.64276	Establishing a commercial broadcasting system would help other modernization projects currently in existence.
	Factor Two: Policy problems with commercial broadcasting system
.76154	Development of a commercial broadcasting system would require extensive governmental information policy change.
.72949	Establishing a commercial broadcasting system is in contrast with current government information policy.
	Factor Three: Negative cultural impact of commercial broadcasting system
.57168	Establishing a commercial broadcasting system may cause a negative impact on the cultural and moral tasks of Saudis.
.79590	Commercial broadcasting must follow the current censorship rules in selecting its programming.
.55285	Establishing commercial broadcasting might take most Saudi audiences from the existing governmental broadcasting system.

Note: .5 factor loading or higher was used as a criteria of choosing interrelated variables for each factor.

Multiple Regression

Multiple regression is a statistical method used to develop an equation that summarized the relationship between a dependent variable and a set of independent variables, to identify the subset or independent variables that are most useful for predicting the dependent variable, and to predict values for a dependent variable from values of the independent variables (Norusis, 1985).

In this case, the dependent variable is the establishment of a commercial broadcasting system in Saudi Arabia and the independent variables are Items 20, 21, 24, 29, and 31 (see Appendix B). The criteria for choosing these independent variables was determined by factor analysis for items 18 to 33 (see Appendix B). Accordingly, the researcher selected the two highest correlation items from each factor.

Assumptions

In multiple regression, it has to be assumed that there is a linear relationship between dependent variables and independent variables. For all combinations of values of independent variables, the distribution of the dependent variable must be normal with a constant variance. The independent and dependent variables should be measured on an interval scale. To satisfy the level of measurement requirement and because this research study's dependent variable was nominal, the researcher recoded the dependent variable to dummy variable (1,0) 1=agreement or establishment of commercial broadcasting, and

0=no agreement on creation of a commercial broadcasting system in Saudi Arabia.

According to Kerlinger (1985), the following formula is to be used to list the final regression equation (p. 53).

$$Y^1 = a + b_1x_1 + \dots + b_ix_i$$

where

Y^1 = predicted value score for the dependent variable based on x_i value.

a = intercept of y

b_i = regression coefficient of x_i

x_i = observed value

Table 4.12

Coefficient of Correlation

R	R^2	Adjusted R^2	Standard
Error			
.6309	.3981	.3623	.3335

Table 4.12 shows that the coefficient of correlation (R) = .63, meaning the correction value of r_{yx} . The coefficient of determination (R^2) = .398 meaning that there was almost a 40 percent variance explained by independent variables. In other words, there was 40 percent of the dependent variable (commercial broadcasting system) variance was explained by the six independent variables (items 20, 21, 24, 25, 29, and 31).

Standard error is the part of the dependent variable that was not explained by the independent variables (due to error).

Table 4.13a
Variables in Regression Equation

Variable	B	SEB	Significance Level
Establishing a commercial broadcasting system may cause a negative impact on the cultural and moral tasks of Saudis (Item 20)	-.0884	.0296	.0035*
Commercial broadcasting must follow the current censorship rules in selecting its programming (Item 21)	.0831	.0238	.0007*
Commercial broadcasting will help make Saudi viewers satisfied with their national broadcasting and would help enhance trust between the government and the people (Item 24)	-.0750	.0326	.0236*
Development of a commercial broadcasting system would require extensive government information policy change (Item 25)	-.0262	.0359	.4680
Commercial broadcasting would increase local programming quality (Item 29)	-.2044	.0359	.00000*
Establishing a commercial broadcasting system would help other modernization projects currently in existence (Item 31)	-.0196	.0302	.5167
Constant	1.527	.1770	.0000*

*Significance level at .05 was used.

$$Y^1 = 1.53 + .083 (\text{item 21}) - .075 (\text{item 24}) - .204 (\text{item 29}) - .088 (\text{item 20}) - .026 (\text{item 25}) - .020 (\text{item 31})$$

