

THE ROLE OF ROUYA SATELLITE CHANNEL IN FACING THE SPREADING OF HATE SPEECH FROM THE VIEWPOINT OF STUDENTS OF THE FACULTY OF MEDIA AT YARMOUK UNIVERSITY

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ABSTRACT

The study aimed to identify the role of the Rouya Satellite Channel in the face of disseminating hate speech. The study also aimed to show the differences between the responses of the sample members about this role. The study sample consisted of 100 students at the Faculty of Media at Yarmouk University. The study also used the questionnaire as its tool and used the descriptive analytical approach. The study concluded that there is an important role for Rouya's channel in the face of hate speech; this role was represented through the programs provided by the channel, and the study also found that there are no statistically significant differences between the responses of university students about the role of the Rouya satellite channel in the face of spreading hate speech due to the qualification variable. Finally, the study recommended that the Rouya Channel should pay attention to educating young people about the dangers and damaging effects of hate speech.

Keywords: Hate speech - Rouya channel.

INTRODUCTION

Satellite media channels are considered one of the most powerful modern communication tools that help the recipient audience to live with and interact with the age, and it has also an important role in explaining social, cultural and political issues and putting them to public opinion in order to prepare the public in the media. Therefore, the twenty-first century is considered the age of media and international propaganda with all its Cultural, social and political components, given the topics related to the culture of hate speech and violence.

It is worth noting that the coverage of television channels is beset with great caveats and risks, not least of which is the manufacture of false public opinion and the falsification and misleading of the truth, concepts and conventions in order to obtain political gains that may be devastating to society (Al-Tijani, 2010). Perhaps the media environment of the new TV channels in the Arab world, and within the technological developments and the complex transformations in the Arab world in which many political, social and cultural factors overlapped, began to use media discourse within dialogue and cultural programs to confront the phenomenon of violence and hate speech (Al-Sarhan, 2017).

Consequently, there has become a political use and employment of satellite TV culture to shape attitudes and beliefs according to a clear and specific vision in the face of hate speech (Al-Dulaimi, 2016). Whereas, hate speech attracted the attention of peoples and governments around the world because of its serious implications for the security and stability of countries, after it became clear that we are facing a destructive phenomenon of values and beliefs aimed at creating a general atmosphere of fear, terror and threat (Sharadqa, 2017). This means that this dangerous phenomenon aims to destabilize societies and affect their social and political conditions by inciting against others and creating a state of societal public disorder (Al-Dulaimi, 2017).

Accordingly, hate speech is inciting violence because of its devastating effect on society or

justification for acts of violence (Makram, 2011). Whereas, this discourse rejects the mediating situation, as the mediator views violence as a common phenomenon for each of the parties responsible for violence, and this eliminates the legitimacy of the discourse from its foundation (Sharadqa, 2016). Hate speech is based on inclusiveness and on putting all good on one side and all evil on the other side, and any questioning of that is questioning the identity of the group (Samuk, 2011). On this basis, television channels in all their forms and components have a great responsibility to quell hate speech, by broadcasting the nature of the negative stereotype of hate speech and its psychological, social and cultural repercussions on society (Al-Rawi, 2012).

It should be noted that the responsibility of television channels is related to intellectual security, through reassuring people about the components of their authenticity, their specific culture and intellectual system, and it means tranquility, stability, heart reassurance and the disappearance of feelings of fear on the level of the individual and the group in all psychological, social and economic fields (Al-Mannai, 2014). This is done by preserving the minds of members of society against any intellectual or contractual deviations that are contrary to what is stipulated in the society's systems and traditions, and the main goal of the role of television channels is to protect minds from the intellectual conquest of hate speech, cultural deviance, and religious extremism (Mustafa, 2011). Intellectual security is considered a security necessity to protect the gains and stand firm against everything that leads to a breach of the national and social security of human societies (Al-Omari, 2014).

From this standpoint, it becomes justifiable for the researcher to ask a set of questions about these mechanisms to confront hate speech, which are useful in diagnosing this situation, including the conditions and general atmosphere responsible for spreading hate speech in the hope of besieging it and eliminating it, and therefore, can hate speech live without media coverage in TV channels? Do TV channels tackle hate speech? All these and other questions have become justified, and this is why the role of television channels in the face of spreading hate speech must be addressed.

