



THE IMPACT OF RADIO AND TELEVISION ON EGYPTIAN SOCIAL LIFE AND POLITICAL PROCESSES

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ABSTRACT

Researchers have studied the impact of modern mass media on various social aspects of Egyptian life, since communication is an interactive activity. One of the most prominent of such studies is Suzanne Qulaini's "The Impact of Satellite Television on Social Attitudes Among Youth." The study found that binge watching satellite TV had a large effect after taking into account other factors such as age, education, social and economic status, and marital status. These include a desire among young people to leave the country, a negative attitude toward Egyptian-made clothing, a tendency to follow fashion, fast food, and a misunderstanding of the concept of freedom. However, some trends deeply embedded in the minds of young Egyptians have not changed. The article discusses the role of radio and television in Egyptian social life.

KEY WORDS: Egypt, radio, television, education, social life, political system.

A study by Hanan Elewa on "The role of satellite channels in changing social behavior patterns in an Egyptian public sample" shows that social series are the most watched series. It also showed that Egyptians dominate Arabic satellite channels and show high levels of materialistic, inhumane traits, and unstable behaviors such as infidelity. The sample surveyed ranked Egyptian satellite channels as the third most influential factor behind television and family. It identified the most important social problems in Egyptian society as terrorism, unemployment and lack of family relationships. 90.5% of them explained that they have not seen dramas about unemployment, and 70.8% have not seen dramas about terrorism.

A new study on children's Internet safety found that 80 percent of them are under 16, and 21 percent are between 16 and 18. 61% male and 39% female. 58% have professional fathers (medical doctors, engineers, etc.). 74% of them connect to the Internet from their homes, and 9% from their friends' homes.

A study conducted by Najwa Abdel Salam on "Trends and Motives for Internet Use among Egyptian Youth" reveals various reasons. These include access to information, entertainment, friendships, curiosity, free time, and trying new innovations. 81.2% noted ease of access to information via the Internet. 51.7% of them have a personal internet subscription, 14.8% connect through their workplace, 20.8% through an internet cafe, 12.4% through scientific bodies and centers.

Mr. Bakhit's research on "Types and Habits of Internet Use of University Professors Using the Network of Egyptian Universities" showed that their Internet use is related to their profession. E-mail is the first area in which they use the Internet, but they also use it to access information, which highlights the role of the Internet in scientific research.

The main effect of modern mass media at the social level is that it creates a gap between different sectors of society within the same country. On the one hand, there are those who can financially support this modern mass media, on the other hand, there are those who cannot. Those



who can have more knowledge and benefit from it, while economic conditions prevent others from pursuing the field. This is especially true in a country where the average personal income is lower than in other countries. This was evident when the broadcast of football matches in a tournament involving Egypt was messed up. They could only be viewed by subscribers to Al-Awae'el, and Egyptian local and satellite channels could not make them available to non-subscribers. At that time, this incident greatly upset the Egyptian public. A number of cafes took advantage of this situation and increased the prices of their menu items in exchange for allowing their customers to watch these encrypted channels. It almost happened again at the last African tournament. This may be common in Western countries, where viewers are used to paying for TV, subscribing to encrypted channels and cable. However, for an Egyptian viewer who is not used to paying to watch television, it is very strange, because the channels are owned by the state. Furthermore, modern media and especially the Internet have isolated people from their communities and provide access to pornographic sites that are against the customs and traditions of Egyptian society [1].

The media has benefited from satellite technology. This is clearly shown by Egypt's many satellite channels and their number is constantly growing. Channels are now public or private, public or private. In addition, Egypt launched two satellites and created CNE, a satellite company, media city and pay-TV company. It shows the impact of telecommunications technology on the development of Egyptian media and highlights the advantages of satellite and computer-based media. Mass media have benefited from Internet services in many ways, most notably electronic journalism; Most Egyptian newspapers have websites. However, these modern media have had a negative impact on traditional media. They have dispersed the public among various channels and may have had a hand in a cultural invasion aimed at presenting the "New World Order" as the ideal model of development. Another effect of modern media is that it reduces public exposure to local media. A study conducted by Hiba Shahin on "Egyptian Public and Arab Satellite Channel Viewing" showed that the studied sample is reluctant to watch local channels and is not satisfied with local TV programs. The results show that a third of the studied samples are private decoders that accompanied the launch of Egyptian satellites and the spread of bouquets of Arab and foreign channels, the most popular of which are Al-Awael and Showtime. The main reason for owning decoders is entertainment.