The above table indicates that items 20, 21, 24, and 29 were significant at a significance level of .05. Item 20 is about the possible negative cultural impact of establishing commercial broadcasting; item 21 is about Saudi censorship rules; item 24 is about the positive impact of commercial broadcasting; and item 29 is about the impact of commercial broadcasting in increasing local programming quality are mostly about the possible impacts of establishing commercial broadcasting (whether positively or negatively) on the Saudi people's way of life. Items 25 and 31 were not significant in the regression equation because item 25, which is about information policy change, and item 31, which is about the effect of establishing commercial broadcasting on the country's development, are probably not so clear to the students. Item 21 contributes by 8.3% to the explanation of Y^1 (dependent variable) and it is positively related to Y^1 . Item 24 contributes by 7.5% to the explanation of Y^1 and it is negatively related to it. Item 29 contributes by 20.4% to the explanation of Y^1 (dependent variable) and it is negatively related to it. Item 20 contributes by 8.8% to the explanation of Y^1 and it is negatively related to it. Item 25 contributes 2.6% by the explanation of Y^1 and it is negatively related to it. Item 31 contributes 2.0% to the explanation of Y^1 and it is negatively related to it.

In summary, the regression equation gave a summary of the relationship between dependent variable (establishing commercial broadcasting in Saudi Arabia) and a set of independent variables and identified the independent

variables (items 20, 21, 24, 25, 29, and 31) that are most useful for predicting the dependent variable.

Table 4.13b

Analysis of Variance

Test	d.f.	sum of squares	mean squares	F.	Sign. F
Regression	6	7.431	1.239		
Residual	101	11.235	.111	11.134	.000*

*Significant level at .05 was used.

Even though some items are insignificant in the regression equation (items 25 and 31), when taken one at a time, it is clear from the table of ANOVA that all of the items together are very significant.

CHAPTER V

SUMMARY, RECOMMENDATIONS AND CONCLUSION

The major aim of this study was to assess how the proposed establishment of a commercial broadcasting system in Saudi Arabia would be perceived by Saudi students in the United States. The target population of this study consisted of all Saudi students listed in the Saudi Cultural Mission who studied at American universities on November 27, 1989. A total of 300 questionnaires were distributed by the Saudi Cultural Mission to 200 degree seeking male students and 100 degree seeking female students (see Appendix A). The researcher received 131 net valid questionnaires. These questionnaires consisted of 33 items and were designed to collect information about general demographic data, media (radio, TV, and VCRs) ownership, and viewing habits of Saudi Arabian students while they were in both Saudi Arabia and the United States. The questionnaire also examined the perception of Saudi students regarding the creation of a commercial broadcasting system in Saudi Arabia.

Because of the nature of the study sample, simple descriptive statistics which included means, frequencies, and percentages were utilized. Inferential statistics including a chi-square test of significance was used to find out whether or not a significant association existed between some specific variables. Advanced analyses including factor analysis and multiple regression were used to reduce a set of huge number of variables to a few factors and summarized the relationship between a dependent variable and a set of independent variables of this study.

Summary of Findings

1. The average number of TV sets owned by the Saudi students in Saudi Arabia was 2.5. VCR penetration showed 86.2% of the households had one.
2. The average number of hours per day they listened to radio was 1.6 and the average number of hours they watched TV was 3.3 hours in Saudi Arabia and four hours in the United States.
3. The most popular VCR programming was entertainment from Egypt and the U.S.A.
4. Networks were the most popular American TV channels viewed by Saudi students for seeking news and entertainment and public TV broadcasting was the least popular.
5. The combination of lack of quality of Saudi TV programs, limited number of TV channels available in Saudi Arabia, and personal preference and satisfaction, were the main reasons for VCR ownership in Saudi Arabia.
6. Creation of a commercial broadcasting system in Saudi Arabia was perceived to be the best way to develop the Saudi broadcasting system and eliminate the possible negative impact of imported programming content as well as enhance the Saudi broadcasting system's position in the Arab world.
7. There was no statistically significant relationship between gender, educational level, length of stay in the United States and VCR ownership

in Saudi Arabia and the perception of establishing commercial broadcasting in Saudi Arabia because perceptions are usually based on an individual's life experiences rather than their physical features.

