

Role Of Talk Shows On Jordanian Television In Creating Public Opinion: From The Point Of View Of Jordanian Journalists

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Abstract

The study aims to identify the role of talk shows on Jordanian television in creating public opinion, from the point of view of Jordanian journalists. The study community may consist of Jordanian journalists with a sample of (400) singles.

The study concluded that the talk shows presented by Jordan TV present a balanced view of the causes of the issue being raised and the consequences thereof. The talk shows programs set out to achieve balance in presenting different ideas and viewpoints on an issue raised by viewers, and they create an open environment for exchanging information in which the issue is interpreted and analyzed and its results are presented. They shows that there are no statistically significant differences in the average responses of the study sample members of the Jordanian journalists about the role played by the talk shows presented on Jordanian TV in creating public opinion due to age and educational qualification.

The study recommended the need for Jordan TV to prepare and present talk shows in a way that enhances the desire for interactive participation with the audience during its coverage of the issue that is the subject of the dialogue, and to emphasize the importance of the talk shows related to the formation of public opinion according to what viewers hope and in proportion to the positions they aspire to.

Keywords: talk shows, Jordan TV, public opinion, the public, journalists.

Introduction

Talk shows are particularly important by TV media professionals, and viewers follow programs that provide news and reports related to events within society. Given the developments and changes that the world is constantly witnessing, the importance of talk shows is increasing because they provide perceptions and contribute to the formation of public opinion among the public.

Public opinion is affected by interconnected factors that contribute to its creation and formation, and each factor affects and is affected by other factors. The individual in society is affected by family, religion, friends and peers, values, customs and traditions, educational institutions, and the prevailing political system in the state, also affected by the means of communication that he/she deals with. Public opinion expresses the opinions of the majority of individuals or the addressing public.

The talk shows on Jordanian TV contribute to creating the public opinion of the public, and

addressing the public through the media, especially television, contributes to the formation of public opinion because of its ability to influence and shape public opinion. Television can also play a major role in presenting talk shows that provide an opportunity to exchange views on issues of interest to society and provide the audience with information that helps them understand the reality and the course of events.

The media has become an influential force in shaping various human relations, viewers' opinions and trends, and a source for the general culture of society, with its multiple contents that find acceptance by viewers.

The Study Problem

Despite the efforts provided by Jordan TV in preparing and presenting talk shows that deal with people's issues and matters of public interest, these

efforts remained modest and did not achieve the desired results. According to a preliminary field survey of some journalist's opinions, it became clear that there are differences in their views towards the role of talk shows in promoting activities and practices related to the formation of public opinion.

By following up the talk shows on Jordan TV, it became clear that there is a discrepancy in views on the programs' contribution to shaping public opinion between those who support and oppose and those who are neutral.

The study seeks to identify the opinions that revolve around the problem of the study, to know the role of talk shows presented by Jordan TV in creating public opinion from Jordanian journalist's point of view. Based on the foregoing, the study problem was identified by answering the following questions:

The first question: What is the role of the talk shows presented by Jordan TV in creating public opinion, from the point of view of Jordanian journalists?

The second question: Are there statistically significant differences in the average responses of Jordanian journalists about the role of talk shows presented by Jordan TV in creating public opinion due to the age variable?

The third question: Are there statistically significant differences in the average responses of Jordanian journalists about the role of talk shows presented by Jordan TV in creating public opinion due to academic qualifications?

Importance of the study

Television contributes to presenting views on various issues related to public opinion, and has become an active role in creating public opinion. It provides a media service that helps in defining a clear vision for the promotion and advancement of the society. It is hoped that the study will help through presenting a scientific conception to those in charge of managing the Jordanian television on issues of public opinion, so that they can take measures that enhance the role of talk shows and improve its ability to create the public opinion of viewers.

It is worth noting that the study may push researchers in the field of media to conduct more studies on this subject. Hence, the importance of the study becomes clear by examining precisely the role of talk shows to know their ability to create the public opinion of viewers on various issues.

Objectives of the study

The objectives of this study can be specified as follows:

- 1- Identifying the role of the talk shows presented by Jordan TV in creating public opinion, according to the point of view of Jordanian journalists.
- 2- Identifying the existence of statistically significant differences in the average responses of Jordanian journalists about the role of talk shows presented by Jordan TV in creating public opinion due to the variables of age and academic qualification.