PROBLEM OF THE STUDY

It is incumbent on the media with all its forms to highlight the negative stereotype of hate speech, and to support and employ the components of intellectual security against any extremism or violence in any distorted hate speech at any level, by strengthening the values of good citizenship by spreading a culture of tolerance, love, justice and equality that represents psychological food Social and political for members of society. This means that the research on the role of the Rouya Satellite Channel in the face of disseminating hate speech through a field study from the viewpoint of students of the Faculty of Media at Yarmouk University has its justifications in light of what is being presented on the local and international media scene of the need to confront hate speech and show the negative stereotype of this speech. Therefore, the main question of the study problem is reflected in the following:

What is the role of the Rouya TV channel in the face of spreading the hate speech from the viewpoint of students of the Faculty of Media at Yarmouk University?

Question of the Study

1. What is the role of Rouya Satellite TV Channel in the face of spreading hate speech?
2. Are there statistically significant differences at the level of significance ($\alpha = 0.05$) between the responses of university students about the role of the Rouya satellite channel in the face of spreading hate speech due to the variable of educational

qualification?

Objectives of the Study

1. Identifying the role that Rouya Satellite TV channel plays to counter hate speech and its consequences for society.
2. Identifying whether there are statistically significant differences at the level of significance ($\alpha = 0.05$) between the responses of university students about the role of Rouya Satellite TV channel in the face of disseminating hate speech, due to the variable of the educational qualification.
3. Identifying the reflections of the stereotype of hate speech on the recipient.
4. Identifying prevention methods to eliminate hate speech and reject violence.

Significance of the Study

1. Highlighting the concept of hate speech.
2. Disclosure of the methods used in Rouya Satellite TV channel through its talk shows in the face of hate speech.
3. Explaining the importance of the values of citizenship to inculcate the values of tolerance and respect for the other, to develop media discourse and guide it to establish and guarantee the intellectual security of societies.

Delimitation of the Study

The instrument of the study has been applied in 2019 on the Students of Yarmouk University to identify the role that Rouya Satellite TV channel plays to counter the spreading of hate speech through a field study from the viewpoint of students of the Faculty of Media at Yarmouk University.

Terms of the Study

Hate Speech

There is no clear definition of what is called hate speech in international law, which made this topic one of the most controversial topics, and at best there are vague and unclear definitions in some local laws, and the absence of this definition has led to confusion between the discourse that falls within the framework of freedom of expression and hate speech. This often leads to the application of this concept in a manner that leads to the imposition of numerous restrictions on freedom of expression, not to mention the confusion between a number of concepts, especially with evidence in reality of causing rumors and false accusations and perpetuating a stereotype for a specific community to practice racial violence and discrimination against members of this community (Abdel-Fattah, 2014). Hate speech can be defined according to a group of human rights experts in its formulation as "a state of mind characterized by sharp and irrational emotions of hostility, hatred and contempt towards a given group (Al-Tayyar, 2013)."

Rouya Satellite TV Channel

It is a private Jordanian satellite TV channel, launched on January 1, 2011, and it has extensive experience through its ownership and management of the "Decision Makers" channel that broadcasts from Dubai (Jordanian Ministry of Media, 2019). The purpose of launching a new TV channel is to find a station based on a space vision with a modern and digital form that evolves with a high professional and quality media content and meets the interests and aspirations of the Arab and Jordanian audiences at home and abroad. The channel broadcasts an integrated set of talk news programs, in addition to political, Cultural, entertainment and highly professional programs (Jordanian Ministry of Information, 2019).

FIELD STUDY

Methodology of the Study

In this study, the researcher used the descriptive analytical method, where he monitored the role of the Rouya Channel in the face of hate speech.

Sample of the Study

The study sample was chosen taking into account the proportions of their distribution in the original society according to the variable of the educational qualification, they were (100) students, and the following table shows the distribution of the study sample according to the variable of the educational qualification.

