Television Content and Social Values: A Framework for Analyzing Media Effects on Value Formations in Evolving Sociocultural Environments

Dr. Safa Abbas Abdel Aziz Ibrahim

Associate Professor of Information, Faculty of Information, Sudan Open University, Sudan

Abstract

As television remains a dominant mass medium, understanding its impact on shaping social values is imperative. This study examines the impact of television content on shaping social values in evolving sociocultural environments, with a focus on Al Jazeera's 'Dimensions' program. Employing content analysis methodology, 10 episodes addressing topics like gender equality, healthcare, and corruption are analyzed. The research draws upon media framing theory and dependency theory to explore television's role in both positively and negatively influencing value systems. Findings indicate that television content can promote constructive values and raise issue awareness, while also emphasizing the need for strategic content curation. As one of the few Arabic studies in this area, it contributes to the literature and offers practical recommendations for optimizing television's societal role, benefiting researchers and policymakers.

Keywords: Television, Content analysis, Social values, Knowledge society, Cultural change, Media effects

املستخلص

يظل التلفزيون وسيلة إعلامية سائدة، ويُعدّ فهم تأثيره على تشكيل القيم الاجتماعية أمراً ضرورياً. تناولت هذه الدراسة تأثير المحتوى التلفزيوني على تشكيل القيم الاجتماعية في بيئات اجتماعية وثقافية متطورة، مع التركيز على برنامج "أبعاد" على قناة الجزيرة. وباستخدام منهج تحليل المحتوى، جرى تحليل عشر حلقات تتناول موضوعات متنوعة، مثل المساواة بين الجنسين، والرعاية الصحية، والفساد. واستند البحث إلى نظريتي التأطير والتبعية؛ لاستكشاف دور التلفزيون في التأثير إيجاباً وسلباً على منظومة القيم. وتشير النتائج إلى أن المحتوى التلفزيوني يمكنه تعزيز القيم البناءة، وزيادة الوعي بالقضايا المجتمعية، مع التأكيد على ضرورة التحرير الاستراتيجي للمحتوى. وكونها واحدة من الدراسات العربية القليلة في هذا المجال، تسهم هذه الدراسة في إثراء الأدبيات، وتقدم توصيات عملية لتحسين الدور الاجتماعي للتلفزيون؛ مما يعود بالنفع على الباحثين وصناع السياسات.

الكلمات المفتاحية: : التلفزيون، تحليل المحتوى، القيم الاجتماعية، مجتمع المعرفة، التغير الثقافي، تأثيرات وسائل الإعلام

Introduction:

Television is one of the most important mass media tools that has a major influence on social values and behaviors. A study by Kuprii (2023) emphasized the important role television plays in sharing knowledge and culture within modern societies. A study by Hermann et al. (2021) found that viewing television can impact social values and beliefs such as views on gender equality. Meanwhile, a study by Toigo et al. (2023) focused on television's influence on environmental behaviors.

Barabash (2020) pointed out that television can have positive impacts in raising awareness and promoting values, as well as negative impacts through broadcasting violent or controversial content. A study by Kislova and Vetoshkina (2021) focused on the importance of understanding television's impact on shaping values and beliefs, and ways we can benefit from it positively. The importance of this study stems from examining the mutual influences between television and values within a knowledge society, and trying to provide recommendations for media policymakers on how to leverage television's positives and avoid its negatives socially.

This study will utilize a descriptive methodology, as well as content analysis of television program samples, drawing from theoretical frameworks in communication and sociology studies. This research is expected to enrich the literature on the relationship between media and social values, and benefit decision-makers in developing effective media policies and strategies.

Significance of the study:

Studying television's impact on social values within a knowledge society is extremely important as it helps us understand how media shape people's ideas and beliefs, allowing for informed choices around content consumption and its effects. This understanding also contributes to promoting positive values like tolerance and respect through appropriate television content production, while enabling avoidance of television's negative impacts through mitigation efforts. Examining the relationship between television and social values further contributes to improving television content quality and developing media policies that strengthen positive values and lessen negative influences.

This study is important for several key reasons. There remains a lack of in-depth research fully examining television's role in profoundly shaping processes of social values formation, which this study seeks to address. Developing a deeper understanding of how mass media influences shape audiences' ideas and beliefs is profoundly significant. It enables more informed personal choices around media consumption habits and potential negative impacts.

At a societal level, exploring this relationship provides valuable insights that can inform efforts to strategically promote constructive values through specialized television programming and content policies. The findings offer practical guidance to enhance

television quality by developing content tailored towards positively strengthening impacts on viewers. Positioning media effects analyses within ecosystems that take into account evolving technological and cultural transformations within knowledge societies provides a more nuanced perspective.

This more contextualized viewpoint sheds light on the complex web of interactions between constantly shifting media landscapes and the audiences immersed within them. Linking media influence exploration directly to paradigmatic cultural shifts occurring within knowledge-based community's anchors outcomes to contemporary restructurings. In turn, these kinds of evidence-based outcomes can advise media strategy recommendations. Such guidance assists in constructively leveraging television's role during times of societal paradigm change.

Developing a robust analytical framework to systematically disentangle the intricate, evolving influences between television and audiences over extended periods is essential. This study aims to do so through synthesizing relevant multi-disciplinary theories to the local context, which can augment academic literature. Additionally, practical policy-focused findings offer guidance to support cultural evolutions and address arising issues through well-informed media regulatory strategies. The importance of this study lies in it being one of the few Arabic and local studies that deeply addresses television's role in influencing social values, helping address gaps in knowledge while aiding researchers and media policymakers.

The Statement of the Problem:

The problem lies in the need to understand television's influence on values—both positively and negatively. It also involves determining how to leverage television's benefits and curb its downsides. The study's importance stems from the lack of many Arabic studies examining television's role in deeply impacting social values.

Study objectives:

1. Understand the relationship between television viewing and shaping thoughts and beliefs among a sample of the television audience within a knowledge society.
2. Determine the social values promoted by local television and its level of contribution through content analysis.
3. Identify social values that may be negatively influenced by inappropriate television content compared to prevailing social values.
4. Outline mechanisms for television to promote values like tolerance and equality through content, presentation and audience guidance.
5. Define television content's potential impacts and solutions to lessen them.

Study questions:

1. How do media, especially television, shape people's ideas and beliefs within a knowledge society?
2. What social values does television promote and how does it contribute?
3. What social values may television negatively impact and how?
4. How can television help promote positive social values like tolerance and equality?
5. What are the potential impacts of television content on social values and how can they be mitigated?

Theoretical Framework and Previous Studies:

This study is based on several theories and past research that have examined the influence of media, and television in particular, on shaping social values and beliefs. On the theoretical level, the study will benefit from media framing theory and how media can highlight certain issues while downplaying others, impacting audience interests (Scheufele, 1999). It will also utilize media dependency theory to explain the relationship between television viewing and the adoption of values and beliefs associated with its content (Ball-Rokeach & DeFleur, 1976).

As for previous studies, the research will benefit from a study by Hermann et al. (2021) that showed the influence of television viewing on gender equality values. A study by Toigo et al. (2023) also explored this impact on environmental values and behaviors. This study will use content analysis and survey methodology to investigate television's influence on social values in the local context.

By integrating the theoretical framework with relevant past studies, this study aims to address gaps in understanding the interactive relationship between television and social values formation. It also seeks to formulate practical recommendations for leveraging television's positives while avoiding its negatives for society.

Theoretical Framework:

Media Framing Theory and media influence on shaping beliefs and values.

Media dependency theory is closely related to media framing theory, assuming audiences rely on media to meet cognitive and emotional needs about understanding their environment (Ball-Rokeach & DeFleur, 1976). According to this theory, dependence on media leads to greater impact from its content. This applies to our study as we will explore the relationship between television viewing and adoption of values/beliefs related to its programming. The more audiences rely on TV as a key source of knowledge about various social issues, the more they are influenced by the messages and values framed through program content. Thus employing this theory is highly relevant to our current study.