Terminology of the study

A -The Scientific terms:

- Journalist: "He is a member of the Syndicate registered in the Register of Journalists and has taken journalism as a profession in accordance with the Law of the Syndicate of Journalists." (Union Act, 1998)
- Talk Shows: "These are discussion programs in which the opinions of specialists on television channels are presented, to address what they have of information on issues related to society and its problems. A number of audiences sometimes may participate in them by phone, correspondence, or attendance." (Al-Obaidi, (2015), 69)
- Jordan Television: "It is a public satellite and terrestrial channel, affiliated with the Jordanian government, operating under the name of the Radio and Television Corporation. It began broadcasting on April 27, 1968, and transmits Jordan's image and voice and expresses its message to the world." (Al-Musa, 2021, 34)
- Opinion Formation: "It is the practical opportunity in which the media shapes public opinion through published media content, manipulation of media content, and

frameworks for issues of concern to both informed and uninformed audiences. The place where the uninformed audience is likely to be exposed to media content, how he/she believes in and responds to, and what are the forms of the public opinion? ” (Gershkoff, A., & Kusher, S. (2005)., op, cit. , 531

- Public opinion: "It is the prevailing opinion among the conscious majority of the people in a certain period of time regarding one or more specific issues around which debate and discussion rage, and the interests of this majority or its human values are directly affected." (Al-Dabisi. 2016, 14)

(A) The Procedural terms

Talk Shows: They are discussion programs presented by Jordan TV that include presenting opinions and issues facing the community by hosting personalities with specialization, in order to provide opinions and information on a particular issue, whether by phone, correspondence, or participation in attendance.

Public opinion: It is a public and explicit expression that reflects the journalists' point of view on the various issues that are addressed in the talk shows.

Opinions: They are public and explicit expressions that reflect the viewpoint of the majority of the group members and the Jordanian journalist audience towards a particular issue at a particular time.

Opinion formation: It is the set of elements, factors and determinants that result from the influences and mutual reactions among the Jordanian journalists' audience and contribute to the formation of their opinions on a particular issue.

Jordan Television: Television broadcasting began in Jordan in April 1968 and a government institution.

Journalists: They are those who actually practice the journalistic work in the Jordanian press institutions and they belong to the Syndicate of Journalists.

The limitations of the study

The limitations of the study were the following:

- 1- Time limits: The study was conducted and its data was collected from a sample of journalists during the period from 1/3/ 2022 to 30/6/ 2022.
- 2- Spatial limits: Jordan's capital, Amman.
- 3- Human limits: A sample of Jordanian journalists working in daily newspapers who follow the talk shows shown on Jordanian TV.

Television & Public Opinion

Television plays its role in the formation of public opinion and relates to this function to work on reprioritization. It is used to form opinions and arrange topics among the audience according to their priorities and the focus received by the television (Dearing & Rogers, 2021). The study relied on the theory of order priorities or (Agenda Setting Theory) as a one of the media theories that explain how the media can be used to influence the formation of public opinion. Assuming that the mass communication is the means that make the public aware of the world that surrounds them and the priorities of the media affect the priorities of the public, also the important factors in the media become important in the minds of the audience if they are covered by the media.

The idea of agenda theory is that just as the agenda in any meeting determines the order of topics to be discussed based on their importance, the media has its own agenda that determines the most important and least important topics and events (Soroka, 2019, p: 7).

According to the theory of reprioritization or (Agenda Setting Theory), the media affect individuals and social life. It determines the topics that the masses are interested in and puts them on their agenda, and decides the extent of the importance of these topics and the wide media coverage they receive and ignores other topics that have the same impact and importance that the public gives to the topic (Sullivan, 2020, p: 6’ O)

The theory of reprioritization (Agenda setting Theory) states that there is a positive relationship

between what the media emphasizes in its messages and what the public considers important. That means the role of the media contributes to reprioritizing the audience, and therefore; in this sense, the media performs an educational mission. As the main mass media (radio, television, and press) became the mediator between various issues and events and between members of the public, they convey news, information, opinion, interpretation and analysis. Thus, it contributes to creating a (social reality) in which members of the public and society live (Abu Esbaa, 2009, p219).

Talk Shows

Talk shows often raise issues of concern to members of society, and many television viewers have become following them, as they rely on them to find out what is new about the course of events surrounded society. They present news and reports on the details of daily life, whether there is agreement or disagreement, and viewpoints on the impact of these programs in shaping the awareness of the viewing public about the issues that concern them (Khattatba, 2020, 33).

