

The public was exposed to cultural programs in the Iraqi satellite channels and the achieved publications

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Abstract:

The research dealt with the Iraqi public's use of cultural TV programs through Iraqi satellite channels as media means of communication that have their advantages and characteristics that make them capable of spreading culture and cultural heritage, where the current research problem lies in a major question that is "What are the fulfillments achieved by the public from their exposure to cultural programs in satellite TV? Iraqi ", as the research aims to determine the patterns of exposure and the extent of public follow-up to these cultural programs and the motives for viewing, and to identify the gratifications achieved by the public from watching cultural programs in Iraqi satellite channels, and this research is descriptive in terms of type, where the researchers adopted the survey method, for the purpose of reaching To the required results, the sample was chosen according to the intentional sample method for the viewers of cultural programs in Iraqi satellite channels. The size of the sample was (400) single adults (more than 18 years), and the research concluded a set of results as follows:

1 -The results of the research revealed the irregularity of the respondents in watching cultural programs through Iraqi satellite channels, as they became increasingly preoccupied with daily life matters, which made them exposed to less than half an hour a day and in the evening broadcast period, which is a period of rest and relaxation for the Iraqi public, so poetry and literature were among the most programs The cultural sample members would like to see during that period.

2 -The results of the research indicated that the motives for watching the sample members of the cultural programs in Iraqi satellite channels are to satisfy their cultural interests, and this is clear from the fact that most of the sample members are from the educated class with a university educational level and have diverse cultural interests.

3 -The gratifications achieved by watching cultural programs through Iraqi satellite channels are always identifying views on the cultural issues raised and sometimes identifying prominent cultural figures, always listening to poetry and literature presented, and interacting with cultural programs sometimes, which viewers always feel enjoyment and happiness, and listening to music and songs And know the latest developments in cultural events.

Key words: *exposure, cultural programs, Iraqi satellite channels, achieved gratifications.*

I. Introduction:

Culture is included in the fabric of daily life, as it represents the cultural heritage and thought of nations, and a factor affecting the development of human resources in societies to urge them to be creative and distinguished, and the form of mass media development, especially satellite channels, which is one of the most important means of communication in bringing about changes within nations through the transfer of knowledge. And culture has a role in shaping the knowledge and cultures of individuals with its methods and attractive TV templates such as real-life animation and real sound that give communication messages presented through television a more credible dimension, as well as cultural contents that play an important role in raising the cultural level of the audience and creating a generation interested in the matter and heritage Cultural and keep pace with the movement and cultural events. In order to know the extent of Iraqi satellite TV's interest in programs and cultural issues through the various cultural contents it provides contribute to opening the doors of knowledge and culture to the Iraqi public and identifying the motives for watching these programs and the rumors achieved from watching cultural programs in Iraqi satellite channels, this study comes to determine the public's exposure to cultural programs in Iraqi satellite channels And the verifications received.

II. The methodological framework for research

First: The research problem: The cultural function is one of the most important communication functions because of its role in disseminating and generalizing the culture with its intellectual and civilizational heritage and eliminating ignorance and backwardness through a correct cultural discourse, but it is noted that cultural programs occupy a narrow space in the program plan for Iraqi satellite channels, As the current research problem stems from the extent of Iraqi satellite channels 'interest in cultural programs and cultural issues through its various cultural contents and the contribution of those contents to opening the doors of knowledge and culture to the public, the current research problem includes diagnosing what you want the Iraqi satellite channels to show and the role they can play with their offerings Various subjects and cultural contents arouse the interest of the public, and in view of the foregoing, the current research problem is ambiguous surrounding the relationship between the Iraqi cultural satellite channels and the public and the nature of the impact and mutual influence between them, and with that, the current research problem can be identified in a major question that is "What are the fulfills To the public who are exposed to cultural programs in Iraqi satellite channels.

"The research problem also included a set of sub-questions, which can be identified at As follows:

- 1 -What are the patterns of public exposure to cultural programs in Iraqi satellite channels?
- 2 -To what extent does the public follow cultural programs in Iraqi satellite channels?
- 3 -What kind of cultural programs does the public watch in Iraqi satellite channels?
- 4 -What are the motives for the public watching cultural programs in Iraqi satellite channels?
- 5- What are the satisfied people achieved by watching cultural programs in Iraqi satellite channels?