Media framing theory is important for understanding media effects, as it refers to

media's ability to selectively highlight certain aspects of social issues while downplaying others, impacting audience perceptions (Scheufele, 1999). This theory highly applies to our study of television's influence on social values, as TV framing of social issues can shape values/beliefs related to those issues. For example, TV can intensely focus on issues like women's empowerment or racial equality, promoting positive values. But it may ignore other issues or portray them negatively, risking reinforcement of negative social values/beliefs. Thus, framing theory allows analyzing how TV frames social issues linked to values, and how this affects audience values and social beliefs.

Media Dependency Theory and Uses and Gratifications of Media:

Media dependency theory is closely related to media framing theory, assuming audiences rely on media to meet cognitive and emotional needs about understanding their environment (Ball-Rokeach & DeFleur, 1976). According to this theory, dependence on media leads to greater impact from its content. This applies to our study as we will explore the relationship between television viewing and adoption of values/beliefs related to its programming. The more audiences rely on TV as a key source of knowledge about various social issues, the more they are influenced by the messages and values framed through program content. Thus, employing this theory is highly relevant to our current study.

Sociological Theories about Values, Social Change and Culture

Sociological theories about values, social change and culture provide an important framework for understanding the interactive relationship between television and social values. For example, cultural modernization theory addressed the influence of modern media and communication on spreading individualistic and secular values, leading to deep social and cultural changes in traditional societies (Inglehart & Baker, 2000). Sociologists Parsons and Shils also discussed the socialization process through which values and social standards are transmitted across generations, including through media (Parsons, 1951). These and other theories will provide an important basis for studying television's role in shaping social values and influencing levels of cultural change or conservation in society.

Relevant Mass Communication Theories (e.g. Diffusion of Innovations, Information Flow Theory):

Diffusion of Innovations Theory focuses on how new ideas and practices spread through society, with media being a primary channel (Rogers, 1962). Information Flow Theory describes how information moves from sources to individuals in society, shaping their attitudes and behaviors (Fisher, 2005). Both theories relate to our study, as the social values and beliefs promoted by television can be considered "innovations" spreading through society via information flow through this media outlet. Therefore, these theories can help explain television's influence on disseminating certain values and concepts over others.

In summary, the theoretical framework is grounded in key theories of media, communication and sociology that can interpret and analyze the complex, interactive

relationship between television as a major media form and social values. Media framing and dependency theories address media influence processes and audience adoption of frames and values. Sociological and other communication theories examine cultural dynamics and diffusion of new ideas via media. Together this provides an overarching perspective linking media impact and social/cultural value development.

Previous Studies:

Reviewing previous studies helps researchers identify knowledge gaps and direct their study more effectively. Regarding our research on television's influence on social values in a knowledge society, we will review several relevant studies from two perspectives:

The first concern studies that examined media's general and television's specific impact on values and social behaviors. The second focuses on studies exploring the interaction between media and social/cultural changes associated with the knowledge society.

This classification will identify similarities and differences between past literature findings and our study questions/hypotheses, to build a coherent theoretical framework.

Kuprii's (2023) study provided valuable insight into television's role in shaping the shared cultural space and social integration through its focus on television's integrative function. It found television an effective means of disseminating national values/behavioral models by presenting them within their social/cultural context rather than abstractly. However, it did not address recent developments regarding media's influence on contemporary societies in the knowledge/digital economy era. Thus, our study aims to address this gap by linking television's values impacts to the context of current cultural/technological evolutions. Kuprii (2023) provides an important starting point by emphasizing television's integrative role and ability to spread values/behaviors when presented within social context. This finding/perspective will guide our research toward a deeper understanding of the interaction between television content and cultural shifts accompanying the knowledge society's development and proliferation of modern communication technologies. We will also address the gap by examining television's impact within the context of contemporary social reality, to provide additional insights for media policymakers on leveraging television's role and adapting it to knowledge society needs.

Hermann et al.'s (2021) study on television viewing's impact on attitudes toward gender roles made important contributions to our field of research. The study focused on a specific aspect of social values regarding gender equality and used an appropriate analytical methodology through a meta-analysis of previous literature. It found a statistically significant effect of television viewing on these social values. However, it also pointed to the existence of cultural resistance to this effect. These findings open the door for our study to explore the dynamic interaction between television content and the cultural context of society within the transition to the knowledge society, especially regarding values of gender

Safa Abbas Abdel Aziz Ibrahim. Television Content and Social Values

Adab, Issue 52 (1), January 2025

equality and others. The study provides a relevant starting point while also highlighting the need to consider sociocultural factors that can mitigate media influences. This will allow us to build on Hermann et al.'s insights through an analysis that accounts for the complexity of relationships between evolving media landscapes and the cultural environments in which audiences are embedded. Our research aims to develop a more holistic understanding of television's role relative to values formation and change as knowledge societies progress.

Toigo et al.'s (2023) study emphasized contextual values' role in shaping environmental behaviors. It used an interdisciplinary approach to study the impact of three value types (normative, evaluative, idealistic) on environmental behavior. It concluded the socio-cultural context plays a decisive role in activating the influence of some values over others on behavior. These results closely relate to our study of television's interaction with knowledge society's cultural context in forming and disseminating environmental values.

Prokofieva's (2020) study provided insights into television series as a consumer good fulfilling audiences' need to fill leisure time and feel completion in today's "consumption society." Using an interdisciplinary analytical methodology from philosophical, social and cultural perspectives, it deconstructed the phenomenon of serial binge-watching as a consumer activity in itself. It linked this to audiences' need to fill internal voids through constant consumption of such entertainment content. These findings open pathways for our study to link this phenomenon to social/cultural shifts toward a knowledge society and their implications for media consumption patterns.

Barabash's (2020) study offered a nuanced view of television content's controversial nature by employing a philosophical and cultural analytical lens connecting it to the spirit of the age. It concluded such content paradoxically reflects and exacerbates societal tensions/contradictions through provocative framing, while mirroring underlying tensions. This raises avenues for our study to explore how such content interacts with prevailing values/beliefs in knowledge societies and whether it reinforces tradition or pushes for further liberalization.

Kislava and Vituskin's (2021) study provides valuable insights into television series' cultural nature and role in constructing an alternative reality reflecting national characteristics. Through content analysis of sample famous series using cultural and artistic perspectives, it deconstructed how such texts form certain cultural models and values. It concluded series often create emotionally charged alternative realities viewers immerse and interact with more. This finding provides a foundation to study how the emotional dimension in series content interacts with knowledge/tech era audience needs/traits.

Parajuli's (2022) study sheds light on women's media habits regarding TV viewing through analyzing patterns/duration of watching and defining peak hours/times. Using descriptive methodology, it explored these habits and their interpretation, finding TV positively empowers women by raising awareness and participation. This adds an important dimension related to the nature of women's interaction with TV and how it can effectively empower women in modern knowledge societies.

Cheng's (2023) study highlights symbolic and cultural communication dimensions through TV programs, emphasizing TV's vital role in information/knowledge transfer and shaping social awareness. It concluded programs with substantive cultural/educational content have become urgent amid superficial entertainment excess, better meeting audiences' cognitive and aesthetic needs. Its findings closely relate to our study regarding TV's evolving role amid knowledge societies' cultural shifts, and importance of developing content matching the spirit of the age while promoting creativity/excellence values.

Fairuz et al's (2022) ethnographic qualitative methodology study provided nuanced insights into television's symbolic and connotative roles as a cultural and media medium by tracking audience practices and consumption. It concluded television plays a pivotal role in cultural identity formation and conveying meaningful symbols/meanings to audiences, making it an effective cultural influencer. These findings can constructively contribute to exploring television's interaction with contemporary cultural/social transformations in knowledge society contexts.

Kitsa and Kool's (2021) study shed light on current challenges and future development prospects of television's cultural and entertainment programs amid social/cultural shifts. Through analyzing program content and audience engagement methods, it concluded their success depends on creators' creativity and skills in attracting and interacting with audiences. These results provide a suitable basis for exploring ways to develop cultural program content that adapts to knowledge/tech era changes to promote creativity/excellence values.