Talk shows are a form of program that affects the members of society, due to its great ability to present ideas and information that contribute to the formation of viewers' knowledge and attitudes about societal issues. They are also distinguished by their ability to attract the attention of the public in the paragraphs that present on various societal issues (Abdel-Aal and others., 2018, 54).

Talk shows have templates that have an impact on freedom of expression and the expression of opinion and the other opinion. These are programs that depend on conducting a direct and spontaneous dialogue through interaction between specialized people and opinion leaders on the one hand and the audience on the other hand. By addressing all aspects related to a problem, issue or phenomenon that is the subject of discussion facing society during a certain period of time (Shalabyah and Al-Nuaimi, 2015; 12).

Talk shows are defined as those programs in which a person or a group of specialized people is hosted to talk to the audience and viewers

directly on a specific topic, whether it is political, economic or social (Al-Munir, 2020, 66).

It is worth saying: The talk shows are one of the program templates presented by Jordan TV and have a direct impact on freedom of expression and highlighting the opinion and the other opinion. These are programs that depend on direct dialogues between specialists and the receiving public; they address an issue of public interest or a phenomenon facing society during a certain period of time

The Formation of the Public Opinion

Public opinion represents the majority of the opinions of individuals or an audience, and public opinion is affected by a set of elements, factors and determinants that contribute to its formation. These factors are many and intertwined, and they interact with each other dynamically (kinetic), meaning that each element affects and is affected by the other; In the society, The human being is affected by the family, religion,

customs, traditions, values, educational institutions, and the prevailing political system in the state. friends, peers, means of communication, and groups such as unions, political parties and bodies, through these many and manifold channels, different influences pass every day, so that the trends of public opinion are formed. It is difficult to understand public opinion in a nation, unless the material and social forces that constitute the nation's personality and contribute to the formation of the individual's beliefs and tendencies are taken into account (Al-Dabisi and Al-Tahat, 2013, 73).

(Khurshid, 2013, 163) indicates that the stages of creating public opinion through mass media play important roles in crystallizing public opinion, as they present four stages of creating public opinion:

- 1- The stage of the first appearance of the case.
- 2- The stage of defining and diagnosing the conflict.
- 3- The stage of general definition of the conflict to people.

4- Reaching the case to the decision-making department.

Most researchers agree that the formation of public opinion is based on the interaction between groups of individuals on a controversial issue, which is the judgment that the group reaches in an issue of importance to it after adequate discussions. This ruling is characterized by a social nature, as it is the outcome of ideas, beliefs and attitudes of individuals and groups that are directly related to civilizational, cultural and religious factors, with regard to a matter that affects the social system, as individuals, organizations and systems. Communication processes affect the formation of opinions, relatively or completely, on the human community at the local, national, national and international levels. Networks play a very important mobilizing them around certain ideas, opinions and trends, no matter how geographically far apart these audiences are, or demographically heterogeneous. Technological advances have increased the ability of these networks to achieve more influence on the masses, directing them towards specific opinions and ideas (Al-Dubaisi and Al-Tahat, 2013, 74).

Public opinion is the creation and formation of a judgment or idea on a particular subject or an individual, or a set of beliefs that are subject to discussion, and may be true or false. It pertains to a group of members who join a group or nation and share a common opinion despite differences in social, cultural, or economic class.

Role of television in forming the public opinion

Television is one of the most important media nowadays, and it has become a necessity for any family, regardless of their standard of living. It can transmit sound and image together, so it has wide media, political and educational capabilities to create the public opinion of the public as it can present a sensual visual image accompanied by an audio commentary that includes addressing a specific idea, and it can also be the means that is difficult to influence (Abu Esbaa, 1999, 177).

Television presents programs that educate the individual with information and provide him with new experiences within a framework of interesting presentations that keep pace with

psychological principles to create public opinion. It affects individuals as it presents forms of physical images through talk shows and others that is what it provides of cultural and intellectual production. Researchers are almost unanimously agreed on the importance of the role that television plays in the lives of individuals in order to create their public opinion. It affects their emotions and behavior, values, habits, and morals prevailing in society. Talk shows work to create public opinion in a planned, organized and purposeful manner, and work to shape thought, conscience, behavior and values in a positive or negative way. (Al-Dulaimi, 2015, 41).