The influence of foreign and Arab satellite channels on Egyptians with satellite dishes is evident in relation to the news. Arab satellite channels are sources of daily news, but when an emergency occurs, viewers turn to foreign channels (newspapers, radio and television) that often surpass local media.

Mohamed Ibrahim's study of "The Use of the Internet by the Egyptian Press and Its Impact on Journalism" shows how limited Egyptian journalistic websites are. In 1999, only 10% of the total number of regular newspapers in Egypt had their own websites. In addition, the number of journalists using the Internet is limited mainly to those working in foreign affairs, translation and technology departments. The research also showed that the scope of using the Internet capabilities of the newspaper is limited. It is considered a publication tool only and its interactive, advertising, marketing and informational dimensions are not applicable. In addition, electronic journalism is a poor competitor to traditional newspapers due to the small number of users, lack of subscriptions and advertising.

Najwa Abdel Salam's research on "Egyptian and Arab Electronic Journalism Experience" shows that Arab and Egyptian newspapers see the Internet as a means of republishing their same content without using their own resources (using different available tools, links). Other sites or advertising opportunities) In addition, electronic editions are delayed so as not to affect the sale of traditional newspapers.



Now, every citizen has the freedom to get information and choose the appropriate mass media, compare different types and analyze the information in it. Governments are no longer able to withhold information or control people's choice of information sources. For example, various information provided by Egyptian, Arab and foreign satellite channels and the Internet constitute a large volume of information that does not pass through national authorities. Hiba Shahin's research on "Egyptian Public and Arab Satellite Channel Viewing" shows that the sample surveyed prefers openness to the world, exposure to other cultures, and news not shown on Egyptian television. bought satellite receivers for rice. This shows the desire of the requested audience to break out of the chains imposed by the state on the media, through which the government controlled the material made available to the public (or so-called media gatekeepers).

Their interest in news is reflected in their preference for MBC and Al Jazeera, which have excellent news services. Arabic channels are the preferred source of information during normal events, while foreign channels are watched during emergencies. The surveyed segment was also interested in political programs that presented different points of view on a given topic, the most prominent of which were programs called "Opinion Against" and "More than one opinion." These are live broadcasts that take phone calls from viewers who can comment on the topic. Their interest in news is reflected in their preference for MBC and Al Jazeera, which have excellent news services. Arabic channels are the preferred source of information during normal events, while foreign channels are watched during emergencies.

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A study by Hanan Youssef on "Arab Issues as Presented by CNN and Euronews" shows that there is a continuing imbalance in the news effectiveness of both networks' coverage of Arab issues (especially CNN). In addition, the study showed that among the respondents, the elite watched CNN, Al-Jazeera, Euronews, MBC and BBC[2].

The role of the Internet as a means of monitoring the news, especially when serious events occur, is increasingly evident. It has the advantage of allowing access to information that is not controlled by government censors. The researcher noted the interest of Egyptian users to access various news sites after the American attack on Afghanistan. They also participate in surveys available online (which is a new way for Egyptian users to interact with important political events). Thus, the great potential of the Internet can be used to cover political and international events.



The findings of this researcher's study on "Egyptian Public and Arab Satellite Channel Viewing" highlight the role of the Internet as the main source of information for the surveyed sample. The Internet ranked fifth in the list of news sources used for ordinary events (42.4%), after Arabic satellite channels, foreign channels, Egyptian newspapers, magazines, and television. The Internet also ranked fifth in the list of sources surveyed during emergencies (15.8%), after foreign satellite channels, Arabic channels, Egyptian television, and Egyptian newspapers and magazines. Egypt has overtaken traditional news sources such as Arabic and foreign radio stations and Arab and foreign newspapers.

