

LIBYAN TELEVISION INFLUENCE ON THE POLITICAL CULTURE OF LIBYAN CITIZENS

UTICAJ LIBIJSKE TELEVIZIJE NA POLITIČKU KULTURU LIBIJSKIH GRAĐANA

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Abstract: *According to a specific culture Libya is very similar to its neighbors Morocco, Algeria and Tunisia, which is considered the country's Arab community. The television program is broadcasted in Arabic, and up to social and political changes during last years, this program broadcast was by the strict control of the state authorities. During the day, in addition to the daily program and the popular Tuareg music and games, there was broadcasting of news in English and French 30 minutes long. According to research of Agency for Journalists Protect found that, prior to social and political changes, Libya was the strictest in control of their media compared to other Arab countries. For this reason, the Libyan government decided to establish private media also in order to overcome this problem and encourage freelancing. After latest social and political changes the picture changed, and now in Libya television programs broadcast 20 televisions, most of them privately owned. The sample used for this study is a complex orchestrated pattern representing the demographic structure in Libya. To collect data on the impact of Libyan television on the political culture of Libyan citizens, trial, as a method of collecting empirical data by means of expression, but mainly oral and written, that give respondents, was selected because of complexity the research. For the implementation of this research a survey with formalized (standardized) written questionnaire was used. Survey has a structured questionnaire and clearly defined questions and answers modalities.*

Key words: *Libya, Influence of Media, Political Culture, Television*

Sadržaj: *Prema kulturi Libija je veoma slična svojim susedima kao što su Maroko, Alžir i Tunis, koji se smatraju arapskim zajednicama. Televizijski program se emituje na arapskom, i od društvenih i političkih promena tokom poslednjih godina, ovaj program emituje se pod strogom kontrolom državnih organa. Tokom dana, pored dnevnog programa i popularne muzike i igara Tuarega, bilo je emitovanja vesti na engleskom i francuskom jeziku u trajanju od 30 minuta. Prema istraživanju Agencije za novinare Protect pre društvenih i političkih promena, Libija je imala najstrožiju kontrolu nad svojim medijima u odnosu na druge arapske zemlje. Iz tog razloga, libijska vlada je odlučila da osnuje privatne medije u cilju prevazilaženja ovog problema i podsticanja slobode medija. Posle najnovijih društvenih i političkih promena slika se promenila, i sada se u Libiji emituju 20 televizije, većina njih u privatnom vlasništvu. Uzorak koji je korišćen za ovaj rad je kompleksan orkestriran obrazac koji predstavlja demografsku strukturu u Libiji. Za prikupljanje podataka o uticaju libijske televizije na političku kulturu libijskih građana, kao metod prikupljanja empirijskih podataka vršeno je izražavanje, uglavnom usmeno i pisano, od strane ispitanika. Realizacija ovog istraživanja izvršena je kroz anketu na formalizovanom (standardizovanom) upitniku, sa jasno definisanim pitanjima i modalitetima odgovora.*

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Ključne reči: *Libija, uticaj medija, politička kultura, televizija*

INTRODUCTION

As in other societies, in Libya, culture plays an integrative and developmental role. The specificity of the Arab countries is that the dominant role in the formation and cultivation of culture, cultural assets and cultural heritage of the religion. It is believed that religion permeates every pore of the Libyan society and enables the whole society to develop one generally accepted direction, clearly based on religious grounds and long tradition.

In order to collect data on the impact of the Libyan television on the political culture of Libyan citizens, testing, as a method of collecting data through the empirical evidence, but primarily oral and written, which give the respondents was chosen because the features of the research. In this case, it served as a direct way of collecting data because the data obtained in direct verbal communication (verbal communication) to a data source - the provider of the statement, but it is also an indirect way of collecting data, because between events and data about the event mediates respondent, provider of testimony.

Authenticity and value of test data, hence they limited subjectivity, as someone who communicates, and the one who receives the data. In Libya, the beginning of the development of mass culture linked to the start of television broadcasting in 1968. In Libya, the Arab country, with a very specific culture and non-homogeneous population, there is another popular way of spreading mass culture, such as frequent mass gathering and transmission of messages through a direct communication with the population. [1] Mass culture is now available to all social classes, gender, age and educational categories in Libya.

MANAGEMENT OF NEWS AND POLITICAL ISSUES

In all Libyan media in the last decade, there has been an increase in the volume of news, and consequently, an increase in the importance of news content in the creation of political awareness and political culture. Among the most important events is certainly the introduction of satellite TV transmission that led Pan-Arab world news to Libyan media consumers. Moreover, it seems that, at this point, it is important to observe and perspectives of local media in Libya, especially taking into account the development and impact of satellite TV stations. This development is noticeable, especially if we take into account the view that the "news and information about public affairs is now available more than ever before." Based on the growth of the local media, it can be argued that the Libyan audience to adopt the new mass media as the main source of information. This is very important if we take into account that the mass media, such as television, can establish an agenda on public issues that political leaders may try to conceal. [2]

For Libyans, local news on television is very important and affects the formation of political and value judgments. Since the late 1990s, the Libyan audience steadily increased its support for international news services, particularly Al Jazeera, MBC, LBC and Al. Pan - Arab World television broadcasters has gorgeous production budgets that lead to informative program more innovation and creation of a different image, which corresponds to the Libyan public.

Also, "there is evidence that international and local television news service of various psychographic profiles in terms of motivation of their viewers." [3] On the one hand, "navigation information is guided by interest in relation to a particular topic, and on the other, consumers of news are more likely to pay attention to those issues that are relevant to their interests."