Television has important capabilities through which it can influence the receiving audience to form new convictions, refute existing ones, and legitimize something through persuasion and mobilization of energies. Television can also form a kind of audience that believes in the issues it raises that contribute to create public opinion, even if it contradicts with its convictions. Since the consistency between what is presented and its repetition consolidate the proposed idea and make it acceptable to be believed by the target audience.

The Previous studies

Following is a review of some of the previous studies that covered the topic of the present study, ranked from the newest to the oldest:

- The study of Khattatba, (2020), entitled: The role of television talk shows in promoting freedom of opinion and expression in the "Forbidden Astronomy " on the channel (France 24) model. The study aimed at identifying the role of television talk shows in promoting freedom of opinion and expression, the "Forbidden

Astronomy " programme on the channel (France 24) model. Also, the study was based on the descriptive approach and relied on the content analysis form. The results showed that the most topics covered by the episodes were the social topics, as it was the largest proportion. Then came the religious, the political and the sexual topics. It was found that the social topics dealt with in the "Forbidden Astronomy " programme on the channel (France 24) were far from the Arabic values, traditions and customs.

- The study of Khalifa and Ahmed, (2020), entitled: The social responsibility of talk shows on Bahraini television in dealing with the performance of the legislative authority. The study dealt with the social responsibility of talk shows on Bahraini television in dealing with the performance of the legislative authority and adopted a media survey approach to analyse the topic of the study. The results showed that the Bahraini television talk shows were highly committed to social responsibility in dealing with the performance of the legislative authority, and that the Kingdom of Bahrain is experiencing a legislative Renaissance through a series of laws that have consolidated the concept of institutions and respect for the rule of law.

- The study of Al-Munir, (2020), entitled: The Effectiveness of television talk shows in Raising Awareness of Human Rights: An applied study on a sample of television programmes on the Arabic satellite channel. The study aimed to reveal the effectiveness of television talk shows in promoting awareness of human rights culture and fundamental freedoms through an applied study on a sample of television programmes in the Arabic satellite channel. The results showed that television talk shows make a significant contribution to promoting awareness of the culture of human rights and fundamental freedoms. And the results confirmed that television programmes on the Arabic satellite channel are presented with an ethical aspect, which is governed by the channel's policies.

- The study of Abdel-Aal, Abdel-Hamid, and Qadri, (2018), entitled: Talk Shows on Egyptian Television and their Relationship to Freedom and Social Responsibility: An Analytical Study. A sample of talk shows on Egyptian television has been analysed to determine the extent of adherence to the principles of social responsibility. The results showed that respect for viewers in presenting the serious material of Media was one of the main positive aspects of the performance of those who communicated the programmes. And the main shortcomings of the talk shows were that they disseminated some things that could have a negative impact on members of the community and left the dialogue management to the programme's guests.

- The Study of Shalabyah and Al-Nuaimi,(2015), entitled: The Role of Jordanian Television Talk Shows in Political Awareness for Jordanian University Students: An Applied Study on a Sample of Students of Yarmouk University. The Study aimed to recognize the role of talk shows presented on Jordanian television in political awareness from the point of view of a sample of students at the University of Yarmouk, and adopted the Christian Approach. The results showed that students' level of follow-up to the political talk shows on television was average, and that there was a low degree of satisfaction among study sample members.

The Foreign Studies

The study of (Rybinska, et al, 2020) "MEDIA EDUCATION IN SPAIN AND INFLUENCE OF POLITICAL TALK SHOWS ON THE FORMATION OF PUBLIC OPINION" dealt with media education in Spain, and the concepts of "media education" and "media culture", and media education as part of an educational process aimed at forming a media culture in the society. The study also examined the impact of Spanish political talk shows on the public, and the results revealed that these programmes contribute in expanding public participation in different ways. The use of television talk shows of political information connects all three categories of criteria variables - political efficiency, political confidence and probability of choice - either directly or through interaction with the third variable. The results show that the use of evening talk shows as a source of political understanding can contribute to political inefficiency and lack of political confidence from the public.

The study of (Chang, 2020) : "Opinion Formation through Polarized Ideological Communication of Political Talk Shows in Taiwan" analysed the role of political talk shows in public opinion and the phenomenon of ideological polarization in Taiwan. The study aims to find out the pattern and function of political talk shows, focusing on the survey patterns of the participants in the presentation and ways to organize political issues in a discursive manner during a two-hour programme. The content analysis focused on business issues, such as; China Airlines strike, single mandatory legislation and flexible rest day. Experts participating in political talk shows were

interviewed to understand the process by which political polarization is enacted and the rhetorical strategies used to support ideas. The results revealed that political talk shows provided a means of civic engagement in political discourse. In addition, it increases Taiwan's political polarization and pre-existing divisions.

