

CHAPTER I:

INTRODUCTION

1.0 Introduction

Since a long time ago, many communication methods have been created in communities. Among these methods are stories, especially the written ones. With time, combined with technology, series and movies were made and spread gradually in the world. Most countries have written stories, television series and Cinema movies with shows with smartphones, bright screens, and others.

Nowadays, cinema and television have a powerful effect on people in the communities and provide movies 24 hours a day. These movies become the focus of attention among youths. Thus, various problems, such as racism, have compelled researchers to study phenomena like violence, crises, and crimes. Youth tries to be attractive with each other and meet by gatherings like clubs, universities. They spend their time achieving something unique regardless of the aims, which would push them to act what they think based on their earned basic knowledge and behaviours, and even through external stimuli like their families, values, and others. Television channels and Cinema are among the types of media which have that effect on youth.

Movies can transfer information, knowledge and culture to people around the world. Many studies mentioned that movies have effectiveness and implication for

people. Hence, this research is going to investigate the effect of movies on people. Youth are a category of people. They have unique attributes, especially in the future, where they are attracted to action movies such as martial arts. However, many channels achieved their aims through create action shows which have violence in film. In this regard, this research wishes to study the issue of violence among youth in Jordanian Universities. Also, the MBC2 channel that broadcast movies 24 hours a day.

1.1 Background of Study

Violence among the youth of Jordanian Universities has increased over time, and most of them are reported by police centres or university security files. Even both of them have registered. The reasons and solutions, and limits of this phenomenon need to be illustrated to decrease violence on the target audience. The target audience is the youth of Jordanian Universities, and this category of people is essential in the community. Anyway, an acceptance of the violence index among Jordanian universities' youth led to creating the current problem and highlighting it to study. Media, including movies, have an extraordinary impact on society. Youth are the leaders in future or as what people called them "benefit Card" in communities.

Nowadays, many methods are available in media, and these methods aim to allow people to communicate with each other through many sections such as education, advertisements, and so forth. The education sector would help people to spread awareness efficiently. Thus, region or country, or even sexual or gender-related

differences, should be considered (Silva et al., 2015) regardless of men's and women's values (Gang, 2011). Movies are one of the media which have a high impact, and films have a high rate globally; on-screen violence coming from the film is inevitable. Thus, this research will investigate the role of movies in Jordan, while the target audience constitutes Jordanian university students.

Yildirim (2016) concluded violence against women in his study by measuring the current index of violence. Likewise, Grove and another survey of campus sexual assault victims in the USA based on the American Association of University Women (AAUW) concluded that is violence is a real problem facing the community on Campuses (Grove et al., 2017).

In general, violence problem exists due to many factors, and among the most critical factors include social behaviour, environment, psychology, and culture (Alrawwad & Alrfooh, 2014). The results of violence may consist of psychological or physical harm and the synonym of hurt words in the current century. However, a lot of evidence refers to violence as evil. Additionally, many studies found violence to impact society negatively. It's easy to create a spark among students in Jordan, which is evident among Northern and Southern youths in Jordan; categories between poor and rich other standards contributed to racism.

The weak obligation to Islamic values (Alshoraty, 2015) contributes to this issue. The target audience would follow or imitate acts of television or cinema stars regardless of whether the action is good or evil. A significant number of people tend to

imitate actor stars like Jackie Chan or any actors who use a weapon like Stick, Nechako (Nunchaku), etc. The youth prefers martial arts actions that are dangerous in real life, and some of them even risked their lives for a challenge that had happened recently through some online games like "the blue whale."

This research intends to study the impact of foreign movies among youth, especially in universities. Violent movies would promote violence sometimes directly, and that would increase the level of abuse among youth. Accordingly, filmmakers and directors send their attention to target it to arrive at the highest benefit in the box office (Tripathy et al., 2015). Circulating the impact of the violent movie among Jordanian university students led to highlights on this study.

1.2 Statement of the Problem

Nowadays, the impact of media on people has been observed and reported in many studies. Through the media, specifically through cinema, television, radio, and social media, people become closer. Meanwhile, different cultures and habits among communities sometimes affect each other, both negatively and positively. Media can utilize to change cultures and traditions, which is portrayed already in the audience's minds. For example, Hindi movies have a culture that differs from other cultures found in other parts of the world. Media function as the connector of people, which ultimately leads to knowing the role of media activity among people. Media, including movies, are still actively available at this moment.

However, the prevailing problem is that movie channels negatively impact the target audience and can change values and culture while promoting violence to the young. Also, Aljazeera Media Network report (2013) mentioned that adverse impact could reduce government performance to apply the law among people. The same source assets statistically that are last ten years until 2010 fracasas or fight arrived at 776 which mean 64 a year while Sada news (2013) mentioned that numbers of fracasas or war came to 58 in 2011 after these years no statistics data recorded. However, the level of violence among students has increased, linked to their media usage, i.e., movie viewing. As reported in some studies (Tripathy et al., 2015; Chandio et al., 2013), violence in movies viewed by these young viewers has imparted them with opposing ideas. Violence is aggression to the group, person or perhaps staff, ultimately leading to damage, psychologically and physically (Tripathy et al., 2015).