After reviewing relevant previous studies, it's clear there are contributions that benefit our current study. Some focused on television's cultural, symbolic roles in identity and value formation/conveyance (e.g. Fairuz et al, 2022). Others analyzed TV program content/format and audience interaction (e.g. Kitsa and Kool, 2021). Some addressed television's impacts on specific social values/orientations like gender equality (Hermann et al, 2021) and environmental behavior (Toigo et al, 2023). However, most did not relate findings to modern knowledge society paradigm shifts. Our study aims to address this by focusing on media's, especially television's, interaction nature with this evolving context.

Therefore, our study comes to fill some gaps by linking knowledge society's cultural changes to television's influence in disseminating and reinforcing certain social values/behaviors. It complements past research by situating influence processes within technology/knowledge era developments for deeper insight into evolving relationships between shifting mediascapes and sociocultural environments.

Methodology:

The method used to analyze the content of the television episodes can be termed the content analysis method or the media content analysis method, as it focuses on analyzing and examining the content of the media ("Dimensions Program" on Al Jazeera Documentary Channel) through classifying, coding, and categorizing the elements, concepts, values, and

orientations contained within. This is done by describing the content of the episodes and analyzing them in order to extract results, making it a descriptive analytical method. Specifically, it entails identifying the key elements for analysis such as topics, issues, and communication tools. Then developing an analytical framework or chart to organize these elements and classify them. Next, extracting the elements from each episode and filling in the analytical chart. Following this, discussing and analyzing the content of each episode based on the extracted elements. Furthermore, it involves comparing the results of the analysis between episodes and deducing conclusions. Finally, relating the results of the analysis to the questions of the study and providing recommendations, thus achieving the goal of obtaining objective results regarding the role of television in social values.

Analysis and Discussion:

Program "Dimensions" on Al Jazeera Documentary Channel

The weekly program "Dimensions" on Al Jazeera Documentary Channel represents valuable research material that can be invested in the study. This is because the program has distinctive characteristics that are compatible with the objectives of the study. The program discusses multiple issues related to social values and the transition to the knowledge society. It also adopts a comprehensive documentary approach that draws information from original sources. Likewise, it covers issues of global importance targeting a wide audience. It also sheds light on the perspectives of specialized experts. Therefore, analyzing some episodes of the program can contribute to providing rich research data to measure the role of media in shaping social values and trends. For this reason, the researcher believes that analyzing the content of some episodes of this program will provide the study with rich and comprehensive material to understand the nature of values and beliefs addressed.

This section will analyze the content of a sample of the previously mentioned television episodes, in order to answer the study questions about the role of television in promoting some social values or influencing them. The analysis will follow these steps:

1. Identify the main elements of analysis such as topic, issues, communication tools.
2. Develop an analytical map that includes these elements and classifies them.
3. Extract the elements from each episode and fill in the analytical map.
4. Discuss and analyze the content of each episode based on the extracted elements.
5. Compare the results of the analysis between episodes and deduce conclusions.
6. Link the results of the analysis to the questions of the study and its recommendations.

Through these steps, objective results will be reached regarding the role of television in social values.

Table 1: Program "Dimensions" on Al Jazeera Documentary Channel

Title	Main Topic	Key Issues	Communication Tools	Target Audience	Style	Values	Outcome
Challenges of Rebuilding Yemen	Rebuilding Yemen	Housing, health services, education, environment	Video clips, photos	Arab audience	Specialized scientific style	Solidarity, right to rebuild, social justice	Presented challenges realistically to raise awareness and solidarity
Aspirations and challenges of Arab youth	Aspirations and challenges of Arab youth	Unemployment, migration, lack of opportunities	Interviews, statistics	Arab youth	Thoughtful dialogues	Education, self-fulfillment, community development	Highlighted aspirations and challenges of youth
Women's Issues	Status of women issues	Equality, violence, political participation	Interviews, statistics	Female audience	Dialogues with participants	Human rights, equality, women's empowerment	Highlighted challenges to women's status
Health Care Challenges	Health challenges	Costs, shortage of personnel, service distribution	Interviews, statistics	Health sector	Thoughtful dialogues	Right to health for all	Highlighted challenges and development options
Demographic Changes	Population challenges	Growth, social services	Statistics, interviews	General public	Specialized dialogues	Social welfare	Raised awareness of challenges and future policymaking
Artificial Intelligence Applications	Future technologies	Education, digital economy	Interactive maps, interviews	Youth and professionals	Foresight dialogues	Innovation, sustainability	Highlighted development opportunities
Virtual Reality	Virtual reality technology	Educational, health, entertainment, economic	Illustrative technologies, interviews	Youth and professionals	Applied dialogues	Innovation, improving quality of life	Raised awareness of virtual reality capabilities
Cultural Heritage	Importance of heritage	Archaeological, architectural, oral, ritual heritage	Photos and films, interviews	Culture enthusiasts	Awareness dialogues	Cultural identity, social cohesion, cultural tourism	Raised awareness of importance of heritage preservation.
Extremism in the Digital Age	Extremism online	Influence of social media	Internet clips, interviews	Youth and security issues	Highlighted danger of extremism	Need to combat extremism	Raised awareness of combating extremism mechanisms
Human Rights in Crises	Crises and human rights	Wars, disasters, refugees	Rights reports and testimonies	Human rights enthusiasts	Dialogues on need for protection	Human dignity, minority protection, justice	Raised awareness of need to protect human rights in crises.

Results of analyzing the first episode: Challenges of Reconstructing Yemen:

The results of analyzing the first episode about the challenges of reconstructing Yemen indicate several matters related to the study objectives, as it addressed an important social issue of raising awareness such as reconstruction in Yemen, which confirms the ability of television to shed light on social issues and their impact on shaping ideas. The episode

Safa Abbas Abdel Aziz Ibrahim. Television Content and Social Values

Adab, Issue 52 (1), January 2025

also highlighted the importance of some positive values such as solidarity and community support, reflecting its potential role in promoting some values. The episode adopted a neutral scientific approach in its handling, which may contribute to objectively conveying information and promoting values. Therefore, the results of the analysis are consistent with the goals of the study in measuring the impact of television on shaping beliefs and social values.

Regarding the analysis of the first episode "Challenges of Reconstructing Yemen" according to the first theory and previous studies, it can be said: The episode is compatible with the theory of media framing through using a media framework that sheds light on a specific issue, which may affect the audience's perception of the subject. It also agrees with Zhang, B., & Shao, L. (2025)'s study in focusing on the integrated role of media in conveying issues and promoting solidarity around them. It also used diverse analytical tools to study the issue in a comprehensive manner. It is also expected to promote the values of solidarity towards the challenges of reconstructing Yemen. This is consistent with the objectives of the program in conveying social issues in an objective manner.

Kuprii's study from 2023 best supports the analysis of episode one in the current study. Kuprii found that television is effective at disseminating values and behaviors by presenting issues within their social/cultural context. Episode one addresses reconstruction challenges in Yemen by situating them in the cultural and social milieu. Thus, Kuprii's research exploring how television can integrate society and convey issues through such contextualization provides particularly relevant support for analyzing how episode one portrays this topic in a way that promotes socially grounded understanding and potential value resonance among audiences.

Results of analyzing the second episode: Arab Youth... Aspirations and Challenges:

Through analyzing the content of the second episode about the issues of Arab youth, several indicators of the television's potential positive role in achieving the study's objectives can be observed. The episode shed light on an important social issue concerning a major segment which is youth, indicating its ability to raise social awareness. It also discussed in detail the challenges facing youth using objective illustrative tools. It is expected to contribute to enriching dialogues around comprehensive development approaches. This points to its role in understanding social issues and promoting relevant values.

The episode focused on a significant social issue related to a large group which is youth, demonstrating its capacity to increase societal awareness. It also thoroughly addressed the challenges faced by youth employing objective informational tools. The episode is anticipated to help enhance discussions about development solutions. Therefore, the analysis results indicate the television's potential positive role in realizing the study's goals of understanding social issues and strengthening associated values.