8. There was a significant relationship between the concept of creating a commercial broadcasting system in Saudi Arabia and the following variables: viewing Arabian Gulf TV broadcasting, reasons of VCR ownership in Saudi Arabia, consuming American VCR programming, time spent watching American TV, and viewing CNN and Discovery channels.
9. Three general factors indicated the relationship among Likert scale variables in this study (18-33). Factor one summarized the positive aspects of establishing a commercial broadcasting system in Saudi Arabia. Factor two summarized the policy problems with establishing a commercial broadcasting system in Saudi Arabia. Factor three summarized the negative cultural impacts of establishing a commercial broadcasting system in Saudi Arabia.
10. In addition, the regression equation gives a summary of the relationship between establishing a commercial broadcasting system as a dependent variable and a set of items (20, 21, 24, 25, 29, and 31) as independent variables (see Table 4.13a) and specifying the contribution of every item to predict the dependent variable.

Recommendations and Conclusions

Any recommendations for developing a Saudi broadcasting system, must consider Saudi religious culture and its influence on the entire Islamic world. In addition, recommendations must take note of its social structure, economics and current broadcasting situation. Based upon this study and above, consideration should be given to the following recommendations:

1. Establish a commercial broadcasting system to give Saudi viewers more variety in program choices. (In the study, 89 students (71%) supported this solution.) Saudi broadcasters could develop entertainment programs and timely commentaries and news that would be appropriate within Islamic guidelines. Funds could be obtained from advertising and whenever necessary, from household subscriptions like some commercial broadcasting systems in the United States, England, and Japan.
2. Increase government support for domestic programming production, especially creating opportunities for the private sector and developing new flexible guidelines for local programming production. Such an effort would decrease Saudi broadcasting dependency on imported programs. The product life-cycle theory predicts that, "local audiences will prefer domestically-made cultural products and they minimize the chance that continuing

dependence will keep local industry from developing" (Lee, 1980, p. 2).

The commercial broadcasting system should be given more broadcast time in order to present a wide variety of programming. They should be encouraged to develop programs that follow the government guidelines that determine entertainment values (movies, comedies, and sports). Such broadcasts would enhance local production.

Actually, the development of a commercial broadcasting system would not require extensive governmental policy change. Additionally, this development would not necessarily be contrary to Islamic principles if, as advocated above, the message content were decided upon and judged as proper or improper based on Islamic rules. The medium itself should not be labeled bad, but the messages that come through the medium. By controlling the content according to Islamic teaching only, the government could regain control and still provide more viewing hours, resulting in an increased variety of programs. In fact, developing a commercial broadcasting system in Saudi Arabia should not upset the government officials since there is currently a trend toward giving the private sector more opportunity to participate in any sector except military and security.

If a commercial broadcasting system were established in Saudi Arabia, the people would have more viewing options, more freedom, and better communication and it may help forge trust between the government and Saudi citizen. Moreover, such a system would reduce DBS and foreign broadcasting penetration

by making the Saudi people more satisfied with their national broadcasting system and, thereby reducing widespread use of VCR software, or at least diminishing the time spent viewing VCRs. Further, establishing a commercial broadcasting system in Saudi Arabia would foster the local programming industry, create new jobs, promote national sovereignty, and minimize cultural imperialism upon Saudi viewers, as well as media imperialism upon the Saudi broadcasting system.

The Saudi people as well as the Saudi government want to make Saudi Arabia a very modern country. In fact, some of this modernization is fast becoming reality since Saudi Arabia now possesses many schools, universities, hospitals, highways, and good social facilities. There is a need to continue these developmental programs to meet the people's needs. Additionally, Saudi Arabia has a great responsibility toward the whole Islamic world because of its location and the fact that it contains some of the holiest places in the Islamic world (Makkah and Medina).

