

**PERCEPTION AND ACCEPTANCE OF VIOLENCE IN DIGITAL
FOREIGN MOVIES ON MBC2 TELEVISION CHANNEL AMONG
JORDANIAN UNIVERSITIES' STUDENTS**

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AUTHOR DECLARATION

I hereby declare that the work in thesis is my own expect for quotations and summarizes which have been acknowledged.

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ABSTRAK

Universiti Jordan mencatatkan masalah di kalangan pelajar di universiti swasta dan kerajaan. Terdapat sebilangan kajian yang mengkaji penyebab keganasan di kalangan pelajar, tetapi ada jurang dalam alasan lain yang meningkatkan tahap keganasan di antara mereka. Penyelidikan ini memfokuskan pada saluran filem dan implikasinya terhadap orang di Jordan. Penyelidikan ini cuba menilai hubungan antara filem dan pelajar universiti Jordan melalui empat elemen filem, iaitu seni mempertahankan diri, senjata, penderaan fizikal dan penyalahgunaan lisan. Pemboleh ubah moderator disertakan, yang merujuk kepada latar belakang sosio-ekonomi. Penyelidikan ini menggunakan pendekatan kaedah campuran, yang merangkumi pendekatan kualitatif dan kuantitatif. Kualitatif merujuk kepada temu bual dengan pakar. Pada masa yang sama, kuantitatif menggunakan tinjauan sendiri, yang menggunakan persampelan rawak mudah kepada 372 responden yang mendaftar di Universiti Swasta Al Zaytoonah (Fakulti Ekonomi dan Perniagaan) dan Universiti Yarmouk (Fakulti Ekonomi dan Sains Pentadbiran). Data dianalisis menggunakan Partial Least Squares-Structural Equation Modeling (PLS-SEM) untuk mengenal pasti hubungan antara persepsi seni mempertahankan diri, senjata, penderaan fizikal dan penyalahgunaan lisan terhadap penerimaan keganasan dan latar belakang sosio-ekonomi. Hasilnya menunjukkan persepsi negatif terhadap keganasan dalam filem terhadap penerimaan keganasan di kalangan pelajar. Peranan latar belakang sosio-ekonomi sebagai moderator juga adalah negatif antara persepsi keganasan (seni mempertahankan diri dan penderaan fizikal) dan penerimaan keganasan di kalangan pelajar di universiti. Sebaliknya, peranan latar belakang sosio-ekonomi sebagai moderator di antara persepsi keganasan (penyalahgunaan lisan dan senjata) dan penerimaan keganasan di kalangan pelajar di universiti memberi kesan positif. Di samping itu, latar belakang sosio-ekonomi sebagai moderator didapati tidak signifikan dalam 1) hubungan antara seni mempertahankan diri dan penerimaan keganasan, 2) penderaan fizikal, dan 3) penerimaan keganasan. Kajian ini menimbulkan implikasi dari empat ciri dalam filem tersebut kepada penonton sasaran. Kesan Teori Kognitif Sosial mengubah tingkah laku dan perasaan menjadi lebih agresif. Secara teorinya, kesan filem ciri ini adalah negatif. Pemeriksaan lebih lanjut mengenai latar belakang sosioekonomi dan persepsi filem membantu mengurangkan keganasan dalam masyarakat.

ABSTRACT

Jordanian universities have recorded problems among students in private and government universities. There is a number of studies examining the causes of violence among students, but there is a gap in other reasons that increase the level of violence among them. This research focuses on the movie channel and its implications on people in Jordan. This research attempted to evaluate the relationship between movies and Jordanian university students' through four movie elements, namely martial art, weapons, physical abuse and verbal abuse. A moderator variable is included, which refers to socio-economic background. This research uses a mixed-method approach, comprising qualitative and quantitative approaches. The qualitative refers to the interviews with the experts. At the same time, the quantitative adopts the self-administered survey, which uses simple random sampling to 372 respondents enrolled at Al Zaytoonah Private University (Faculty of Economics and Business) and Yarmouk University (Faculty of Economics and Administrative Sciences). The data is analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM) to identify the relationships among the perceptions of martial art, weapons, physical abuse and verbal abuse towards the acceptance of violence and socio-economic background. The results showed a negative perception of violence in the movies towards the acceptance of violence among the students. The moderating role of socio-economic background in the universities is also negative between the perceptions of violence (martial art and physical abuse) and acceptance of violence among students. In contrast, the moderating role of socio-economic background in the universities between the perceptions of violence (verbal abuse and weapons) and acceptance of violence among students positively impact. In addition to that, the socio-economic background is found insignificant moderator in 1) the relationship between martial arts and the acceptance of violence, 2) physical abuse, and 3) the acceptance of violence. This study poses implications of four features in the movies on the target audience. The impact of Social Cognitive theory changes behaviours and feelings to be more aggressive. Theoretically, the impact of these features movies is negative. Further examinations on socioeconomic background and movie perceptions are helpful to decrease violence in the community.

الملخص

سجلت الجامعات الأردنية في الآونة الأخيرة مشاكل بين طلاب الجامعات الخاصة والحكومية هنالك العديد من الدراسات درست أسباب العنف بين الطلاب لكن لازالت هنالك فجوة لأسباب أخرى تعمل على زيادة العنف بين الطلاب غير ملموسة على أرض الواقع. يركز هذا البحث على قناة تلفزيون سينمائية وانعكاساتها على الناس في الأردن، تم تقييم العلاقة بين الأفلام وطلبة الجامعات الأردنية من خلال أربعة عناصر سينمائية وهي الفنون القتالية عن النفس والأسلحة والإيذاء الجسدي والإساءة اللفظية. تم تضمين العامل الوسيط وهو الخلفية الاجتماعية والاقتصادية. يستخدم هذا البحث منهجية مختلطة تتمثل من خلال المنهجية الكمية والنوعية. تشير النوعية إلى المقابلات مع الخبراء بينما تعتمد الكمية على المسح الذاتي الذي يستخدم عينة عشوائية بسيطة لـ 372 مستجيباً من الطلاب الأردنيين في جامعة الزيتونة الخاصة وجامعة اليرموك الحكومية. تم تحليل البيانات باستخدام نماذج المعادلات الهيكلية للمربعات الصغرى لتحديد العلاقات بين مفاهيم كل من المتغيرات المستخدمة نحو (PLS-SEM) الجزئية زيادة العنف وكذلك دور المتغير الخلفية الاجتماعية والاقتصادية. أظهرت النتائج وجود علاقات سلبية بين كل المتغيرات التي تم قياسها. بالإضافة إلى ذلك، تم العثور على أن الخلفية الاجتماعية والاقتصادية وسيط غير مهم (سلبية) على العلاقات استخدام الأسلحة والاعتداء اللفظي في زيادة العنف لدى الطلاب وكان أيضاً وسيط مهم (إيجابي) على العلاقات بين الفنون القتالية والإيذاء الجسدي. تطرح هذه الدراسة آثاراً لأربع ميزات في الأفلام على الجمهور المستهدف. تم ربط النتائج مع نظرية الإدراك الاجتماعي من خلال تغيير السلوكيات والمشاعر لتصبح أكثر عدوانية وفقاً للفرضيات الموجودة. إن تأثير هذه السمات الأربعة في الأفلام يظهر بشكل سلبي من خلال هذا البحث. ويقترح الباحث المزيد من التحقيق حول الخلفية الاجتماعية والاقتصادية للطلاب مع علاقتها في الأفلام التي قد تعمل في زيادة العنف في الجامعات والمجتمع.

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