Second: The importance of the research: The importance of the research stems from the subject's novelty. There is a dearth of studies related to the contents of the Iraqi satellite channels in terms of cultural contents that contribute to raising the cultural level of the audience, in addition to knowing the opinion and

evaluation of the public about the cultural contents presented, and this requires specifying the role that Iraqi satellite channels should play. Towards the public on the basis of its commitment to provide cultural contents that contribute to creating a generation interested in the Iraqi cultural and cultural heritage and keeping pace with the cultural and social movement taking place, as well as highlighting cultural events, intellectuals, writers and their cultural participation at the level of the cultural scene, and the importance of research is reflected in that it provides an evaluation of cultural programs in Iraqi satellite channels and the extent of its success in presenting cultural issues, it also helps those in charge of cultural programs to identify and address deficiencies in the presented cultural contents.

Third: Research Objectives: The research objectives are as follows:

- 1 .Determine patterns of public exposure to cultural programs in Iraqi satellite channels.
- 2 .Knowing the extent to which the public follows cultural programs in Iraqi satellite channels.
- 3 .Disclosure of the type of cultural programs that the public watches in Iraqi satellite channels.
- 4 .Determining the motives for public viewing of cultural programs in Iraqi satellite channels.
- 5 .Learn about the gratifications achieved by the public from watching cultural programs in Iraqi satellite channels.

Fourth: The type of research and its methodology: This research belongs to descriptive research that studies "current facts related to the nature of a phenomenon or situation or a group of people or a group of events or a set of situations. These descriptive studies are not limited to knowing the characteristics of the phenomenon but rather go beyond that to know the variables And the factors that cause the existence of the phenomenon, that is, the goal is diagnostic as well as being descriptive. "The research also relied on the media survey method in the context of the media audience survey. The survey method" is the best method or method for collecting information from its primary sources, and displaying this data in an image that can Benefiting from it, whether in building a knowledge base or achieving study hypotheses and questions, therefore the most important procedures for this approach are to organize data collection tools and build their structures(2)

Fifth: Research Methods and Tools: The researcher used scientific tools to collect information, as follows:

A- Observation: The observation is one of the important research tools that help the researcher collect information on his own to see these phenomena himself. Therefore, the researchers used the scientific observation in following up cultural programs in the simple to follow cultural programs in Iraqi satellite channels and the extent of public interaction with cultural programs.

A-Questionnaire: The researchers adopted the field questionnaire in the light of the research problem by building a form that includes a set of questions written objectively and logically and classified and tabulated in a scientific way to cover the questions and goals of the research and then distributed it to a sample of the public in the city of Baghdad, with the aim of patterns of public exposure to cultural programs and identification The type of cultural programs that the public prefers to the information, motives, and gratifications achieved by them from their exposure to cultural programs, and writing questions objectively and logically

Sixth: The research community and its sample: The audience of the city of Baghdad (Al-Karkh and Al-Rusafa) was chosen as a community for field study, and the research was applied to an intentional sample of viewers of cultural programs in Iraqi satellite channels consisting of (450) single adults (18 years and over) specifically to ensure the accuracy of the answer to All questions, (50 forms) were excluded due to their invalidity due to errors in answering or not answering all questions.

Seventh: Honesty and consistency: After the researchers prepared the questionnaire for the research, honesty and reliability were extracted for them, and it relied on the apparent honesty of the questionnaire and was presented to a group of expert arbitrators (*) to calculate the degree of consistency in their views on the questionnaire paragraphs, so the percentage of experts agreeing on The questionnaire paragraphs (90,243%). As for persistence, the research relied on the method of re-testing, as the questionnaire was applied to (40) researched, and it represents (10%). After a period of the first application procedure, the application was re-applied again after a period of two weeks, then a coefficient was used. Pearson's correlation between the two applications shows that the value of the stability coefficient reached (89%), which indicates the validity of the questionnaire for the application.