The study of (Petrov & Proncheva, 2020) " : Identifying the Topics of Russian Political Talk Shows" aimed to analyse the agenda of popular talk shows on television in Russia for more than three years, 2016-2019. By the selection of a sample of two main dialogue programmes; namely "The Meeting Point" on NTV Channel and "60 Minutes" on Russia- 1 Channel. The analysis covered four main topics related to the situation in Ukraine and the Middle East: Civil war in Syria, Russian-Turkish relations, Russian-American relations and European Union-Russian relations. The study concluded that the results were applicable to examining the agenda-setting function of political talk shows and assessing the impact of such presentations on the public's interest

in specific topics and, more broadly, on the public opinion. The study revealed how the proportion of each topic on the agenda can be estimated, and the important application is to study the propaganda battles that have recently begun to implement some ideas of agenda-setting theory, yet models of rumour, the impact of information and information warfare often focus on other aspects, such as; Network effects or opinion dynamics. Some models emphasize the media's coherence and interpersonal communication in the dissemination of information.

The study of (Sultan & Randhaw, 2015) " : Measuring Relationship of Political Talk Shows and Formation of Public Opinion" aimed at identifying the role of political talk shows in television channels in shaping public opinion trends about Pakistan's political leaders and what is happening in politics. The results revealed that political talk shows influence young people's perception, as well as political awareness. And that political talk shows are very useful in changing political opinion, political system, political structure and political evolution. Political talk shows can change the public's political views and make judgements about

different political parties. Political talk shows in different TV channels also create good performance in society. It assists in making judgments on political issues and political parties. People were able to judge politicians, and know who is best for their country and who could do something for their well-being, and because of these political talk shows they could elect their leaders, who could lead them better.

The study of (Shahid, 2011): "Role of television talk shows in creating political awareness among TV viewers" aimed to reveal the role of television talk shows in creating political awareness among television viewers in Pakistan and to test their impact on people's political behaviour, attitudes, beliefs and perceptions. In this study, data were collected by conducting a survey of 200 respondents in urban and rural areas. The results of the study concluded that private television talk shows create more political awareness than magazines and newspapers. A large proportion of researchers agreed on the effectiveness of talk shows in creating political awareness, making public opinion on different political issues, bringing people's views closer to the political process. Special television talk shows played an important role in bringing about change and awareness in the society.

The Current Study Features

Through the researcher's review of previous studies on the topic of the present study, the background of the study and the previous studies shows the importance of revealing the role of talk shows in Jordanian television in shaping public opinion from the perspective of a sample of audiences in Amman. It is also clear that the previous studies focused on television talk shows and other variables in general and their relevance, as well as the previous studies have focused their topics on identifying aspects of a particular issue in the research sample. Conversely, the quality of the studies reflected a direct interest in social responsibility, the promotion of freedom of opinion and expression, political awareness and the attempt to determine the views of the sample examined.

Previous studies were built upon enriching the theoretical literature, developing the study tool, and discussing and interpreting the results. The

current study is distinct from previous studies by the fact that it dealt with the role of Jordanian television talk shows in shaping public opinion, which was dealt with through an applied field study, from the point of view of a sample of Jordanian journalists. While most of the previous studies focused on social responsibility and the promotion of freedom of opinion and expression and political awareness from the perspectives of various samples.

The Methodology of the study

This study is considered a field study in which the researcher followed an analytical descriptive method, with the aim of revealing the role of talk shows on Jordanian television in shaping public opinion, from the perspective of a sample of Jordanian journalists.

Study and Sample Community

The study community consists of Jordanian journalists who follow talk shows on Jordanian television. The total number of sample members included in the study sample has settled on 500 individuals. The questionnaire was distributed to them and 500 were subjected to statistical analysis. The Inspection and Analysis Unit was a Jordanian journalist, selected due to the compatibility of this category with the requirements for obtaining the desired results of this study, since they were better able to give a professional opinion on the topic.

The Method of data collection

The researcher used two methods of data collection:

First: Primary data: those collected through the field study and using the questionnaire developed for the purpose of the current study.