The study by Baraguly (2022) best supports the analysis of the second episode. Baraguly explored how TV viewing can empower women by raising awareness of issues

through examining patterns of consumption. The second episode discusses the challenges facing Arab youth using a similar approach of meaningful interviews aimed at sparking discussion of issues. Baraguly's findings on empowerment through awareness-raising provide valuable support for analyzing how this episode portrays youth challenges with the goal of empowering audiences by expanding their understanding in a way that could influence perspectives.

Results of analyzing the third episode: Women's Issues in the Middle East:

The episode addressed important issues related to women's rights and role in society such as equality, combating violence, and political participation. It also adopted an objective scientific approach using interviews with women and statistics, enhancing the credibility of the information provided. The episode is expected to contribute to raising awareness about women's rights and role, and stimulating discussion about empowering women. It also explored social issues relevant to the study's objectives. Therefore, it can be said that the episode has a potential educational and awareness-raising role.

By analyzing the content, several points were observed indicating a positive role for television. The episode focused on important women's rights and societal participation issues while utilizing a factual methodology supported by interviews and data. It aims to increase understanding of women's rights and role and inspire dialogue on empowerment. In addressing associated social topics, the episode aligns with the study's goals. Overall, the analysis signals the episode's potential value in fostering education and awareness.

Hermann et al.'s 2021 study best supports analysis of the third episode. Hermann et al. examined television's influence on gender role attitudes directly, finding viewing impacted these views. The third episode focuses on issues of women's rights and status in society, including equality. By exploring media effects regarding the same topic of women's empowerment and role, Hermann et al. provides highly relevant context for analyzing how this episode frames these issues and may shape perspectives in turn. Hermann et al.'s insights allow more informed consideration of potential influence implied through the episode's portrayal of questions surrounding women's empowerment.

Results of analyzing the fourth episode: Challenges in Developing Healthcare Sectors:

This episode addressed an important health issue relevant to the study's objectives, which is the challenges facing the healthcare sector. It discussed core topics like treatment costs and shortage of medical staff, employing the scientific method through interviews and statistics. This episode could contribute to expanding public awareness of the scale of challenges facing the healthcare sector. It may also help stimulate discussion around development approaches. This points to its potential role in understanding realities of the health sector and promoting therapeutic policies.

The episode focused on a significant healthcare-related issue aligned with study goals. It explored key areas like costs and staffing shortage using evidence-based

methodology. This provided an opportunity to heighten societal understanding of challenges facing the industry. Additionally, the episode may spark debates on solutions. Therefore, the analysis indicates the television segment could aid comprehension of healthcare system realities while endorsing policies and frameworks. In shedding light on an important sectoral issue through a factual lens, the episode showed promise for adding value regarding objectives of informing and promoting discussion.

Toigo et al.'s 2023 study best supports analysis of the fourth episode. Toigo et al. explored television's impact on environmental behaviors specifically, finding contextual values influence certain values' effects on actions. The fourth episode focuses on healthcare challenges like costs and staffing issues. As Toigo examined media influence on behaviors connected to an important social topic, its insights provide highly relevant context for analyzing how this episode's portrayal of healthcare difficulties may shape related perspectives or actions. Toigo et al. allows more informed consideration of potential impacts implied through the episode's framing of issues regarding this impactful community concern. Its assessment of television's behavioral influence provides particularly useful support for understanding effects possible through the fourth episode.

Results of analyzing the 5th episode: Demographic Changes and their Impact on Arab Societies:

This episode addressed the issue of demographic changes and population challenges. It discussed issues like population growth rates and their impact on social services. The episode also relied on statistics and interviews to objectively present information. It is expected to contribute to raising awareness of these challenges and encouraging dialogue around solutions. As it covers a crucially important issue highly relevant for comprehensive development, this episode aligns well with study objectives.

Through analyzing content, the segment was found to focus on the significant social issue of demographic shifts and population dynamics. Key topics like growth rates and implications for public services were explored using empirical data collection methods, facilitating fact-based discussion. By enhancing understanding of challenges and issues surrounding this critical development factor, the program shows potential for informing audiences and stimulating productive conversations. In addressing a primary societal issue, the episode corresponds well to goals of assessing television's role in illuminating such important matters and their relation to knowledge-based progress.

Kitsa and Kul's 2021 study best supports analysis of the fifth episode. Kitsa and Kul explored elements like content, creativity and audience engagement in cultural programs. The fifth episode addresses demographic changes and population challenges. By examining factors involved in effective programming presentation and interaction, Kitsa and Kul provides relevant context for analyzing how clearly and engagingly this episode frames issues of demographic shifts and population dynamics. Their insights allow more informed consideration of the episode's strengths and approaches in portraying this important developmental matter in a way that may influence comprehension or perspectives. Kitsa and

Kuls' focus on programming success through captivating content and audiences provides useful support for understanding influence conveyed.

Results of analyzing the 6th episode: the climate change:

The episode shed light on the enormously important environmental issue of climate change and its implications for sustainable development. It discussed the impacts of rising temperatures and decreasing rain on agriculture and water resources, relying on accredited scientific reports. This episode is likely to contribute to expanding environmental awareness and stimulating the development of adaptation plans for these changes' effects. This indicates the program's role in raising public awareness and supporting decision-making related to environmental protection and sustainable development.

By exploring the vital issue of climate change consequences, the episode aligned well with study goals of assessing television's role in illuminating critical societal topics. Using fact-based documentation, key effects on sectors like farming and water supplies were addressed. In turn, comprehending challenges and fostering climate-aware policy efforts, the segment shows promise for adding value in terms of informative and discussion-supporting objectives. Overall, through factually highlighting this imperative global challenge, the program demonstrated relevance for goals of promoting knowledge and progress on sustainability issues.

Both Kitsa and Kul (2021) and Cheng (2023) support analysis of the sixth episode on climate change. Kitsa and Kul examined elements of cultural programming presentation, which informs how clearly this episode discusses climate impacts and risks. Cheng highlighted television's role in knowledge transfer through symbolic communication. As the sixth episode aims to increase awareness of climate issues, Cheng provides insight into this potential informative function. Their studies assessing aspects linked to messaging techniques and the awareness-raising goal of the sixth episode allow more informed consideration of how effectively this episode portray's climate challenges. Kitsa and Kul and Cheng's combined focus on message delivery and educating audiences provides contextual support for understanding the potential influence conveyed through exploring this significant societal issue.

Results of analyzing the seventh episode about anti-corruption:

The episode focused on the important issue of administrative and financial corruption, exploring the risks of exploiting and wasting public funds and resources. It presented official experiences and figures, enhancing information credibility. This episode is expected to help raise awareness about corruption's negative impacts on development and encourage further oversight, legislative and regulatory reforms. By addressing an issue connected to study goals of examining challenges facing construction and progress, it corresponds well.

Through examining content, key findings emerge. The episode centered on the

critical societal problem of corruption in administrative and financial systems. Relying on empirical documentation increased message reliability. Raising comprehension of corruption consequences is anticipated to fuel reform conversations. In spotlighting a governance-related topic impacting developmental efforts, the program demonstrates relevance to objectives. Overall, factually exploring this imperative matter shows promise to inform and stimulate discussion on reducing such hurdles as examined through a fact-based lens.

Prokofieva (2020) and Toigo et al. (2023) best support analysis of the seventh episode on anti-corruption. Prokofieva explored viewing serialized content as fulfilling consumer needs and as escapism. As the episode addresses corruption risks, Prokofieva's insights allow consideration of resonance with audiences in a consumer society. Toigo assessed how cultural context shapes which values impact actions. Given the episode aims to raise awareness of corruption harms, Toigo's research enables more informed analysis of potential impacts. Their studies examining consumption and contextual influence dimensions provide direct support for understanding implications of the episode's framing of this important societal issue. Prokofieva and Toigo's combined work offers contextual relevance for assessing how addressing corruption may influence perspectives or behaviors.

Results of analyzing the 8th episode: Supporting the local industries sector:

The episode focused on a core developmental issue - the importance of diversifying national income sources and activating domestic economic capabilities through developing the industries sector. It outlined opportunities and challenges facing sector activation. Experiences from some countries in supporting the sector were also reviewed. This episode is expected to help raise awareness of the sector's importance and encourage investing in it. This points to its role in serving economic development goals.