Eighth: The boundaries of the research and its fields: The research takes three areas, the spatial area of the research, by choosing the center of the city of Baghdad as a geographical area, and Baghdad is the capital and the largest Iraqi city in terms of population

(*) Arbitrators according to their academic degrees and specialties.

1 .Prof. Wissam Fadhil Radi, Department of Radio and TV Journalism, College of Information, University of Baghdad.

2 .Prof. Abdul Salam Ahmed Al-Samer, Department of Radio and TV Journalism, College of Information, University of Baghdad.

3. Prof. Rajaa Ahmed Al Bahish, Department of Information, Faculty of Arts, Al-Mustansiriya University.

And the temporal field of research represented by the period from (1/11/2019 to 20/2/2020) It is the period during which the researchers built the questionnaire and distributed it to the research sample and retrieved it. The human field of research is the audience of the city of Baghdad, the center of the viewers of cultural programs in Iraqi satellite channels.

Tenth: Defining terms:

1- Exposure: "Individuals tend to optionally expose themselves to the communication messages that they are interested in or find appropriate to their directions and opinions and avoid messages that do not benefit them or are not compatible with their current trends." (1)

2- Cultural programs: "They are programs that are concerned with literary subjects, art, theater, cinema, exhibitions, arts and various cultural aspects of life, which aim to educate and educate the masses as well as being among the developmental programs that aim to develop the capabilities of the public."

3- Motives: A state of psychological sensory tension that provokes the behavior and its communication until this tension subsides or disappears, so the individual regains his balance. Tension is a painful, uncomfortable physical and psychological state that arises from the activity of motivation and increases if the behavior that results from it fails or collides with obstacles that prevent it from achieving the goal "(2).

4 - The Uses and Gratings Theory: "A research strategy that can provide us with a structure or structure for various assumptions about a specific communication phenomenon, and the entrance is a fertile ground for hypotheses suggestions regarding audience orientations that can be explained by more than a psychological and sociological theory" (3).

III. Theoretical framework for the research:

Exposure (EXPOSURE): Exposure is one of the pillars of the communication process, which is to achieve the access of individuals and groups to communication messages and their reception within a intended framework that requires those who have communication skills to have access,

so the exposure expresses the completion of the communication process and the public's response to the message and the extent of interest in it by reading its symbols or listening to it Being aware of the meanings you hold and trying to understand and deal with them, therefore the beginning of the process of communicating with the masses is the s The recipient for the purpose of causing the desired effect in it depends on how the recipient understands and perceives the communication message (7).

Exposure may be broad, free, or specific in the presence of controls and restrictions that gatekeepers place on those exposed to the media and intentionally and consciously influencing them. There are those who think that the exposure may be optional, that is, the individual does not display the same except for the information that he wants to be exposed to, and it may be non-optional in the event of contradiction of new information with the knowledge of the exposed and that a state of incoherence leads to distorting or misunderstanding the message or avoiding this information and Forgetting it or diminishing dissonance by changing its opinions, so the message must come according to the interest of the audience that directs a mechanism (8), and there is what is called (selective exposure) and means that the audience optionally presents themselves to a message through the media, whether by reading, listening or watching And carry content consistent with their ideas, opinions and inclinations, and avoid emotional or subconscious communication messages that do not agree with their tendencies and directions, so there is a set of obstacles that stand in the face of exposure to communication messages by the public can be classified as follows (9):

1 -Obstacles related to the sender and the means of communication: There are a group of obstacles that prevent the exposure to the communication messages that are related to the sender and the means of communication, including the degree of availability of the means, ie the extent of availability of the means to all without effort or effort and is inexpensive because its unavailability constitutes an obstacle to the public exposure to the communication messages Also, the gatekeepers who control what reaches the audience in terms of media content and the lack of room for the shared experience between the sender and the future, they differ in terms of their cultural and social levels, so this applies to the variation of their experiences and the lack of mutual understanding of the one message between the two parties to constitute an obstacle to the communicator and the receiving audience. Public confidence in the source determines the effectiveness of the message and facilitates

the process of persuasion and lack of that confidence, causing the public to be less exposed to and refrain from the communication message.