First: the characteristics of the study sample

Second: Secondary data: the data used to form the theoretical framework of the study, where reference was made to various office sources for review of previous literature, specifically the use of scientific books, specialized international periodicals, scholarly dissertations (master's and doctorate), references and sources on talk shows and public opinion.

Methods of statistical analysis of data

The Statistical Package for the Social Sciences Program (SPSS) was used, and the researcher used the Arithmetic Mean, repetitions, percentages and standard deviation to answer the first question, and the (Anova) analysis test to determine the extent of statistically significant differences in the sample responses attributable to the demographic characteristics of the research sample.

Data Collection Tool

A questionnaire for the study was prepared based on the relevant studies.

The Validity of the Data Collection Tool

The questionnaire was presented to a number of media professors to judge its apparent and logical validity as well as its relevance as a data collection tool, and the proposed amendments were subsequently made. *

Data Collection Tool Stability

The stability of the study tool was confirmed by using the Cronbach alpha test, which had a high value of (%88.7).

The Results of the field study

	Categories and Names	Repetition	Percentage %
Age	35 years old or less	90	18.0
	36 – 50 years old	240	48.0
	More than 51 years old	170	34.0
	Total	400	100 %
Academic Qualifications	Bachelor's Degree	406	81.2
	Master's Degree	75	15.0
	Doctorate	19	3.8
	Total	500	100 %

Table No. (1): The Characteristics of the Study Sample

Table No. (1) shows the following:

1 – Age: The results regarding the age of the study sample members showed that the highest rate was 48.0% for the 36-50 age group and then 34.0% for the age group more than 51 years old, and finally 18.0% for the age group 35 years or younger.

2 - Academic Qualifications: The results regarding the academic qualifications showed

that the highest percentage was for holders of a bachelor's degree, which amounted to 81.2% of the total sample size, then came holders of a master's degree, with a percentage of 15.0%, and finally for PhDs, with a percentage of 3.8%.

Second: The Descriptive Analysis

1 - The results relating to the answer to the first question, which reads: What role do talk shows presented on the Jordanian television play in shaping public opinion, from the perspective of a sample of Jordanian journalists?

Table No. (2): Arithmetic Means and standard deviations of the role of talk shows in shaping public opinion.

No.	Statements	Arithmetic Means	Standard Deviations	Rank	Level of Importance
1	Talk shows achieve balance in presenting different ideas and perspectives on an issue among different audiences	3.775	0.775	2	High
2	Talk shows on Jordanian television present a balanced view of the causes and consequences of the issue at hand.	3.782	0.785	1	High
3	Talk shows regarding shaping public opinion are presented in accordance with the public's different expectations and attitudes	3.579	0.774	9	Medium
4	Jordanian television presents talk shows in a neutral and impartial manner.	3.734	0.801	4	High
5	Talk shows on the issue of shaping public opinion seek out the facts and disseminate them to the public.	3.729	0.796	5	High

6	Jordanian television presents talk shows in accordance with international standards and practices related to shaping public opinion.	3.714	0.785	7	High
7	The talk shows related to shaping public opinion Adopt a particular issue to meet ethical requirements.	3.726	0.785	6	High
8	Talk shows on Jordanian television provide a space to share information on an issue and work on its interpretation, analysis and presentation of its results.	3.743	0.785	3	High
9	Talk shows related to shaping public opinion are built in accordance with society's aspirations and interest.	3.593	0.798	8	Medium
10	Jordanian Television prepares talk shows in a way that promotes the desire for interactive engagement with the audience through its coverage of the issue.	3.527	0.846	10	Medium
The role of talk shows in shaping public opinion		3.690	High		

This question was addressed by ten statements that achieved a general arithmetic mean (3.690) and a high level of importance. This means that talk shows on Jordanian television have a role to play in shaping public opinion from the point of view of a sample of the audience in Amman. And seven statements came at a high level and three at a medium level.

It may be noted from the table that the statement of "Talk shows on Jordanian television present a balanced view of the causes and consequences of the issue at hand" is the highest, with an arithmetical average of (3.782), followed in the second rank by the statement of "Talk shows achieve balance in presenting different ideas and perspectives on an issue among different audiences", with an arithmetical average of (3.775). With regard to the ability of Jordanian television talk shows to create an open environment for the exchange of information, which interprets and analyses the case and presents its results, it ranks third with an average arithmetic (3.743), followed by the statement of "Jordanian television presents talk shows in a

neutral and impartial manner", with an average arithmetic (3.734). The last is the statement of "Jordanian Television prepares talk shows in a way that promotes the desire for interactive engagement with the audience through its coverage of the issue", with an arithmetical average of (3.527) and a medium level of importance. The above table shows the rest of the findings.