Movies are part of media; they can transfer information and advertisements from other countries to Jordan. It leads to discovering different cultures and content by those viewing youth which can ultimately lead to the collision of cultures (Tawil-Souri, 2008). Youth is an essential category in Jordan. On the other hand, movies that they view can change their upheld values. Accordingly, watching movies that contain scenes of aggression could make them more aggressive and significantly undermine the educational mission of communities, especially at the universities (Alshoraty, 2015), which is a negative impact. In Jordan and other communities, this is a real problem. Hence, the present study highlights the negative effects of movies on youth studying in Jordanian Universities.

Joshi et al. (2008) stressed that violence in movies has a negative impact on people. Additionally, they stated the role of television channels in transferring violence to people. Nowadays, the dominance of media, especially television, on the minds of people through direct or indirect ways. Movies are among television and cinema contents and would be reflected to change behaviour, values, and education in society. University violence can threaten education and create anxiety and tension in the campuses (Alshoraty, 2015). Hence, the focus should address the phenomenon to allow changes and developments in educations. Additionally, previous studies found that university violence is mainly male-oriented (Ramzoun, 2013). Accordingly, based on the present-day environment of Jordanian society and the past studies, this research focuses on both genders.

Violence is harmful to the community, particularly the academic environment of universities (Chandio et al., 2013). Also, the results from a study carried out by Okour and Hijazi (2009) affirmed the effects of parental physical and verbal violence. The verbal abuse threats or physical abuse through bodily harm and verbal threats of aggression against property or possessions and different forms of violence by students to others (Chandio et al., 2013). Based on the past findings, movies can show viewers acts of violence, and viewers can imitate movie stars. All these may create a threat to education while negatively impacting students.

1.3 Research Questions

- 1.3.1 To what extent do Jordanian universities' students perceive foreign movies?
- 1.3.2 What is the level of acceptance among Jordanian universities' students towards violent movies before and after watching the movies?
- 1.3.3 Does the socioeconomic background moderate the impact between the foreign movies and the acceptance level of violent movies before and after watching the movies?
- 1.3.4 What is the level of tendency in violent behaviours among Jordanian Universities' Students?
- 1.3.5 To what extent can compare students at Jordanian universities violence level in reality with experts' evaluation?

1.4 Objectives of the Study

This research focuses on the operations of media by foreign movie channels and Jordanian universities' students. The research objectives are as the following:

- 1.4.1 To examine the level of perceptions towards foreign movies among Jordanian universities students combined when and how many hours spent watching MBC2 channel, students' opinion and genre.
- 1.4.2 To recognize the level of increase towards violent movies before and after watching the movies.

- 1.4.3 To identify the moderation aspect of socioeconomic background towards the relationship between the perceptions in the foreign movies and the increased level of violent movies before and after watching movies.
- 1.4.4 To investigate the tendency of violent behaviours among Jordanian Universities Students regarding age, work, level of education and gender.
- 1.4.5 To compare the experts' evaluation of violence level with Jordanian Universities Students violence level of perception.

1.5 The Significance of the Study

The significance of the study through eliminated or at least limited the circulating of violence phenomena. The rate of this phenomenon goes up in Jordanian Universities due to many factors. However, the index of alarms from the Ministry of Higher Education & Scientific Research to Jordanian Universities is high nowadays. Some of the Jordanian Universities are going to close because of repeated warnings which come by students. The violence reflected among students is combined with some factors such as tribal fanaticism, the absence of Islamic values, nepotism and others (Alrawwad & Alrfooh, 2014). Hence, the importance of this topic lies.

Despite the growing interest of people to know other cultures by media directly or by following their practices irrespective of nationality where there is no racism sometimes or prejudice to the specific category, but there are many problems that would be invisible. However, different levels of social learning such as group categories,

identity, feelings, beliefs, and related cognitive structures (Lawrence & Kelleher, 2004) must exist depending on people's innate capacities and behaviours (Ghosh, 2014). Somehow, the study investigates humans and not categories. More investigation, the research is carried out in the Jordan community, and the target audience is Jordanian Universities Students since they are the leaders of the future.

After completing high school, the next step of education in Jordan is Government or Private Universities. The sample of this research has been chosen from two universities, namely Al-Zaytoonah Private University and Yarmouk University. As reported in the most recent statistic in the Ministry of Higher Education & Scientific Research in Jordan, Al-Zaytoonah University, a private university in Amman, had the highest number of students in 2015. Meanwhile, Yarmouk University in Irbid city had the highest number of students in 2015 after the University of Jordan in Amman. Yarmouk University is has chosen because of its location. In this study, samples are having selected from two different places to achieve the best results to guarantee the quality of answers in the questionnaire.