2 -Obstacles related to the future of the communication message: Exposure is a selective process by the future and this makes the public resist communication messages that do not agree with their beliefs and directions and works to ignore them or avoid exposure to them and in some cases the public needs communication skills through which it can recognize and understand symbols that have meanings Communication message such as (reading, attention and awareness, listening, understanding of signs, gestures and symbols, viewing) and finally the confusion and interference that leads to distraction and lack of focus on the idea or topic presented in the communication message and this may happen in the communication message and has a relationship with the common understanding between the sender and the receiver or In the means of communication and has to do with the degree of availability of the means or mechanical technical reasons for sending the signal from the sender to the receiver.

Cultural television programs: Culture plays an important role in the fabric of daily life and the formation of thought, heritage, and civilizational heritage of groups and its diversity. Therefore, cultural television programs must be in harmony with that fabric to establish cultural concepts such as science, thought, arts, literature, human knowledge and presented to the public with TV templates and a method that achieves interaction Positive with recipients, that cultural television programs are programs that provide those exposed to them with information, knowledge and science in various areas of cultural life and contribute to the formation of intellectual and emotional situations that work to understand the movement of society and harmony among them, meaning that all cultural programs work to send a cultural idea or a simple content In a television idea acceptable to viewers, taking advantage of the potentials of television art by renewing and simplifying the presentation of the fruits of thought, art and science on the largest scale without compromising the levels of great value in cultural production (10),

Based on the foregoing, some criteria can be specified for cultural television programs, which are as follows:

1 - Take advantage of the possibility of television from the level of sound, image, color, movement and effects of all kinds, quality of screens, sizes and capabilities with interactive technology and high clarity in presenting cultural content to viewers.

2 -Simplifying the culture to make it understandable to the viewers through simple communication messages that suit the nature of the viewers.

3- The periodicity of the broadcast, the time when those cultural television programs, the language used in them, the artistic templates or the format in which they are presented and contribute to overcoming the obstacles of boredom that accompany dry matter are broadcast. source that prepares and directs its message to the public

4 -The concept of culture, with diverse trends, leads to a diversity of cultural television programs, which are characterized by first learning and then the media.

Cultural television programs also reflect the cultural level of the masses in the countries, but they work to achieve some goals and connect them at various levels to the widest segment of viewers in a manner consistent with their interests and educational and cultural levels, and these goals are as follows:

1 -Fostering viewers 'intellectual and cultural creativity.

2 -Defining cultural, human and cultural heritage.

3 -Enlightening viewers and providing them with cultural knowledge to spread the growth of culture and simplify science.

These goals cannot be achieved without paying attention to the good planning of cultural television programs that take into account the educational component that distinguishes the cultural television program from other programs offered by satellite television stations and the renewal element that the cultural program adds to the field of culture as one of the tools of education in the media. We can say that Iraqi satellite TV channels today use most of the possible artistic templates in producing and presenting cultural television programs, but a few of them may succeed in providing appropriate templates and delivering cultural content despite having talents and good experience. These templates include:

1 -The direct talk program, which is based on hosting a prominent cultural figure, and talking about one of the cultural issues that are directly discussed.

2 -The program of discussions and seminars, a program in which the presenter plays an important role in managing discussions on several cultural topics, so that the final outcome will be a new cultural idea.

3 -The program of dialogue or interviews to talk about an opinion on the issue, idea, cultural information or hosting a well-known cultural figure to talk about her cultural career.

IV. Field research framework:

1-The type of respondents: To identify the characteristics of the study sample in terms of the type of respondents (males and females) within the selected sample from the audience of the center of the city of Baghdad, as the total number (400) respondents were distributed to (287) male respondents, whose percentage (71,75%) (113) female respondents, whose percentage reached (28.25%) of the total sample, where the researcher was keen to achieve balance and equality between the male and female sample in order to reach sound results. (See Table 1) below:

Table (1) Respondents according to gender variable

percentage %	Repetition	Type
71.75%	287	Male
28.25%	113	female
100%	400	Total

2- Age: The results mentioned in Table (2) that included revealing the ages of the respondents indicate that the ages ranged in the research within the selected sample from (18 to 28), the number of respondents reached (123) with a percentage of (30.75%), while those whose ages (29-39) The number of those who

indicated this reached (117) with a percentage of (29.25%), while those who were aged (40-50) reached those who indicated this (87) with a percentage of (21.75%), while those who Their age (50 and over) has reached (73) with a percentage of (18.25%) (see Table 2) below:

Table (2) shows the ages of the respondents

percentage %	Iterations	Age
30.75%	123	18-28
29.25%	117	29-39
21.75%	87	40-50
18.25%	73	51 and over
100%	400	Total

3- The social situation: The results of the field study of the research indicate that the distribution of the respondents according to the social situation, the married people ranked first according to the social situation, as the number of those who indicated this reached (216) respondents, at a rate of (54%), while (single) came second, when it reached The number of those who indicated that was (87) respondents, with a percentage of (21.75%), while (Widower) came in third place, as the number of those who referred to that (63) respondents, with a percentage of (0.4%), and (absolute) won Fourth place, where the number of those who indicated that reached (34) respondents, at a rate of (8.5%) (see Table 3) below.

Table (3) shows the respondents according to the marital status variable

percentage%	Iterations	Social status
54%	216	Married
21.75%	87	Unmarried
15.75%	63	Widower
8.5%	34	absolute
100%	400	Total

4 -The educational level: The results of the field study of the research show that the distribution of the respondents with respect to the scientific level indicates the occupation of those who obtained their education (BA) in the first rank, as the number of those who indicated this reached (102) respondents with a percentage of (25.5%), while those who came Their educational attainment (preparatory) is second, as the number of those who indicated this reached (96) respondents, at a rate of (24%). As for those who obtained their educational attainment (diploma), they ranked third, as the number of those who indicated this reached (52) respondents, with a percentage of (13%), while those holding a (graduate) degree came in fourth place, where the number of

those who indicated this reached (51) respondents, with a rate of (12.75%), while those who obtained an educational degree (medium) came in fifth place, as the number of those who indicated That (43) respondents, with a rate of (10.75%), while those who obtained educational (primary) obtained the sixth rank, as the number of those who indicated this reached (31) respondents with a rate of (7.75%), while it came (read and write At the seventh rank, where the number of those who indicated this reached (25) respondents, at a rate of (6,25%). (See Table 4) below.

Table (4) The respondents according to educational attainment

percentage	Iterations	Educational level
6,25%	25	Reads and writes
7.75%	31	primary
10.75%	43	Medium
13%	52	diploma
24%	96	Prep
25,5%	102	BA
12.75%	51	Alia
100%	400	Total

5- Profession or occupation: Table (5) of the results of the field study for the research indicates that the distribution of the respondents with regard to the profession or job indicates the occupation (employee) of the first rank, as the number of those who indicated this reached (104) respondents with a percentage of (26%), while it came (Self-employed) in the second rank, as the number of those who indicated this reached (99) respondents, at a rate of (24,75%), while students won the third position, as the number of those who indicated this reached (91) respondents, with a rate of (22,75%) , While (the retired) came in fourth place, where the number of those who indicated that reached (68) respondents, at a rate of (17%), while (the housewife) came in at the fifth rank, as the number of those who indicated this reached (42) respondents with a ratio of (10, 5%). (See Table 5) below.

percentage	Iterations	Profession or occupation
26%	104	Officer
24.75%	99	free business
22.75%	91	Student

17%	68	retired
10.5%	42	Housewife
100%	400	Total

6- The respondents 'viewing of cultural programs: Table (6) shows the respondents' answers to the question regarding the extent of viewing cultural programs, as exposure was irregular (sometimes) to the first rank, as confirmed by (211) respondents, at a rate of (52,75%). As for exposure (rarely), it came in second place, as indicated by (113) respondents, at a rate of (28.25%), while exposure came regularly (often) at the third level, as confirmed by (78) respondents, with a rate of (19.5.%). (See Table 6) below.