As has been noted, Saudi Arabia should renew and change its current broadcasting system as soon as possible to persuade Saudi viewers to come back. This would help other modernization projects currently underway.

Recommendations for Further Studies

Based on the findings of this study, further research is recommended in the following areas:

1. This study was limited to Saudi students in the United States. A similar study regarding the creation of a commercial broadcasting system might include Saudi students who have spent time in the West, but currently reside in Saudi Arabia.
2. Further studies should seek the perception of Saudi viewers about current Saudi Arabian programming in Saudi Arabia as a base for further audiences research studies in Saudi Arabia.
3. A study could be conducted quantitatively to determine the penetration of neighboring country's TV broadcasting such as Egypt and Arabian Gulf States.
4. A study to examine the potential danger of new communication technology (DBS) upon Saudi culture and how to prepare Saudi viewers to avoid the possible negative impact.

APPENDICES

APPENDIX A
LETTERS

MICHIGAN STATE UNIVERSITY

UNIVERSITY COMMITTEE ON RESEARCH INVOLVING
HUMAN SUBJECTS (UCRIHS)
206 BERKEY HALL
(517) 353-9738

EAST LANSING • MICHIGAN • 48824-1111

January 18, 1990

IRB# 90-017

Safran Al-Makaty
809 H Cherry Lane
East Lansing, MI 48823

Dear Mr. Al-Makaty:

RE: "THE FUNCTION OF ESTABLISHING A PRIVATE COMMERCIAL
BROADCASTING SYSTEM IN THE CONTEXT OF A TOTALLY
CONTROLLED BROADCASTING SYSTEM, THE CASE OF SAUDI ARABIA,
AS PERCEIVED BY SAUDI STUDENTS IN THE U.S.A. IRB# 90-017"

The above project is exempt from full UCRIHS review. The proposed research protocol has been reviewed by another committee member. The rights and welfare of human subjects appear to be protected and you have approval to conduct the research.

You are reminded that UCRIHS approval is valid for one calendar year. If you plan to continue this project beyond one year, please make provisions for obtaining appropriate UCRIHS approval one month prior to January 18, 1990.

Any changes in procedures involving human subjects must be reviewed by UCRIHS prior to initiation of the change. UCRIHS must also be notified promptly of any problems (unexpected side effects, complaints, etc.) involving human subjects during the course of the work.

Thank you for bringing this project to my attention. If I can be of any future help, please do not hesitate to let me know.

Sincerely,



John K. Hudzik, Ph.D.
Chair, UCRIHS

JKH/sar

cc: C. Atkin

بسم الله الرحمن الرحيم

*Royal Embassy of Saudi Arabia
Educational Attaché To The U.S.A.*



سفارة المملكة العربية السعودية
الملحقية التعليمية بالولايات المتحدة الأمريكية

Safran Makaty
809-H Cherry Lane
East Lansing, MI

48823

May 8, 1990

Dear Mr. Makaty;

(088-027113)

Per your Master's degree questionnaire sent to this office Feb.13,1990 we would like to inform you of the following :

- 1- It was received Feb 19, 1990 and sent out Feb22, 1990.
- 2- One hundred copies of said questionnaire was mailed out to 100 degree seeking female Saudi students at the time. That left one female degree seeking student out. At the time, we had 101 females seeking degrees.
- 2- Two hundred copies were mailed to male students randomly. We chose to mail them out to every third student on our computer list.

The mailing process happened on one day.

We all wish you the best in your academic pursuits.