With the increased number of media offered, media enable the users that they can actively search for more than personal interest. [4] However, with all this, could watch TV, listen to radio, read newspapers and surfing the Internet in search of the same theme of interest and to meet the 'need' for information. This example illustrates the existence of systematic differences among consumers in the useage of media on a specific topic, such as news. On this basis, it can be concluded that the media have different effects on the attitudes of individuals and that it depends on many factors, such as education, income and gender. [5]

METHODS OF RESEARCH

Data were collected from a variety of sources on the development of Libyan television and the impact of political change on this development, as well as the impact of television on political consciousness and culture in Libya. After that, we joined the study collected historical sources, and made their evaluation and critique of sources, because the turbulent political situation in Libya in recent years has influenced the structure and objectivity sources significantly changed. In the process of synthesis was a performed generalization and extract conclusions about the impact of Libyan television on political culture.

BACKGROUND OF DATA COLLECTION

In Libya currently is present a great number of young people, with a less number of old people. Number of children (under 18 years) is also very high, with the participation of about 30% of the total population. For Libya, this represents a great safety and extraordinary potential, given that the nation is young (observed by distributing years), and on the other hand represents a major commitment to young people, providing jobs and a decent life. From the perspective of politics, the distribution of years can help a lot in predicting the movement of social unrest, as a young society may have a problem if young people can not provide jobs and social security.

At the beginning of the turbulence in Libya, among other reasons, was this - great dissatisfaction of youth and young social status and disabilities to ensure a decent life. From this standpoint of importance for this research, the distribution of the age of the participants is extremely important, because we will look at whether the increasing age of the population increases participation in politics. Many respondents with good literacy, as a rule, do not have sufficiently developed the habit and not sufficient motivation for written communication. Verbal survey is, therefore, much more convenient, but also the danger of deviation from the substantive provisions polls pronounced.

For the implementation of this research we have used formalized (standardized) written questionnaire, which has a precisely defined questions and answer modalities. The intention was that the number of modalities is about the same everywhere, and that the modalities of the response of the same meaning are given in the same order at each point. Number of alternatives (modalities) response is usually two, three or five. This is due to the necessity in the questionnaire which includes various types of scales, dichotomies and classifications,

especially because the survey is used as a technique in quantitative research, or when providing statistical data processing, and for purposes of research the influence of television on the political culture of the citizens of Libya.

RESULTS OF RESEARCH

Most people involved in research was aged between 36-54 years - 40%, followed by people aged 25-35 years - about 30%, behind them people aged 18-24 years - about 22%. At least the persons in late adulthood: 55 and 64 years - about 8%, and the elderly, over 65 years - 4.3%. Of those who participated in this study the most highly educated, a total of about 54%, of which 44% have completed basic studies, while 10% of graduates graduate students. About 32% of respondents had completed high school, while 14% with primary education.

If we look at the survey results, we see that 92% are interested in politics, while only 8% did not. Since the majority of which is interested in politics 14% are interested only informative, 55% identified themselves as interested and 23% are very interested. A large percentage of interest in politics, for power is a double-edged sword. On the one hand, it is good that so many people are interested in politics, because the government may transfer its message to a number of people, and on the other hand, the question is what will happen when the message ceases to respond to people who listen to it. Libya is an example of such changes.

Results show that more than 80% of respondents agreed with this issue and confirms that TV affects political attitudes of viewers. To that extent the content of television programs, especially informative, extremely important. About 12% of respondents said they disagreed that the television program affects political attitudes, while 10% had no opinion or did not want to share it with the interviewers.

Research questions whether television affects the political commitment of the respondents; the results show that the vast majority believes that television affects political engagement and 76% of them. About 11% of respondents said they did not agree that television has an impact on political commitment; up to 13% of the respondents had no opinion or did not want to share it with the interviewers.

The vast majority of respondents have confirmed that they agree that TV influences the political culture, 84% agreed that television is a major factor in shaping and directing the political culture. Only 7% of respondents disagreed and 9% were neutral. Basic hypothesis of this research was is the higher the interest of the population in politics increases and the impact of their information elements of television programs on the participation of the population in politics. The basic hypothesis is confirmed, because there is a significant positive correlation between the variables. Confirmation of hypothesis creates the basis for further research intensity of the impact of television on the interest and political attitudes of the population in Libya.

CONCLUSION

As the results obtained in this research could be a good basis for deeper social reform, we highlighted the following recommendations for the implementation of the obtained conclusions:

1. Based on the results systematization of television media and their influence in Libya, to create a development strategy for television and content, in order to achieve optimal results in creating a positive political climate in Libya.
2. Define a clear regulatory framework, which will introduce quality control broadcast program content, with the aim of creating political language, as part of a political culture that will promote democratic development in Libyan society.
3. Introduce a regular control and reporting on the quality of the content of television news programs, which will eliminate or minimize hate speech, present in television programs.
4. Encourage greater investment in television infrastructure in less developed areas, to the influence of television on political culture and political commitment in these areas raise the level of democracy.
5. Encourage greater investment in quality productions for TV, because quality informative television programs create a better foundation for quality development of political thought and consciousness in Libya.
6. Recommendation of creating inclusive programs that will encourage greater youth participation in political life
7. To contribute to the creation of better conditions for education, which will consequently lead to a larger number of residents who are interested in active participation in the political life of Libya.
8. To employ the need to create social preconditions for more active participation of women in political life in Libya, through involvement in socio-political processes.

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