Table (6) shows the respondents' view of cultural programs

Percentages	Repetition	Watch cultural programs
52.75%	211	Sometimes
28.25%	113	Scarcely
19.5%	78	frequently
100%	470	Total

7- The extent of the regularity of the respondents in the public's viewing of cultural programs: Table (7) shows the extent of the regularity of the respondents in watching cultural programs, where the viewing rate (in an unorganized manner) ranked first, as the number of respondents who indicated this reached (141) respondents, and with a percentage of (35.25%, while it came (weekly) in the second place, as the number of respondents who indicated this reached (109) respondents, at a rate of (27.25%). Watching rate (daily) ranked third, as the number of respondents who They indicated that (81) respondents, at a rate of (20.25%), while the rate of observation (at leisure) came fourth, and the number of respondents who indicated this (54) respondents, at a rate of (13.5%), then came an average Watching (monthly) is in fifth place, as the number of respondents who indicated this reached (15) respondents, at a rate of (3.75%). (See Table 7) below.

Table (7) shows the respondents' view of cultural programs

percentage %	Iterations	Watch cultural programs
35.25%	141	Unorganized
27.25%	109	Weekly
20.25%	81	Daily

13.5%	54	At leisure
3,75%	15th	monthly
100%	400	Total

-8- Duration of viewing cultural programs: In order to reveal the average time spent by the public in watching cultural programs, the results indicate that the time (less than an hour) won first place, as the number of respondents who confirmed this reached (289) and a percentage of (72.25) %), while time (two hours) won the second rank, as the number of respondents who confirmed this reached (77) respondents, with a rate of (19.25%), and time (three hours) ranked third, as the number of those who confirmed it the Internet (34) were searched with a rate of (8.5%) (see Table 7) below.

percentage%	Iterations	The length of time the respondents spent watching
72.25%	289	Cultural programs
19.25%	77	Less than an hour
8.5%	34	Two hours
0%	0	three hours
100%	400	Four hours or more

Table (8) shows the time the respondents spend watching cultural programs

-9- Preferred period for viewing: Table (7) shows the preferred periods for the public in watching cultural programs, where the (evening period) came in first place, as indicated by (153) respondents, at a rate of (38.25%), but (there is no specific time) He came in second place, where they indicated that (97) respondents, at a rate of (24.25%), while (noon period) won the third position, as confirmed by (78) respondents, at a rate of (19.5%), then occupied (The period after midnight) ranked fourth, as confirmed by (49) respondents, at a rate of (12.25%), while (the morning period) came in at the fifth rank, where he confirmed this (5,75%). (See Table 9) below.

Table (9) shows the preferred periods in watching cultural programs

percentage%	Iterations	Favorite Kittens
38.25%	153	Evening period
24,25%	97	There is no specific time

19.5%	78	Noon period
12.25%	49	Period after midnight
5.75%	23	morning time
100%	400	Total

10 -The type of cultural programs that the respondents wish to see: Table (10) shows the respondents' answers to the question concerning the type of cultural programs that they watch through Iraqi satellite channels, where (literature and poetry) came first, as indicated by (93) respondents with a percentage of (23) As for the programs (cultural competitions), it won the second rank, as 81 respondents affirmed this by a percentage of (20.25%), while (drama, theater and cinema) occupied that, where (69) respondents indicated a percentage of (17.25%), (Fine Arts) came at the fourth rank, where he indicated that (62), with a percentage of (15.5%), and (music and singing) came in at the fifth rank, where it was confirmed by (57) respondents, with a percentage of (14) , 25%), then (the story and the novel) came in sixth place, as confirmed by (38) and with a percentage of (9.5%) (see Table 10) below.

Table (10) shows the type of cultural programs the respondents view

percentage%	Iterations	The type of cultural programs that respondents watch
23.25%	93	Literature and poetry
20.25%	81	Cultural competitions
17.25%	69	Drama, theater and cinema
15,5%	62	Fine Arts
14.25%	57	Music and singing
9,5%	38	The story and the novel
100%	400	Total

11- Motives for watching cultural programs in Iraqi satellite channels: Table (11) shows the respondents' answers to the question concerning the motives for watching cultural programs in Iraqi satellite channels, where he (meets my cultural interests) came first, where he indicated that (191) respondents with a percentage of (25) As for the programs (relaxation and leisure time), it won the second rank, as 163 respondents affirmed this, at a rate of (21.68%), while it occupied (the acquisition of knowledge and cultural information), where he indicated that (124) Researcher with a rate of (16,498%), and (knowledge of events and cultural news) came in the fourth rank, where he indicated that (98) and with a rate of (13,03%). As for (escaping from the problems of daily life) came in the fifth rank, where he emphasized that (86 (Researched with a rate of