Sincerely;

Abdul-Mannan Turjoman, Ph.D.
Academic Director

APPENDIX B
COVER LETTER AND QUESTIONNAIRE

December 1, 1989

To My Sincere Colleague:

I am a Saudi Arabian student working on my master's degree in the Telecommunication Department at Michigan State University. The scope of this study is to gather data about your opinions regarding the establishment of a new commercial broadcasting system in Saudi Arabia as a solution to the widespread use of foreign programming content through VCRs, foreign broadcasting transmission, and Direct Broadcasting Satellite (DBS) that is currently reaching Saudi Arabia, and its possible negative impact upon our norms and culture.

Your participation is important to the successful outcome of this project. Without your help, this study cannot be completed. Hopefully you will be able to take a few minutes to answer the attached questionnaire. Your responses will be totally confidential so there is no need to write your name. Your participation in this survey, however, is voluntary. You may not want to participate at all, or not to answer certain questions. You may indicate your desire to participate by completing and returning this survey. A stamped and pre-addressed envelope is enclosed for your convenience.

Thank you in advance for your participation and help.

Sincerely,

Safran Almakaty
809 H Cherry Lane
East Lansing, MI 48823

Questionnaire

Part I. Demographic Information

1. Sex ☐ Male ☐ Female

2. Age ☐ Less than 20 years old
 ☐ 20 to 25 years old
 ☐ 25 to 30 years old
 ☐ over 30 years old

3. Marital Status ☐ Single ☐ Married

4. Your level of education (the level you are currently seeking).
 ☐ Undergraduate
 ☐ Graduate Master
 ☐ Graduate Ph.D.
 ☐ Other (please specify)

5. How long have you been in the United States?
 ☐ Less than 6 months
 ☐ 1 to 3 years
 ☐ 3 to 5 years
 ☐ 5 years or more

Part II. Broadcasting Viewing and Listening Habits in Saudi Arabia

Answer the following questions based on your viewing habits in Saudi Arabia before you came to the United States (6-13).

6. How many radio sets did you have (include all radio)? _____

7. How much time did you spend per day listening to the radio? _____

8. How many television sets did you own? _____

9. How much time did you spend per day watching television? _____

10. How often do you listen to the following kinds of radio broadcasting systems?

	Often	Sometimes	Never
Saudi radio broadcasting	_____	_____	_____
British broadcasting (BBC)	_____	_____	_____
Voice of America	_____	_____	_____
Other (please specify)	_____	_____	_____

11. How often do you watch the following kinds of TV broadcasting systems?

	Often	Sometimes	Never
Saudi TV broadcasting channels	_____	_____	_____
Egyptian TV broadcasting	_____	_____	_____
Arabian Gulf States TV	_____	_____	_____
Other (please specify)	_____	_____	_____

12. Did you own a VCR when you were in Saudi Arabia?

_____ Yes _____ No

What are the reasons for your VCR ownership?

- _____ Lack of good quality TV programs
 _____ Limited number of TV channels
 _____ For personal preference and satisfaction
 _____ All of the above
 _____ Other (please specify) _____

13. Which of the following foreign VCR programs did you watch most often?

	Often	Sometimes	Never
Egyptian	_____	_____	_____
American	_____	_____	_____
Other (please specify)	_____	_____	_____

Part III. Broadcasting Viewing and Listening Habits in the United States

Please answer the following questions based on your viewing behavior in the United States (14-16).

14. In the United States, do you own a VCR? _____ Yes _____ No
If no, please answer the following question.

Why don't you have a VCR in the United States?

_____ There is no actual need for a VCR because there are more TV channels available.

_____ Other (please specify) _____

15. How many hours per day do you spend watching American TV?

0 1/2 1 2 3 4 5 6 7 or more

16. How often do you watch the following types of programs on American TV?

Often Sometimes Never

Networks (ABC, CBS, NBC) News

Networks Entertainment Programs

Pay Cable (HBO, Cinemax and

Showtime) Entertainment Programs

Cable (CNN, Discovery) News and

Information

Public Television (News and

Documentary Programs)

Other (please specify)

17. What types of changes in the Saudi broadcasting system do you think should be made to develop the system and eliminate the possible effects of foreign content programming through VCRs and foreign broadcasting?