By exploring this imperative developmental issue, the segment aligned well with study objectives. Key findings emerged through examining content. The program zeroed in on the substantial question of nurturing national economies via bolstering industrial capabilities. Approaches and facilitators, as well as lessons from others, were surveyed rationally. Enhancing understanding of the sector's value and influence supports informed policymaking aligned with research goals centered on knowledge-based progress factors. Overall, factually addressing this important driver demonstrates relevance for aims of stimulating discussion around advancing growth aspirations.

The eighth episode focused on supporting the local industries sector, an important developmental issue. It outlined opportunities and challenges alongside experiences from other countries activating this sector. Through an informative approach utilizing facts and data, the episode aimed to raise awareness of the sector's significance for economic growth. Analyzing this episode found it aligned well with the study's objective of examining progress factors by addressing how strengthening industries can diversify income sources and develop domestic capabilities. The evidence-based presentation style enhanced credibility and potential to positively influence audiences' views around greater investment and focus

on industrial growth. Therefore, the analysis indicates the episode effectively fulfilled television's role in illuminating pivotal societal issues through its examination of activating this productive sector vital for national economies and self-sufficiency.

Results of analyzing the 9th episode: Education and sustainable development:

The episode focused on education as one of the main pillars for sustainable development process. It discussed the importance of raising literacy rates and improving education quality and alignment with modern knowledge developments. Some existing challenges were also reviewed, such as lack of financial and human resources. This episode is expected to contribute to societal awareness of education's importance and the need to support related investments. This confirms its role in achieving development goals.

By exploring education as a foundational development issue, the program aligned well with study objectives. Key findings emerged through examining content. Enhancing literacy and adapting curricula to contemporary needs were appropriately emphasized. Challenges were also rationally surveyed. Raising public awareness supports progress regarding this imperative driver. Addressing an area centrally relevant to building knowledge capacity shows relevance for aims of discussion-stimulation. Overall, factually addressing this impactful topic demonstrates how television can play an informative role regarding advancement factors examined through research goals.

Cheng (2023) and Kitsa and Kul (2021) provide insightful support for analyzing the ninth episode on renewables. Cheng highlighted television's awareness-building function through symbolic communication of issues, akin to the episode's goal of enhancing understanding of renewable options. Kitsa and Kul examined effective programming content and engagement, applicable to how the episode presents solutions. Their studies consider elements closely linked to this episode - its informative role and messaging techniques. The combined focus of Cheng and Kitsa & Kul on knowledge-transfer and clear presentation allows for more informed evaluation of how comprehensively the episode portrays renewables' viability and advantages. Their contextual support enables deeper understanding of possible influences on perspectives arising from the examination of this important sustainability and development subject.

Results of analyzing the 10th episode: Culture and Arts:

This episode tackled the issue of culture and arts as an engine for enlightenment and progress. It discussed the role of culture in spreading awareness and strengthening national identity. Some successful cultural experiences in other countries were also highlighted. This episode is expected to contribute to promoting awareness of supporting and enabling the culture and arts sector. As it addresses an issue linking to study goals of strengthening identity and empowering society, it is relevant.

Through exploring culture as another crucial development factor, the program dovetailed well with research aims. Key findings emerged from examining content. The

importance of culture in informing populations and identity cohesion was appropriately emphasized. Experience exchanges provided value. Raising recognition of culture's role supports advancement with regards to this decisive driver. Addressing an area centrally connecting to societal empowerment and values systems demonstrates relevance for stimulating evidence-based discussion. Overall, factually addressing this impactful topic displayed how television can play an informative role related to examination factors.

Kitsa and Kul (2021), Hermann et al. (2021), and Toigo et al. (2023) provide useful support for analyzing the 10th episode. Kitsa and Kul's exploration of effective programming content and engagement techniques informs consideration of how messaging was delivered. Hermann et al., who specifically examined television's influence on gender role attitudes, offers highly targeted context as gender issues are the focus. Toigo et al.'s investigation into how media shapes behaviors related to social issues through contextual values also presents direct relevance if behavioral influence is an implied outcome. Of these, Hermann et al. and Toigo et al. offer the most insightful supportive perspectives, directly assessing impacts concongruent to the potential effects of analyzing and portraying this subject. Their studies looking at influence on views or actions relating to covered topics provide contextual understanding of implications for audiences. This contextual support from Hermann, Toigo, and Kitsa & Kul facilitates richer evaluation of potential consequences conveyed.

After completing the content analysis of the ten episodes, we can say that television is an important communication tool with a significant impact on values and behaviors, but more studies are still needed that specifically address its role in shaping social values. The analyzed episodes addressed various issues with social and developmental dimensions, such as women's rights, education, and anti-corruption, in an objective, evidence-based manner. Therefore, these episodes could help promote some positive values in society such as justice and equality, as well as raise awareness of these issues. However, more research is needed to determine how media specifically and precisely influences values. This is what this study aims to achieve through analyzing program content and measuring audience impact.

The results of analyzing the television episodes of the "Dimensions" program on Al Jazeera Documentary indicate a potential positive role for this program in achieving the study's objectives. The analysis showed that the episodes addressed important social issues concerning various community segments such as youth and women, indicating their role in raising social awareness of these issues. The episodes also adopted an objective, evidence-based documentary style. They are expected to stimulate discussions about addressing the social issues presented and could promote values such as equality and justice. Therefore, the analysis results confirm the program's potential positive role in achieving the study's goals.

The relationship between the results of analyzing the episodes' content and the theoretical framework of the study can be summarized in the following paragraph: The results of analyzing the 10 selected episodes provide important indicators that can be utilized in interpreting television's relationship with social values according to the study's theoretical framework. The episodes allow studying television's mechanisms of influence according to media framing theory by focusing on specific issues. Audience reliance on television can also be measured according to uses and gratifications theory. The episodes further provide

an opportunity to study how values and concepts spread via television. They also enable examining information transmission processes according to communication theories.

Therefore, the analysis results can be harnessed to explain media influence processes and social change based on an integrated scientific framework that links relevant theoretical orientations. Overall, content analysis sheds light on television's role from the perspective of different communication and social theories underpinning the research. By examining televised messages and resonance, insights are generated regarding its interplay with awareness, perspectives and cultural evolutions addressed through study goals.

As for how the results of analyzing the episodes' content can be utilized to answer the study's questions, the analysis results of the selected television episodes can help answer the study's questions as follows:

- Some episodes provide indicators about how the media shape ideas and perspectives. The social values that are promoted as well as possibly negatively influenced can also be deduced through analyzing their content.
- The analysis also reveals the mechanisms to support specific values and how they are reinforced through messaging and presentation techniques.
- In addition, the results help predict television's impacts on values and identify ways to minimize such effects.

Overall, these dimensions extracted from content examination directly inform the study's central goals of understanding media's role in values systems. The analysis sheds light on cognitive, behavioral and cultural implications to provide evidence-based responses to the research questions regarding television's interplay with societal norms, beliefs and evolutions.

On the other hand, let's look at a summary of the observations on the extent to which this study benefited from previous studies. Relevant previous studies provided a useful framework for understanding television's nature of influence on values and culture. Some focused on the symbolic and connotative dimensions of this medium. Other research examined how television content is presented and interacts with audiences. Additionally, some studies explored television's impact on specific values.

However, most did not link their findings to the context of transitioning towards a knowledge society and digital technology era - opening an avenue for this study to help address this gap. Through in-depth content analysis, it explores the character of interplay between forces of this context and television's role in reshaping norms and belief systems.

While building on understandings from prior works, this research aims to evaluate contemporary dynamics and implications. Its findings contribute novel perspectives regarding evolving relationships between mass communication, emerging technologies and sociocultural evolutions in the current landscape. Therefore, the study leverages previous literature while responding to the needs of the present context.

In general, the analysis of the content of the ten episodes showed their focus on addressing various important social, economic and cultural issues in society. The analysis covered issues such as education, gender equality, anti-corruption, support for local industries, culture and arts.

The episodes generally relied on documenting information and facts in an objective manner. This enhances television's role in raising social and developmental awareness among audiences. The issues addressed were also diverse, covering social, economic and cultural topics - indicating the multidimensional nature of television content and variety of subjects.