(11,43%)), then came (get rid of feeling lonely and bored) at the sixth rank, where he emphasized that (61) and with a rate of (8.12%), but (you provide me with cultural information in all the forums) at the seventh rank where This was confirmed by (29) respondents, at a rate of (3,86%). (See Table 10) below.

Table (11) clarifies the motives of the respondents watching cultural programs in Iraqi satellite channels

percentage%	Iterations	Motives to watch cultural programs
25.39%	191	It meets my cultural interests
21.68%	163	Relax and spend free time
16,498%	124	Gain knowledge and cultural information
13,03%	98	Knowledge of cultural events and news
11,43%	86	Escape the problems of everyday life
8,12%	61	Get rid of feeling lonely and bored
3,86%	29	Provide me with cultural information in all forums
100%	752	Total

12- Satisfaction achieved from watching cultural programs: means the results that users expect to achieve or obtain from their exposure to cultural programs, and with a view to identifying the gratifications achieved by the public, a question was asked about that and the results were according to the following:

A- Knowing the views on the cultural issues raised: The public answered this idea and the results were according to the following:

1- (Agreed): (189) of the respondents agreed with their percentage (47.25%) of the total answers to the idea.

2-(Neutral): (153) respondents from the public and their percentage (38.25%) of the total responses did not indicate their approval or opposition to the idea presented.

3- (Exhibitor): (58) respondents from the public, and their percentage (14.5%) of the total number of answers rejected that idea.

B - Identifying prominent cultural figures: The public answered this idea, and the results were according to the following:

1- (Neutral): 161 respondents indicated to this option from the public, with a percentage that constituted (40.25%).

2- (Agreed): This position was indicated by (120) respondents from the public, with a percentage that constituted (30%).

3- (Exhibitions): The number of respondents who expressed that position reached (119) respondents from the public, and with a percentage that constituted (29.75%).

C- Enjoy literature and poetry: The public answered this idea, and the results were according to the following:

1- (Agreed): (269) respondents agreed on that by a percentage of (67.25%) of the total responses to the idea.

2- (Neutral): (89) respondents from the public, with a percentage of (22.25%), did not indicate their opposition or approval of the proposed idea.

3- (Exhibitions): (42) respondents of the public opposed a percentage of (10.5%).

D- Interaction with cultural programs: The public answered this idea, and the results were according to the following:

1- (Agreed): 134 respondents referred to this position from the public, at a rate of (33.5%).

2- (Neutral): This option was indicated by (193) respondents from the public, at a rate of (48.25%).

3- (Exhibitions): The number of respondents who expressed that position is (73), with a percentage of (18.25%).

E- Feeling of pleasure and happiness: The public answered this idea, and the results were according to the following:

1- (Agreed): (201) respondents agreed with the public, with a percentage that constituted (50.25%) of the idea.

2- (Neutral): (127) respondents did not indicate by the public, and with a percentage that constituted (31.75%) of their approval or opposition to the idea.

3- Exhibitions: (72) respondents opposed the public, and a percentage (18%) of the proposed idea.

F- Enjoying music and songs: The public answered this idea, and the results were according to the following:

1- (Agreed): (315) respondents agreed with the public, with a percentage of (53.75%) agreeing to the idea.

2 - (Neutral): (154) respondents did not indicate by the public, and by a percentage that constituted (38.5%) their approval or opposition to the proposed idea.

3-(Exhibitions): (31) of the respondents opposed a percentage of (7.75%) on the idea.

G- Knowing the latest developments in cultural events: The public answered this idea and the results were according to the following:

1- (Agreed): This option was indicated by (195) respondents from the public, at a rate of (48.75%).

2- (Neutral): (143) respondents did not indicate by the public, at a rate that constituted (35.75%), their approval or opposition to the proposed idea.