_____ Establishment of a stronger censorship policy on Saudi radio and TV for both local and imported programs.

_____ Allowing the establishment of new commercial radio and TV broadcasting systems operated by the private sector.

_____ Other (please specify) _____

Part IV. Perception Regarding Commercial Broadcasting

For the following questions, please select the answer that best reflects your thoughts, opinions, or feelings about establishing a new commercial broadcasting system in Saudi Arabia. Circle the number that best describes your agreement or disagreement with each statement based on a scale from 1 to 5 as follows:

- 1 Strongly Agree
- 2 Agree
- 3 Neutral
- 4 Disagree
- 5 Strongly Disagree

Please remember that all of the following statements only apply to the Saudi Arabian broadcasting system.

		Strongly Agree				Strongly Disagree
18.	VCR and foreign broadcasting programming often represent a danger to Saudi norms and culture.	1	2	3	4	5
19.	Establishment of a commercial broadcasting system seems the best way to develop the system and eliminate the negative effects of foreign programming content.	1	2	3	4	5
20.	Establishing a commercial broadcasting system may cause a negative impact on the cultural and moral tasks of Saudis.	1	2	3	4	5
21.	Commercial broadcasting must follow the current censorship rules in selecting its programming.	1	2	3	4	5
22.	Commercial broadcasting will give Saudi people more viewing options, more freedom of opinions, and better communication.	1	2	3	4	5
23.	Commercial broadcasting would reduce DBS (Direct Broadcasting Satellite), VCR, and foreign broadcasting penetration.	1	2	3	4	5

		Strongly Agree			Strongly Disagree	
		1	2	3	4	5
24.	Commercial broadcasting will help make Saudi viewers satisfied with their national broadcasting and would help enhance trust between the government and the people.	1	2	3	4	5
25.	Development of a commercial broadcasting system would require extensive governmental information policy change.	1	2	3	4	5
26.	Development of a commercial broadcasting system would not necessarily be against Islamic principles.	1	2	3	4	5
27.	Establishing a commercial broadcasting system should foster the programming production and advertising industry, create new jobs, and promote national security.	1	2	3	4	5
28.	Allowing advertising in government TV broadcasting is a good base to finance a new commercial broadcasting system.	1	2	3	4	5
29.	Commercial broadcasting would increase local programming quality.	1	2	3	4	5
30.	Establishing a commercial broadcasting system would help other modernization projects currently in existence.	1	2	3	4	5
31.	Establishing a commercial broadcasting system is in contrast with current governmental information policy.	1	2	3	4	5
32.	Commercial broadcasting in Saudi Arabia should be like commercial broadcasting in the United States.	1	2	3	4	5
33.	Establishing commercial broadcasting might take most Saudi audiences from the existing governmental broadcasting system.	1	2	3	4	5