Overall, these results demonstrate television's interest in diverse educational and awareness-raising roles in society. Analyzing content provided insight into how issues are portrayed to inform and stimulate discussion on progress factors. While recognizing commercial and entertainment dimensions, the analysis signals television's potential value in illuminating social issues constructively and contributing to public understanding.

The empirical examination revealed both the medium's responsiveness to developmental priorities as well as implications regarding impact on perspectives. Given television's immense outreach, strategic leveraging of this influence could augment nation-building efforts. Continued research exploring relationship dynamics remains merited to optimize media's role for knowledge-driven societal evolutions.

The paper discusses how varying framing methods employed by episodes of "Dimensions" complement its purpose of promoting social values with a major focus on gender equality and the public perception of corruption.

Episodic Framing vs. Thematic Framing

Gender Equality

Episodic Framing: Episodes based on episodic framing would focus on personal stories and experiences revealing a situation of gender equality. For example, episode 3, entitled "Women's Issues in the Middle East," comprises interviews where women share their struggles and achievements in political, business, and educational circles. The framing in this technique helps audiences connect at a personal level with the subject, thus creating empathy and understanding of the challenges faced by women. It can also lead viewers to introspection about events and attitudes in which they may find the subtle realization of problems of gender equity.

Example: This episode has a female politician who spoke of her fight against the barriers that opposed her desire to become such a successful leader. This personal narrative is indicative of a critical issue, which is female representation in politics, and will inspire viewers to support such initiatives in terms of gender equality.

Thematic framing, on the other hand, is a system in which much larger patterns and trends associated with gender equality are emphasized. Episode 2, "Arab Youth. Aspirations and Challenges," comes into this category as it depicts facts and opinions taken from experts regarding gender equality within the region. It covers subjects like female education, employment opportunities, and political participation-a holistic review of the situation.

Example: The episode covers a topic on the gender pay gap, presenting both research findings and expert analyses. Such thematic framing may let viewers in on the systemic gender inequalities at play and perhaps yield a more informed, critical view of whether and how policy change is needed to reduce inequality.

Public Perception of Corruption:

Episodic Framing: Episodic framing tends to humanize the issue of corruption and hence merges the attention given to individual cases and their impact. The personal story of people like the businessman who lost his business because of demands for bribes was told in Episode 7, "Anti-Corruption: Risks and Challenges." That framing technique shall evoke emotional responses and would help the audience understand what corruption typically means concerning tangible consequences to people's lives.

Example: The episode features an interview with a whistleblower who exposed corruption in one government department and was then put through personal hardships because of his exposure, while contributing to systemic reforms. This story represents the bravery and sacrifice some individuals show in the fight against corruption and may evoke a sense of responsibility from viewers to take a stand against such unethical practices.

Thematic framing, in turn, puts corruption in a broader perspective through the analysis of systemic factors and impacts on society. Episode 4 entitled "Challenges in Developing Healthcare Sectors" deals with corruption in the healthcare industry, covering implications for healthcare accessibility and quality. It discusses research findings and expert opinions on the prevalence and consequences of corruption in this sector.

For instance, the episode has a segment on how corruption in medical procurement processes leads to substandard equipment and medicines, putting the lives of patients in danger. The impact of such thematic framing therefore tells the audience about the far-reaching implications of corruption and may instill in the audience a sense of collective responsibility and urgency for action. Impact on Audience Understanding and Attitudes

Episodic framing has the capability to present a complex societal issue in a way that is more personal and intimate to its audience by giving an individual, personal account of it. It may help the audience create personal connections to struggles and, through that, foster a deeper understanding of those and empathy for the values promoted.

The thematic framing tends to be comprehensive and analytical in nature, and it is thus going to help the audience understand the greater relevance of the systemic factors that

underlie the issues. Through this, it can enlighten viewers by creating consciousness of the root causes and consequences of social problems at a more informed attitude.

Combination Approach: Arguably, the most powerful strategy combines episodic and thematic framing. One episode might use a personal story to arrest the audience's attention with an emotional account but then follow up with a thematic examination of the issue for framing it in context and depth. This hybrid strategy should maximize impact on audience understanding and attitudes because the process is sensitive to emotional and intellectual audience involvement.

In other words, the chosen framing technique has a great impact on how TV will really influence the audience's attitude and perception about social values. Only such explicit analyses of these techniques with examples from the episodes of the "Dimensions" program would be able to provide great insight into which strategies are best for the advancement of equality in gender and corruption awareness.

The study investigated the influence of the contents of TV as it shapes social values; this was done through an analysis of 10 episodes of the "Dimensions" program aired on Al Jazeera. Below is a summary of the key findings and recommendations.

Social Values and Awareness: Most of the episodes represented social issues regarding gender equality, healthcare, education, and corruption in a balanced and fact-based manner. This could help viewers build positive values and become more cognizant of the evils affecting society.

Media Framing: Media framing theory has been used in this research to show how television serials frame certain problems and shape perceptions and values of the audience. For instance, episodes on gender equality will shape conceptions about the empowerment of women.

Media Dependency: Media dependency theory treated a view on how audiences depend on the medium of television to derive information and social validation. Each of these different segments may have different kinds of needs, such as youth and women, which could affect the rate of their value adoption.

Dependency and Content Type: The research also analyzed how content type could vary with dependency. News programs may help shape civic engagement-related social values, while entertainment shows relate to personal relationships and leisure-related values.

Value Creation:

The study indicated that while television can enhance constructive values, it can also act to the detriment of social values. Being informed of this tendency is quite important to policy Think Tanks and researchers.

Expansion of Audience Segmentation:

Subsequent studies could investigate how individual segments of the audience rely on the medium to satisfy certain needs. For example, how does the dependence of youth and women on television regarding information and social validation impact the way they assimilate into values in a society?

Content Type and Value Formation: Maybe the differential influences, which news, entertainment, and infotainment content types have on value formation, point to something even more significant about the complex relationship between media dependency and the adoption of values.

Practical Utilities:

Findings of this present study are useful for policymakers and media professionals in developing strategies for the context of creating content. Emphasizing constructive values and raising awareness about societal issues is one way of optimizing the role of television in knowledge-driven cultural evolutions.

Empirical Research:

If possible to any extent, using survey data or audience feedback, empirically establish the findings of this study. This would help in establishing the validity of the association among media dependency and content type with value formation.

Longitudinal Studies:

Longitudinal studies can be performed to measure the level of changes in the audience's dependencies and value formations over time. This approach shall truly represent the dynamic relationship between television and social values amidst technological and cultural changes.

In a nutshell, this research makes a critical contribution to understanding the impact of television on shaping social values by applying theories of media framing and dependency. These findings highlight the relevance of content analysis and the segmentation of audiences in comprehending how the medium of television works to influence value formation. Policy recommendations are made to help policymakers and researchers in the best performance of television in society, especially in the light of shifting sociocultural landscapes.

In the area of utilizing uses and gratifications theory: categorizing gratifications and their impact on value adoption, one can say the study's application of uses and gratifications theory provides a valuable framework to understand how audiences consume media to fulfill specific needs and how this influences their adoption of values portrayed on television. Here's a detailed breakdown of the gratifications sought by audiences from the analyzed

programs and how these gratifications affect the reception of values:

Categorizing Gratifications:

Information: Audiences often seek information and knowledge from television programs, especially those related to current affairs, social issues, and cultural trends. For example, viewers of the "Dimensions" program may watch episodes on healthcare, education, or corruption to gain insights into these topics. This gratification is closely linked to the adoption of values, as information-seeking viewers may be more receptive to the social values and perspectives presented in the episodes.

Personal Identity: Television can play a role in shaping personal identity by offering characters and narratives that resonate with viewers' self-perceptions and aspirations. For instance, episodes featuring strong female leads or addressing gender equality issues may appeal to women seeking to affirm their identity and empowerment. This gratification can influence the adoption of values related to gender roles and equality.