Sami Taye's study "Internet Use in the Arab World" shows that the Internet is an important source of news for the majority (91.5%) he studied, and that Egyptians are more engaged in finding information and news. Those who participated in the survey in the Arab Gulf were more interested in the entertainment aspects of the Internet.

Governments also play a role in Internet use. Shahinoz Basiouni's research on the topic "Factors affecting the quality of the content of the website of the General Directorate of Internet Information" shows that most of the information on the site is related to the activities of the government and its officials. relies on government-owned newspapers. The disadvantage is the predominance of official views and the presentation of information as advertising.

Despite the great advantages of the Internet, especially in terms of freedom of information, it should be noted that freedom of information on the Internet does not always guarantee reliability. Information that cannot always be traced to its source may be inaccurate or misleading. Therefore, the reliability of this information has not been established. In addition, the information democracy that the Internet allows is not a real democracy, but a simple democratic environment, because it is related to the amount of information provided by various bodies, institutions, individuals and networks.

Modern mass media create wide opportunities for the development of the economy. Satellite channels play their role in this by broadcasting economic bulletins on the latest developments in financial markets, currencies, essential minerals, financial transactions, stocks and bonds. plays Satellite channels, like all other international news networks, prepare world economic reports. In addition, investors use direct or indirect (sponsored) advertising to increase their sales and promote their products.

Investors subscribe to the Internet to advertise their products, access information about competitors, conduct international commercial transactions, and test investment opportunities in international markets. The Internet also provides a great opportunity for economic institutions to advertise their products and carry out their operations with minimum costs, maximum speed and efficiency.

Sami Taye's study of Internet use in advertising campaigns (145) of a number of international companies with their own websites found that the Internet was one of the communication tools they used, with half of these companies using the Internet. for communication, their use of e-mail has increased on average, and they use the Internet to browse information sites, disseminate information about their respective companies, and learn about competitors' activities and new research developments.

Modern telecommunications technologies have had an impact on religious media. The abundance and specialization of channels created an opportunity for the emergence of religious television satellite channels. Arab Radio and Television (ART) created the first Arabic Islamic channel called Iqra'. It started broadcasting at the end of 1998. This channel presents various programs on various aspects of life to meet the needs of modern Muslims from the perspective of modern Islam. It is aimed at strengthening the moderate and liberal style of Islam, strengthening the



sense of belonging to Islamic culture and showing the true image of this religion. Recently, this channel has replaced the public channel ART on the Egyptian satellite, increasing the public exposure of the channel. In addition, Iqra can be seen on several frequencies and other satellites as part of the Al-Awa'el constellation [3].

Satellite telecommunications technology also introduced Christian Channel SAT-7, a Lebanese Christian channel broadcasting in Arabic. It is not encrypted and therefore can be viewed in the Arab world via a European satellite. It is aimed at meeting the needs of the Arab Christian audience.

As for the Internet, several religious websites have been established. These explain the religion and its teachings, as well as the events and positions associated with them. Newspapers noted the rush to Islamic websites to learn about Islam in the wake of the attack on the United States.

The emergence of new media in the Arab region with the Gulf War: CNN played an important role during that period, and several Arab countries, including Egypt, broadcast their programs with it in encrypted or unencrypted signals. signed contracts on This marked the beginning of live broadcasting and open space in the Arab region.

The political events in the Arab region influenced the launch of the first Arab satellite channel. It was an Egyptian satellite channel established after the Iraqi invasion of Kuwait and Egypt's participation in the liberation of Kuwait. Political factors have also influenced various Arab countries to launch their own satellite channels in order to achieve their goals and promote their causes [4].

As a conclusion Interaction of Egyptian media with modern technological developments: Like developed countries, Egyptians have established a group of specialized and general satellite channels, as well as two Egyptian satellites that use the latest digital technologies. They invested in satellite technology by launching Idoshi 101 and 102. Diversity and continuous growth of satellite channels: Egypt's satellite sector is the largest in any Arab country in terms of number of channels and airtime. This is a continuation of the important role of the Egyptian media.

Advances in telecommunications technology have resulted in an increase in the number of satellite dishes in your home, as well as an increase in the number of channels available to those who have them. The number of Internet users has also increased and is expected to increase further with the abolition of subscription fees and the capping of local phone calls.

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