Table 1. The Distribution of the study sample

Variables	Percentage	Frequency
BA	76%	76
Postgraduate	24%	24

It is clear from Table (1) that the study sample was distributed according to the BA with (76) students, and the Postgraduate with (24) students.

Instrument of the Study

To achieve the objectives of the study, the researcher prepared a questionnaire aimed at identifying the role of the Rouya TV Satellite Channel in the face of spreading hate speech from the viewpoint of students of the Faculty of Media at Yarmouk University.

The Questionnaire Validity

Validity of internal consistency

The validity of the internal consistency of the questionnaire was verified by calculating correlation coefficients. The following table explains the procedures for calculating the validity of internal consistency.

Table 2. Pearson correlation coefficients for the overall score

The Questionnaire	Correlation coefficients	Value of significance
The role of Rouya Satellite TV Channel in facing spreading of hate speech	0.739**	0.000

Table (2) shows that the correlation coefficient of the questionnaire scores reached (0.739), which is a high correlation coefficient, as it is statistically significant at the level of significance (0.000), and this indicates that the questionnaire has the validity of internal consistency.

The Reliability of the questionnaire: The researcher used Cronbach's Alpha formula to verify its reliability.

Table 3. Alpha Cronbach coefficient for the reliability of the questionnaire

Questionnaire	Alpha Cronbach coefficient
The role of Rouya Satellite TV Channel in facing spreading of hate speech	0.791
Total Reliability	0.841

Correction of the Instrument

An evaluation judgment was given to the degree of influence of the questionnaire items by adopting the arithmetic mean for each item, according to the following correction key:

Table 4. Questionnaire Correction Key

The Variable	The Lowest degree	The Highest Degree	Agreement Degree				
			Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Mean and weighted mean of the item	1	5					

DISCUSSION

The First Question: What is the role of Rouya Satellite TV Channel in the face of spreading hate speech?

To answer this question, the arithmetic mean and the standard deviations of (respondents') responses to the questionnaire items were calculated according to the descending order, and the following table shows that.

Table 5(i). Means, Standard deviations, and ranks for student responses to questionnaire items

No.	Item	Mean	Standard Deviation	Rank	Degree of Significance
13	The political programs broadcast by Rouya Satellite TV Channel contribute to confronting hate speech.	4.12	1.623	1	High
2	Rouya Satellite TV Channel is considered neutral in reporting the news.	4.10	1.732	2	High
4	Rouya Satellite TV Channel is considered supportive of the propaganda principle that faces discourse of violence and incitement against others	3.97	1.903	3	High
10	Rouya Satellite TV Channel, through talk shows, deals with sectarian and sectarian strife.	3.94	1.642	4	High
9	Rouya Satellite TV Channel promotes security culture in preventing extremist ideology and hate speech.	3.88	1.932	5	High
6	Rouya Satellite TV Channel shows the psychology of negative hate speech and its effect on the recipient.	3.85	1.395	6	High
7	Rouya Satellite TV Channel contributes to spreading a culture of tolerance through social programs.	3.81	1.742	7	High
14	Rouya Satellite TV Channel I develops a sense of pride in the homeland and the need to protect it from violence.	3.78	1.492	8	High
8	Rouya Satellite TV Channel works to develop the values of true citizenship and educate the Jordanian community on the aspects of violence	3.75	1.518	9	High

Table 5ii. Means, Standard deviations, and ranks for student responses to questionnaire items

No.	Item	Mean	Standard Deviation	Rank	Degree of Significance
5	Rouya Satellite TV Channel shows the importance of citizenship values to inculcate the values of tolerance and respect for others.	3.71	1.378	10	High
11	Rouya Satellite TV Channel contributes to the prevention and elimination of hate speech and the rejection of violence.	3.68	1.469	11	High
12	Rouya Satellite TV Channel directs media to establish and guarantee intellectual security for Jordanian and Arab society.	3.66	1.832	12	High
1	Through its programs, Rouya Satellite TV Channel focuses on spreading a culture of tolerance, love, justice and equality that represents the psychological, social and political food for members of Jordanian society.	3.62	1.621	13	High
3	Rouya Satellite TV Channel assures people about the components of their authenticity, their specific culture, and their intellectual system.	3.59	1.698	14	High
	Weighted Mean	3.82	1.45	-	High