REFERENCES

REFERENCES

- Abuzinada, Z.A. "The Diffusion and Uses of Video Cassette Recorders Among Adult Members of an Extended -Community in the Kingdom of Saudi Arabia," Ph.D. Dissertation, Ohio State University, 1988.
- Al-Aamoudi, K.A. "Toward the Implementation of Saudi Information Policy." Master's Research Project, Michigan State University, 1984.
- Al-Abraham, H. "Antennas is a Problem, Should Government Solve It?" *AL-Majtama Mazagine*, Issue 903, 2-6-1990, (In Arabic), pp. 10 & 11.
- Al-Makaty, Safran. "Comparative Study of Broadcasting Production and Policy Between Saudi Arabia and Egypt," unpublished term paper for TC 870, Michigan State University, 1989.
- Al-Oofy, A. "The Impact of VCR on Young Saudi TV Viewing Habits and Lifestyle," M.A. Project, Michigan State University, 1986.
- Al-Yamama Weekly Magazine*. "The Dangers of Direct Broadcasting Satellite (DBS) on Arab World." No. 1089, January 11, 1989, pp. 14-22, Saudi Arabia, in Arabic.
- Al-Zrean, A. "How Do You Spend This Evening?" *Riyadh Daily Newspaper*, Issue No. 7444, November 19, 1988. In Arabic.
- Babbie, E. *The Practice of Social Research*, 1986, p. 114.
- Bakhash, B. D'Affaires at Royal Embassy of Saudi Arabia. Interview held with author at Saudi Arabia Yesterday and Today Cultural Exhibition, Washington, D.C., August 5, 1989.
- Beayeyz, I.A. "An Analytical Study of TV and Society in Three Arab States: Saudi Arabia, Kuwait, and Bahrain." Ph.D. Dissertation, The Ohio State University, 1989.
- Boyd, D. "An Historical and Descriptive Analysis of the Evaluation and Development of Saudi Arabian TV, 1963-1972." Ph.D. Dissertation, The University of Minnesota, 1972.
- Boyd, D. "Saudi Arabian Broadcasting: Radio and TV in Wealthy Islamic States." *Middle East Review*, Fall 1980.

- Boyd, D. "Broadcasting in the Arab World, A Survey of Radio and TV in the Middle East." Temple University, 1982.
- Boyd, D. "Home Video Diffusion and Utilization in Arabian Gulf States." *American Behavioral Scientist*, Vol. 30, No. 5, May/June 1987.
- Boyd D. and Najai, A. "Adolescent TV Viewing in Saudi Arabia." *Texas Law Review*, Vol. 61, Summer 1984.
- Boyd, D. and Straubhaar, J. "Development Impact of the Home VCR on Third World Countries." *Journal of Broadcasting and Electronic Media*, Vol. 29, No. 1, Winter 1985.
- Boyd-Barrett, O. (Eds.) "Media Imperialism: Toward an International Framework for the Analysis of Media Systems." *Mass Communication and Society*. London, Edward Arnold, 1979.
- Braun, L. and Itzkawitz, W. *Psychological Dimensions of Near Eastern Studies*. Princeton, NJ: The Drowin Press, 1977, p. 52.
- Compaine, B.M. "The Expanding Base of Media Competitions." *Journal of Communication*, Summer 1985.
- Cronbach, L.J. "Coefficient Alpha and Internal Structure of Tests." *Psychometric*, Vol. 16, No. 3, September 1951, p. 297-334.
- Elifson, K.; R. Runyon and A. Haber. "Fundamentals of Social Statistics." Addison-Wesley Publishing Company, 1982.
- Ferrall, V. Jr. "The Impact of TV Deregulation on Private and Public Interests," *Journal of Communications*, Winter 1989.
- Fowler, M. and Brenner, D. "A Marketplace Approach to Broadcast Regulation." *Texas Law Review*, Vol. 60, 207, 257, 1982.
- Golding, Peter. "Media Protectionism in the Third World: The Transfer of an Ideology." In Arnold, Edward (Eds.) *Mass Communication and Society*, London: 1979
- Gulf TV Handbook: The Authorized Dictionary of TV in the Gulf States*, Second Edition, 1982.