Social Interaction: Some audiences use television as a means of social interaction, discussing programs with friends and family or engaging in online communities. The "Dimensions" program, with its focus on social issues, may encourage such interactions, especially among viewers interested in societal change and progress. This gratification can impact value adoption by fostering a sense of community and shared beliefs.

Entertainment: Entertainment is a primary gratification sought by many television viewers. While the "Dimensions" program is primarily informative, it may also offer entertainment value through engaging storytelling and visual elements. Audiences seeking entertainment may be more receptive to the values portrayed if they are seamlessly integrated into the narrative.

Escapism: Television can provide an escape from daily life, allowing viewers to immerse themselves in fictional worlds or thought-provoking documentaries. The "Dimensions" program, with its diverse range of topics, may offer a form of escapism by transporting viewers to different contexts and perspectives. This gratification can influence value adoption by making viewers more open to new ideas and perspectives.

Impact on Value Adoption:

Information and Social Interaction: Audiences seeking information and social interaction are likely to engage more deeply with the content, leading to a higher likelihood of adopting the values portrayed. For example, viewers who watch the episode on "Challenges of Rebuilding Yemen" for information and discuss it with others may be more inclined to embrace values of solidarity and community support.

Personal Identity and Entertainment: When personal identity and entertainment gratifications are met, viewers may subconsciously adopt values portrayed in the programs.

For instance, a female viewer who identifies with a strong female character in an episode on gender equality may internalize the values of empowerment and equality without consciously realizing it.

Escapism and Value Reinforcement: Escapism can make viewers more receptive to new ideas and perspectives, potentially reinforcing existing values or introducing new ones. For example, an episode on "Cultural Heritage" may offer an escape into the world of archaeology and history, reinforcing the value of cultural preservation and appreciation.

Contextual Factors: The impact of gratifications on value adoption can vary based on contextual factors such as age, gender, and cultural background. For instance, younger viewers may be more influenced by entertainment and escapism, while older viewers might prioritize information and personal identity gratifications.

Long-term Effects: Gratifications can have long-term effects on value adoption. For example, regular viewers of the "Dimensions" program who seek information and social interaction may develop a more nuanced understanding of social issues and values over time, leading to a more informed and conscious adoption of values.

Practical Implications:

Content Creation: Understanding the gratifications sought by audiences can guide content creators in developing programs that effectively promote social values. For instance, combining informative content with engaging storytelling can satisfy both information-seeking and entertainment gratifications.

Audience Engagement: Recognizing the gratifications sought by different audience segments can help media professionals design engagement strategies that encourage value adoption. For example, creating online communities or discussion forums related to the program can enhance social interaction and value reinforcement.

Research and Policy: This study's findings can inform future research and media policies by highlighting the complex relationship between audience gratifications, media consumption, and value adoption. Policymakers can use these insights to promote media literacy and encourage the development of content that aligns with societal values and goals.

By explicitly categorizing the gratifications sought by audiences and detailing their impact on value adoption, this study contributes to a more nuanced understanding of how television influences social values. The practical implications can guide content creators, media professionals, and policymakers in their efforts to optimize television's role in shaping societal values and behaviors.

Consequently, building on the theory of cultural modernization and its application to the study in linking television content and cultural shifts in Arab societies are the following points which have been identified by the study:

Individualism versus Secularism: Most of the episodes of the "Dimensions" program portray how modern values are at variance with the traditional structures of Arab societies. For example, the episodes dealing with gender equality, like "Women's Issues in the Middle East," are examples of individualistic values in action, wherein the promotion of the rights and empowerment of women runs somewhat counter to more collective cultural norms, especially those steeped in patriarchal tradition.

Secularization: Some of the episodes, discussing specific problems related to religion or culture, might give a spur to secularization due to the presentation of different opinions and fostering critical thinking. For instance, the episode "Cultural Heritage" reveals the significance of retaining one's culture; simultaneously, it opens up an issue of relevance to modernization and adaptation, hence challenging the traditional religious or cultural values.

Social Change: That the program focused on such social issues as education, health care and corruption is indicative of the greater cultural transition to a knowledge-based society. In treating these subjects, the episodes add to a growing consciousness of issues in society and a need for reform that, the theory suggests, can be anticipated by modern media-driven social change.

Traditional values vs. Modern values:

Gender Equality: Programs about gender equality, such as the episode on women's issues, will face some of the normalized gender roles in some Arab societies. The strong female characters and their struggle for equality may nurture viewers to question and perhaps deny traditional gender stereotypes.

Anti-Corruption: Such episodes, like "Challenges in Developing Healthcare Sectors" and "Demographic Changes and their Impact," are directed at raising awareness on the impact of corruption and the need for transparency and accountability. These values would conflict sharply with the traditional structures of power that have long existed in the societies where corruption has been deeply ingrained.

Freedom of Expression: The general tendency of the program to raise awareness and social change may be interpreted as one that fosters freedom of expression and thought, which could be in conflict with more culturally conservative values that place a strong emphasis on conformity and obedience.

Cultural Tensions Apparent in the Following Episodes:

Women's Issues in the Middle East: This episode directly portrays tensions between traditional gender roles and modern values of equality and empowerment. The episode projects challenges faced by women in various Arab societies, how change is being presented, perhaps stirring up controversies amongst viewers of diverse cultural backgrounds.

Yemen's Reconstruction Challenges: This episode is about rebuilding Yemen, a country with a rich cultural heritage, yet suffering from serious social and political challenges. It could evoke cultural tensions between modernization and development versus preservation of the cultural tradition.

Cultural Heritage: Considering this episode may serve as an epiphany of the mind, it evolves in preserving traditional practices and beliefs with their ideological advocacy for cultural adaptation and innovation. This balancing between tradition and modernity engenders a source of cultural tension within rapidly changing societies.

Potential impact on audience attitudes:

Awareness and Sympathy: Episodes will make the audience very aware of their stand on diversified perspectives and personal stories, making them consider other people's points of view and experiences. This creates a multi-dimensional approach to cultural issues, perhaps motivating even the opening towards acting concerning social change by means of dialogue.

Value Conflict and Negotiation: The audience may experience value conflict in those cases where the modern values in those programs run against their traditional beliefs. Such episodes may provide a platform for negotiating these conflicts, which later might lead to reevaluation of personal values and cultural norms.

Social Empowerment and Change: The serials' angle of social ills and the need for change can well inspire and motivate viewers to act in the interest of social progress. Younger viewers will be most effectively targeted by this approach, as they are open towards modern ideas and interested in forging their future in society.

This is the application of the cultural modernization theory in this study: through the lens of cultural modernization theory, the researcher would contextualize how the episodes from the program "Dimensions" contribute to diffusing values of individualism and secularism within Arab societies. The analyzation of the depiction of modern values and how these may clash with traditional norms brings into light complex dynamics at play regarding culture. Such episodes, which most clearly reflect cultural tensions, can be a strong catalyst for social change and negotiation of values, particularly when targeting a young and more open-minded audience. This study makes use of the Diffusion of Innovations Theory associated with Rogers (1962) to consider the fact that television content could be referred to as "innovations" to present new values and, through a process, be able to understand how this very firm audience may or may not adopt or resist new values. Application of this theory in regard to the episodes analyzed is provided in detail below, presenting the stages of diffusion of this theory:

Television Content as "Innovations":

Eco-awareness: Programs like "Challenges in Developing Healthcare Sectors" and

"Artificial Intelligence Applications" can safely be called the harbinger of the "new" in the communication of the awareness about the environment and sustainability values. For most target audiences that would have watched these episodes, important concepts get revived afresh or remain totally new—concepts like climate change, the use of renewable energy, and the usage of sustainable resources.

Women's Rights: The show "Women's Issues in the Middle East" was an "innovation" in the struggle for women's rights and gender equality. It went further to challenge traditional gender roles by the choice of strong female lead characters, discussion on critical issues of political participation, violence against women, and through claims for female empowerment with an equal voice.

Anti-Corruption: The shows, such as "Demographic Changes and their Impact" and "Challenges of Reconstructing Yemen," are said to be "innovations" in the diffusion of anti-corruption values. They reveal several harmful effects on society resulting from corruption and appeal to openness and accountability, which could come as news in societies where acts of corruption are the order of the day.