2 - The results relating to the answer to the first question:

Are there statistically significant differences in the average responses of members of the sample study from a sample audience in Amman about the role played by talk shows on Jordanian television in shaping public opinion attributable to the following variables: Age and Academic Qualification?

The (One Way Anova) test was used to test the extent to which there were differences in the responses of the sample individuals depending on different demographic factors, and table (3) shows the results:

Table No. (3): the Results of (One way Anova) Variance Analysis for differences in sample answers by demographic variables.

The Variable	Source of variation	Total squares	Degrees of Freedom	Calculated F value	Tabular F Value	Morale Level Sig	The Result
Age	Between the groups	1.510	2	0.898	1.52	410.	No differences
	Within the groups	31.440	397				

	Total variation	32.950	399				
Academic Qualification	Between the groups	034.	2	1.143	1.52	529.	No differences
	Within the groups	32.916	397				
	Total variation	32.950	399				

The data in table No. (3) shows the following:

1 – Age: The calculated F value is (0.898) and its tabular value (1.52). In comparison, it is clear that the calculated F value is lower than the tabular value and according to the decision rule that if the calculated F value is lower than the tabular F value, this means accepting the nihilistic hypothesis that "There are no statistically significant differences in the average responses of the members of the study sample from a sample of the public in Amman about the role of talk shows in shaping public opinion attributable to age." This is confirmed by the morale level (410), which is greater than 5%.

2 - Academic Qualification: The calculated F value is (1.143) and its tabular value (1.52). In comparison, it is clear that the calculated F value is lower than the tabular value and according to the decision rule that if the calculated F value is lower than the tabular F value, this means accepting the nihilistic hypothesis that "There are no statistically significant differences in the average responses of the members of the study sample from a sample of the public in Amman about the role of talk shows in shaping public opinion attributable to the academic qualification." This is confirmed by the morale level (529), which is greater than 5%.

The Results

The results regarding the answer to the first question indicated that talk shows on Jordanian television had a role in shaping public opinion, from the perspective of a sample of audiences in Amman to a high degree. This result differs from that of Shalabyah and Al-Nuaimi, (2015), which showed that students' follow-up to political talk shows on television was average and that there was a low satisfaction score among the study sample members.

It was found that the talk shows presented on Jordanian television presented a balanced view of

the causes and consequences of the issue at hand. These programmes begin to balance the presentation of different ideas and perspectives on the issue to different audiences. They create an open environment for the exchange of information and interpret and analyse the issue and present its results. Moreover, Jordanian television has been found to present talk shows in a neutral manner and not to be biased or partisan with the aim of searching for facts and disseminating them to the public about the issue covered. This result is consistent with the outcome of Khattatba's study (2020), the results of which showed a role for television talk shows in promoting freedom of opinion and expression. It also in line with the results of Al-Munir (2020) study, which indicated that television talk shows contributed significantly to promoting awareness of a culture of human rights and fundamental freedoms.

The results of the answer to the second question concerning statistically significant differences in the average answers of the study sample members to the role played by the talk shows on Jordanian television in shaping public opinion are also attributable to the following demographic variables:

1 - There are no statistically significant differences for the average answers of the study sample members of the Jordanian journalists about the role played by the talk shows presented on television in shaping public opinion attributable to age.

2 – There are no statistically significant differences for the average answers of the study sample members of the Jordanian journalists about the role played by the talk shows presented on television in shaping public opinion attributable to academic qualification.

Recommendations

In the light of the study's results, the following recommendations were reached:

1 - Jordanian television should be interested in preparing talk shows that promote interactive participation with the audience during the presentation of the issue.

2 - Emphasizing the importance that the talk shows related to the formation of public opinion commensurate with the different attitudes of the audience.

3 – Emphasizing the importance that talk shows relating to the formation of public opinion be based on the aspirations and interests of society.

4 - Jordanian television should presents talk shows in accordance with professional standards and international practices relating to the formation of public opinion.

5 - Emphasizing the importance that talk shows relating to the formation of public opinion on a particular issue meet with ethical aspects.

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