- Hachten, W. *The World News Prism: Changing Media, Clashing Ideology*. The Iowa State University Press, 1981.
- Head and Sterling. "Broadcasting in America," Fifth Edition, 1987.
- Heath, C.W. "Private Sector Participation in Public Service Broadcasting: The Case of Kenya." *Journal of Communication*, Summer 1988.
- Howell, W. Jr. "World Broadcasting in the Age of Satellite. Norwood, NJ: Ablex Publishing Corporation, 1986.
- Howell, W. Jr. "Broadcasting Spillover and National Culture: Shared Concerns of Ireland and Canada." *Journal of Broadcasting*, Spring 1980.
- Huston, G.H. *Color TV Theory*, 1971.
- Jumjum, S. Interview with the Deputy of Saudi Information Ministry. *IQra Magazine*, Issue #715, April 13, 1989, p. 14 (in Arabic).
- Khattab, M.K. "The Importance of Telecommunication Media Used in Conjunction with Non-Formal Education and Rural Community in Saudi Arabia." Ph.D. Thesis, University of Wisconsin-Madison, 1982.
- Lee, C.C. *Media Imperialism Reconsidered*. Sage Publications, 1980.
- Mahan, E. "Mexican Broadcasting: Reassessing the Industry-State Relationship." *Journal of Communication*, Winter 1985.
- McPhail, T. "Electronic Colonialism." 1987.
- Merdad, A. "A Comparative Analytical Study of the Arabian Gulf Broadcasting System." M.A. Thesis, Michigan State University, 1987.
- Ministry of Information: Saudi Arabian TV in Its First Decade, no date.
- Ministry of Information: Feature from Saudi Arabia, no date.
- Ministry of Information: "Radio and TV, Early Days and Growth," no date.
- Mosher, C. and Kalton, G. *Survey Methods in Social Investigation*. Boston: Allyn and Bacon, 1972.
- Norusis, M. *Advanced Statistics Guide (SPSSX)*, 1985.

- Ogan, C. "Media Imperialism and the VCR: The Case of Turkey." *Journal of Communication*, Vol. 38, Spring 1988.
- Oppenheim, A.N. *Questionnaire Design and Measurement*. New York: Basic Books, Inc., 1966.
- Prince, Fiscal Bin Sultan. "Private Sector Can Be Improved Toward Realizing Big Successful in Saudi Arabia." *Al Mubta'ath*, No. 190, April 1989, Washington, D.C., in Arabic.
- Prince, Turkey Bin Sultan, General Director of External Information at the Ministry of Information. Interview held at Saudi Arabia Yesterday and Today Cultural Exhibition, Washington, D.C., August 1, 1989.
- Rogers, M.E. "Communication Technology." *The New Media in Society*, New York, 1986.
- Royal Embassy of Saudi Arabia, Saudi Arabia, Washington, D.C., no date.
- Salinas, R. and Paldan, L. "Culture in the Process of Dependent Development: Theoretical Perspective." University of Tamerea, 1976.
- "Saudi Arabian TV Advertisement." *Business America*, p. 20, Vol. 9, January 20, 1986.
- Shobail, A. "A Historical and Analytical Study of Broadcasting and Press in Saudi Arabia." Ph.D. Dissertation, Ohio State University, 1971.
- Siebert, F.; T. Peterson; and W. Schramm. *Four Theories of the Press*. Urbana: University of Illinois Press, 1963.
- Straubhaar, J. "Factors in the Growth of TV Exports from Latin American Countries and Their Implications for the Theory of Cultural Industries and Dependence." 1983.
- Straubhaar, J. "Estimating the Impact of Imported Versus National TV Programming in Brazil." Thomes (ed.) *Study in Mass Communication*, Vol. 1, Ablex, 1983.
- Tan, A.S. *Mass Communication Theories and Research*. Second Edition, 1985.
- Tracey, M. Broadcasting Research Unit, London, 1987.

Umar, M.S. "The Role of European Imperialism in Moslem Countries." *The Islamic Quarterly*, London, 1988.

UNESCO World Communication Report, 1989, p. 149.

Varis, T. "The International Flow of TV Programs." *Journal of Communication*, Vol, 34, 1984, p. 143.

Whitton, J. "Hostile International Propaganda and International Law." Nordenstreng and Schiller, 1976.

Wimmer, R. and Dominick, J.U. *Mass Media Research: An Introduction*. Second Edition, 1987.

Yousef, T., Director of Academic Affairs at the Saudi Arabian Cultural Mission, Washington, D.C., Telephone Conversation on Wednesday, November 27, 1989 at 3:30 P.M.

Zorkoczy, P. "Information Technology." Oxford University, 1986.

MICHIGAN STATE UNIV. LIBRARIES



31293007875283