3- (Exhibitions): This option (62) was indicated by the respondents by a percentage of 15.5% of the total answers.

H- I feel familiar with these programs: The public answered this idea, and the results were according to the following:

1- (Agreed): (164) respondents agreed with a percentage of (41%) on the idea.

2- (Neutral): (182) respondents, according to a percentage of (45.5%) of the total responses, did not indicate their approval or opposition to the idea.

3- (dissident): (54) of the respondents opposed the audience, and their percentage (13.5%) of the total answers to the idea presented.

I- Realistic problems in culture are addressed: the public answered this idea and the results were according to the following:

1- (Agreed): (135) respondents agreed with the public, and their percentage (33.75%) of the total respondents agreed on the idea.

2- (Neutral): (199) respondents from the public and their percentage (49,75%) of the total respondents did not indicate their approval or opposition to the idea.

3- (Exhibitions): 66 respondents opposed the public, and their percentage (16.5%) of the total respondents opposed the idea.

J- Raising my cultural and knowledge level: The public answered this idea and the results were according to the following:

1- (Agreed): (149) respondents agreed with the public, and their percentage (37.25%) of the total answers to that idea.

2- (Neutral): (178) respondents from the public and their percentage (44.5%) of the total responses did not indicate their approval or opposition to the proposed idea.

3- (Exhibitions): (73) of the respondents and their percentage (18.25%) of the total answers rejected the idea presented. (See Table 12) below.

Table (12) shows the gratifications achieved by the respondents watching cultural programs in Iraqi satellite channels

Total		Syndrome		neutral		Agreed		The satiated
%	Repetiti on	%	Repetitio n	%	Repetitio n	%	Repetiti on	
100%	400	14,5%	58	38,25%	153	47,25%	189	Learn the views on the cultural topics raised
100%	400	29,75%	119	40,25%	161	30%	120	Learn about prominent cultural figures

100%	400	10,5%	42	22,25%	89	67,25%	269	Enjoy literature and poetry
100%	400	18,25%	73	48,25%	193	33,5%	134	Interacting with cultural programs
100%	400	18%	72	31,75%	127	50,25%	201	Feeling of fun and happiness
100%	400	7,75%	31	38,5%	154	53,75%	215	Enjoy music and songs
100%	400	15,5%	62	35,75%	143	48,75%	195	Knowing the latest developments in cultural events
100%	400	13,5%	54	45,5%	182	41%	164	Feel familiar with these programs
100%	400	16,5%	66	49,75%	199	33,75%	135	It addresses real problems in culture
100%	400	18,25%	73	44,5%	178	37,25%	149	Raising my cultural and knowledge level

V. Conclusions:

The results of the field study indicated a set of conclusions that can be presented with the following points:

4 -The results of the research revealed that most of the sample members are male and ranges in age (18-28) years and most of them are married and have a university degree with a bachelor's degree and who care about government work, and this indicates that the Iraqi society is a male society that represents the youth category most of its groups and with high fertility for many who are married and have an educational level that qualifies them to work in the public sector.

5 -The results of the research indicated that sometimes the sample members are exposed to cultural programs, and that the types of TV programs provided by Iraqi satellite channels in all areas increased throughout the daily broadcasting space and the use of social networking sites by the Iraqi public increased.

6 -The results of the research revealed the irregularity of the respondents in watching cultural programs through Iraqi satellite channels, as they became more preoccupied with daily life matters, which made them exposed to less than half an hour a day and in the evening broadcast period, which is the period of rest and

relaxation for the Iraqi public, so poetry and literature were among the most programs The cultural sample members would like to see during that period.

7 -The results of the research indicated that the motives of the sample's viewers of cultural programs in Iraqi satellite channels are to satisfy their cultural interests, and this is clear from the fact that most of the sample members are from the educated class with a university education level and have their various cultural interests.

8 -The gratifications achieved from watching cultural programs through Iraqi satellite channels are always identifying views on the cultural issues raised and sometimes identifying prominent cultural figures, always listening to poetry and literature presented, and interacting with cultural programs sometimes, which viewers always feel enjoyment and happiness and listening to music and songs And know the latest developments in cultural events.

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