Jordanian Universities Students is the target audience in this study. The increased number of students compelled the Jordanian government to enact rules on combat violence. The universities in Jordan provide financial support in 2001, amounting to 60,151,301JD and 443,917,409JD in 2015; such amounts reflect the importance of this sector in Jordan (Higher Education and Scientific Research in Jordan, 2015). Hence, violence among students is worth the scrutiny, particularly on the factors that led to violence, such as movie channels.

The movies in the MBC2 channel are a product of Hollywood American Company. Hollywood is the most significant movie company industry in the world. In his study, El Hassan (2008) asserts that the MBC2 channel has achieved the highest viewers as statistical showed among Jordanian universities students. Accordingly, the research chooses this channel to study violent movies and their impact on the target audience.

1.6 Scope of the Study

Nowadays, most people need media as a part of their life. To study specific areas should be limitations supposed to be available to some extent to appear the research. Many studies mentioned that media could impact the audience, and it has vast activities around the world, such as movies. Accordingly, in this study, the research will explore media (movie channels) implications and go more in-depth into foreign channels and target audience, which entails students at Jordanian universities. The research limits to:

1.6.1 Geographic: The location is Jordan. The geographic limits in this research present the violence in the students at the Jordanian Universities, and the samples are two universities in Jordan. 1- Yarmouk University 2- Al-Zaytoonah Private University and one faculty of each.

1.6.2 Time: The time for this research is to start in 2017 and end in 2021. The timer is essential where violence recently became an evident phenomenon in the

Jordanian universities. Duration time start from 2018 until 2019-2020. (Add survey time)

1.6.3 Tools of the Study: Television channels is the study area and, more specifically, the MBC2 channel.

1.6.4 Method: The research used a mixed-mode approach contain quantitative and qualitative research methods.

1.7 Keyword Definitions

1.7.1 Verbal abuse

Despite to available verbal abuse among students' but they use widely in Jordanian universities. Studying this factor can decrease the violence among students in Jordanian universities.

1.7.2 Weapons

According to the use of some types of weapons among students shown in movies, the research sees that well, and it is worth studying it.

1.7.3 Martial Arts

Despite to available martial arts widely but students use some of them in Jordanian universities. Studying this factor can decrease the violence among students in Jordanian universities.

1.7.4 Physical abuse

It is common among students, and previous studies mentioned that students' use their hands usually in the fight.

1.7.5 Violence

Violence among youth in Jordanian Universities can affect the education in Jordan and at least ultimately work to lose the reputation of education. Anyway, pushing the education sector and improving it is most significant to people and the authority. Violence is an obstacle in the education sector, and researchers would decrease this phenomenon. University student violence can be defined procedurally as a pattern of offensive or compulsive behaviours, including physical and psychological harassment of classmates or professors, as well as the damage of university property (Damra & Ghbari 2014).

1.7.6 Foreign Movies

Foreign movies: Industrialized away from one's native country: on business in a foreign movie. Jordan is the location study, and this study focuses on the MBC2 channel and its movies from Hollywood.

1.7.7 MBC2

MBC2 channel: A television channel in Saudi Arabia and provides foreign movies with American tests where Hollywood is in America.

1.7.8 Television Channels

Television channels: is the type of media that can and present various forms of visual and sound information (Sabouri & Zohrabi, 2015), such as movies, advertisements, news, programs and others.

1.8 Conclusion

There should be a strong tie between the spectator and the television to raise the level of science and knowledge among community members that ultimately lead to upgrading in the society. The research focuses on media operation in foreign television

movie channels in Jordan with Jordanian Universities Students to expose the level of impact.

The studies are based on the students and movies as a factor in this research, and the movies are the dynamo that helps create violence among students. Regardless of other reasons that played their role in circulating violence among students, like socioeconomic background, violent movies have a role in this process, which is the main aim of the research. Students, violence and movies have a unique position in this study. Thus, can collect them to decrease the intensity among students and then improve the educational sector in Jordan.

The introduction provides an overview of the subject of this thesis. The background appears structuring and ground of the case. Statement of the problem reveals the need to understand the level of violence among students. The information focuses on four sides in the movies only on the target audience and the objectives to solve this problem and explore that impact on the students.

The significance of the Study provides the role of this thesis in real life, specifically on the education sector, which is almost the most critical sector in the country. Jordan is the location of this study and one of the categories in Jordan people who are the target audience to be studied.

The keyword definitions are essential in the study. They appear the meaning of each variable used in this case and guide readers to precisely know these variables' value and the role and the power of impact on the target audience in this thesis.