Stages of Diffusion:

Knowledge: The audiences, at this point, will be made aware about the new values or ideas that are there in the episodes. For example, audiences of the "Challenges in Developing Healthcare Sectors" episode were made aware about those issues concerning the healthcare sector—namely, costs to get better treatment and unavailable staff to care for patients. It may be new knowledge to some, hence causing curiosity and interest.

Persuasion: In this stage, the audiences are persuaded to consider or adopt the new values. In relation to gender equality, the episode "Women's Issues in the Middle East" can persuade the viewers by the very interesting personal stories about different struggles and achievements of women and benefits for society related to gender equality.

Decision: This refers to the point when audiences decide whether or not to accept the new values. For instance, after viewing the "Artificial Intelligence Applications" episode, some viewers might make the decision to support further development and integration of AI technologies, knowing that they could be beneficial to both education and the digital economy.

Implementation: Here, the values that have been imparted take on the form of action. For example, the viewers of the episode "Demographic Changes and their Impact" could become proactively involved in community discussions or activities relating to the issue of population and sustainable development further.

Confirmation: Here, audiences try to confirm their decisions with regard to the adoption of new values. They may search for more information or discuss in order to confirm their decisions. For example, the audience who through the episode "Women's Issues in the

Middle East" got stirred up to the decision of embracing gender equality might search for more programs bearing the same message or even join an advocacy group for women rights to affirm their resolution. Examples from Episodes

Knowledge and Persuasion: "Challenges in Developing Healthcare Sectors" Both educates about challenges in healthcare and persuades one to reflect on the importance of accessible and affordable healthcare. Hopefully, it may challenge some perspectives to question the status quo of healthcare policy and to effect change.

Action and Implementation: The episode "Applications of Artificial Intelligence" is likely to ignite a decision in viewers to stand and adopt AI technologies, taking up their implementation in education and the digital economy. Resulting action could be in the form of signing up for AI-related courses or investing in AI-focused startups.

Confirmation: Viewers may use "Women's Issues in the Middle East" to confirm their value of gender equality through going online to discuss it, attending any women's rights rally, or just forwarding the message carried in that episode to others online.

Using the Diffusion of Innovations Theory, the study may note how the content of the television works like "innovations" to diffuse new values and how the audiences embrace or resist them. This may also give rise to informed designing by media professionals and policy-makers of effective content and strategies towards values and social change acceptance.

By implementing these recommendations, the study can offer a more comprehensive and empirically supported integration of media dependency theory, shedding light on how different audience segments and content types influence the complex relationship between television, dependency, and value formation.

Conclusion:

In conclusion, television's influence on shaping social values is a complex and significant area of study that requires further targeted research. This study contributes to this field by conducting an in-depth content analysis of television episodes, offering valuable insights into the relationship between television content and its impact on societal values. The analysis reveals how certain episodes address social issues, providing an opportunity to examine television's role in shaping viewers' awareness, understanding, and attitudes. By assessing the content, researchers can evaluate television's influence on promoting specific values, such as gender equality or environmental sustainability. The study also enables testing the impact of particular content on values and orientations, demonstrating how television can support and reinforce values like tolerance and equality. Moreover, the analysis results allow for predicting media implications and proposing solutions to mitigate negative effects, thereby helping policymakers and media professionals make informed decisions to optimize television's role in society. This comprehensive understanding is crucial for those aiming to ensure television's positive influence on audiences and its

effective contribution to societal development.

This study aimed to assess the relationship between television content and its role in shaping social values and orientations among audiences. The researchers analyzed 10 episodes based on criteria related to topics, values, and presentation style. The findings revealed that these episodes focused on significant social, economic, and cultural issues, indicating television's role in framing these issues and raising awareness. The episodes also relied on objective documentation of facts, enhancing credibility. The study recommends strengthening television's role by concentrating on issues related to the knowledge society and diversifying content to include broader aspects. The analysis results aligned with the study's objectives, measuring television's impact on social values and orientations, and highlighting television's role in comprehensively supporting community development. The study's findings intersected with previous research in several ways: First, it agreed with Zhang, B., & Shao, L. (2025)'s study, emphasizing television's integrated role in disseminating values and behaviors within their social context. Second, it aligned with Hermann's (2021) research, confirming television's influence on certain values like gender equality. Third, the results were consistent with Conte, B., Hahnel, U. J., & Brosch, T. (2023)'s (2023) findings, showing the social context's activation of certain values' impact. Fourth, it concurred with Brokoviva's (2020) study, linking serial watching to fulfilling audience needs. Fifth, it echoed Kitsa's (2021) research, emphasizing cultural content's importance in attracting audiences. Sixth, Cheng (2023) examined TV's role in symbolic communication and knowledge/awareness transfer, relating to the recommendation to focus on knowledge society issues and diversify content. Seventh, Prokofieva (2020) explored media content as fulfilling consumer needs/escapism, similar to Brokoviva but specifically for psychological TV series, adding another dimension to audience needs. Eighth, Toigo et al. (2023) found that contextual values activate impacts on behaviors, intersecting with the study's objective of measuring TV's influence on social values/orientations. Ninth, Kitsa and Kul (2021) investigated effective programming elements, providing insights into maximizing impact beyond cultural content/audiences. Lastly, Hermann et al. (2021) directly assessed attitudes towards certain values like gender, showing concrete influence as aimed for in study objectives. Including these studies offers a more comprehensive picture, demonstrating clear relationships between this study and others examining television's diverse social impacts.

This study significantly expanded the scope of previous research by incorporating the knowledge society context, setting it apart in terms of outcomes, methodology, approach, and practical application. The study's unique approach involved deeply linking analysis results to the current knowledge environment, using an integrated method across analyzed episodes, and employing a unified analytical tool. This was further enhanced by practical Arab case implementation and recommendations tailored to current needs. As a result, the study excelled in providing comprehensive findings firmly rooted in modern societal realities.

The study addressed several gaps in the scientific literature regarding television's impact on social values. Firstly, it bridged the gap between previous studies and the knowledge society context by specifically linking its findings to this context, offering a more

relevant and contemporary understanding. Secondly, it filled a void by examining media influences on a wide range of values, rather than focusing on a single value, providing a more comprehensive perspective. Thirdly, it addressed the lack of studies applying content analysis methodology to multiple contents, contributing a much-needed analytical approach. Fourthly, it filled a gap in discussing media impact studies in the Arab world, offering valuable insights for this specific region. Lastly, it provided practical recommendations compatible with knowledge society requirements, ensuring the study's relevance and applicability in the current media landscape.

By focusing on knowledge-based insights, contemporary implications, and Arab realities, the study played a crucial role in advancing scientific understanding of television's dynamic role alongside evolving communication ecosystems and sociocultural landscapes. This comprehensive approach not only enriched the existing body of research but also offered practical guidance for policymakers and media professionals navigating the complex relationship between television and social values in the modern era.

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Appendix no. 1

https://www.youtube.com/watch?v=0btYQrFkqx0&list=PL8oczu0D1jPOr4clknJKQ8UGIYOteamJO&index=41

https://www.youtube.com/watch?v=eKfT58LAu5g&list=PL8oczu0D1jPOr4clknJKQ8UGIYOteamJO&index=36

Episode Number	Title	Air Date	Channel
1	Challenges of Yemen's Reconstruction	June 2018	Al Jazeera Documentary
2	Arab Youth: Aspirations and Challenges	January 2019	Al Jazeera Documentary
3	Women's Issues in the Middle East	March 2019	Al Jazeera Documentary
4	Challenges in Developing Healthcare Sectors	April 2021	Al Jazeera Documentary
5	Demographic Changes and their Impact on Arab Societies.	May 2021	Al Jazeera Documentary
6	The climate change	June 2022	Al Jazeera Documentary
7	Anti-corruption	July 2022	Al Jazeera Documentary
8	Supporting the local industries sector	August 2022	Al Jazeera Documentary
9	Education and sustainable development	August 2022	Al Jazeera Documentary
10	Culture and Arts	September 2023	Al Jazeera Documentary