From a review of Table (5), it is clear that the mean of the sample responses on the items of the role of the Rouya satellite TV channel in the face of spreading hate speech has reached (3.82) and it is located at high level. The researcher attributes this result to the good technical preparation and presentation of political programs in Rouya channel that contributes to forming political awareness towards hate speech and its devastating effects on society, and that the programs broadcast by Rouya channel are one of the most important programs that underpin the general construction of Jordanian television broadcasts. It should be noted that the programs designed in an artistic manner have contributed and are still developing awareness towards hate speech, and it must be made clear that Rouya Channel formed a set of directions and developed the community awareness of the Jordanian and Arab recipients through its programs, for example, not limited to (this morning, pulse of the country, Caravan, What a sweet World), and through these and other programs, several issues related to the social, economic and political life of Jordanian society are raised. These programs also show the importance of confronting hate speech and violence and rejecting others. In addition to that the role of Rouya Channel stems from developing the values of true citizenship and teaching it to the people of Jordanian society, in addition to spreading a culture of tolerance, love, justice and equality that represents the psychological, social and political food for members of Jordanian society, as it shows methods of prevention to limit and eliminate hate speech.

The Second Question: Are there statistically significant differences at the level of significance ($\alpha = 0.05$) between the responses of university students about the role of the Rouya satellite channel in the face of spreading hate speech due to the variable of educational qualification?

To answer this question, a t-test was used for two independent samples, as shown in the following table:

Table 6. The results of the T-Test for the significance of the differences in the responses of the study sample according to the variable of the educational qualification

Dimension	Educational Qualification	Total	Mean	Standard Deviation	T value	Degree of Freedom	Significance	Decision
The role of Rouya Satellite TV Channel in facing spreading of hate speech	BA	76	34.83	7.294	-0.69	98	0.509	Insignificance

The results in Table (6) indicate that the values of (T) reached (0.69-) which are not statistically significant at the level (0.05), where the values of their significance were all greater than ($\alpha > 0.05$), and this indicates that there are no statistically significant differences at the level of significance ($\alpha = 0.05$) with regard to the opinions of the sample towards the role of the Rouya Satellite Channel in the face of spreading hate speech. The researcher attributes this result to the role that the Rouya Channel plays in the face of hate speech according to the opinions of the sample members, and this stems from the experience of the sample members as they are students of the media college and they know lived reality in the Arab region, and by their knowledge of how hate speech destroys the foundations and buildings of society and eliminates the values of citizenship Like equality, love and justice. Also, their knowledge that the Rouya channel promotes the spread of a culture of tolerance through social programs, in addition to highlighting the security culture in preventing extremist thought and hate speech, so there was no significant difference between graduate students and undergraduate students in their view towards the role of the Rouya channel as they are audiences of this channel and are preparing Research projects at the Faculty of Media at Yarmouk University on this role that addresses the discourse of hate and violence and the rejection of others.

RECOMMENDATIONS

1. The necessity of Rouya concern to educate the youth about the dangers and damaging effects of hate speech.
2. Identifying the media recruitment mechanisms of Rouya channel in the face of hate speech.
3. Working to develop the values of true citizenship and teaching it to the Arab community to move away from manifestations of violence and hate speech.
4. Emphasizing on a balanced Arab discourse that is not subject to backward political, religious and social ideologies and with a specialized administrative, preparatory, and artistic staff.
5. Studying the methods through which media messages are broadcasted in Rouya channel then analyzing and using them to benefit from them in the face of hate speech.
6. The mechanisms for preparing and presenting TV programs on the Rouya Channel and their implications for the receiving audience should be more diversified in its topics, in a manner commensurate with the social, political, cultural and economic goals in Jordanian society.
7. Increased attention must be paid to the preparation and presentation processes in TV programs related to the political and social aspect in contact with the inflammatory speech against others.

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