SAUDI VIEWERS' ATTITUDES ON AMERICAN DRAMA AND ITS VALUES SYSTEM

Raghad ALGHAMDI[1], Ayman BAJNAID[2*]

[1] Faculty of Media and Communication, Public Relations Department, King Abdulaziz University, Jeddah, Saudi Arabia.
[2] Faculty of Media and Communication, King Abdulaziz University, Jeddah, Saudi Arabia.

*Corresponding Author

ABSTRACT

This study raises concerns that threaten the value system of new generations in Arabic Islamic and conservative societies that have been eagerly raised with passion to view American drama. Accordingly, the purpose of this study is to explore the values system and concepts which are presented through American drama, as well as to identify the Saudi viewer's attitudes and their perception of its effect. The study used sequential exploratory, mixed methods approach, and thematic analysis of the first four seasons of the American drama series (How to get away with murder), followed by a questionnaire for sampling 427 respondents. Twenty–seven responses of non-Saudis were excluded. The Results show that American and Spanish drama are the most popular and watched for the Saudi viewers. Values and concepts varied in terms of the level of acceptance from the viewpoint of Saudi viewer's. The romantic relationship was the most acceptable, while infidelity was ranked by Saudi viewers as unacceptable. In addition, Saudi viewers are more aware and apprehensive of the media content and its effect on the viewer and others.

Keywords: American drama, mixed methods, Saudi viewer, value system.

INTRODUCTION

American TV drama has gained the attention and admiration of viewers from all over the world. The rapid development of the drama industry has contributed to the emergence of on-demandvideo services that fulfill the viewer's desires. This service enables the viewer to choose the preferable time as well as the preferred device to view such TV drama. According to recent reports conducted by the Consulting Brand Finance Company (2019), Netflix Company is a leader in on-demandfilmmaking. It has been recorded as the fastest-growing US brand between 2018 and 2019. In addition, Sand vine Company, which specialized in network statistics, revealed in its 2019 semiannual report that 60% of internet users worldwide is related to visual content and that Netflix company owns is responsible for 12.6% of internet usage worldwide. The data published on the Statista website, which is known for statistics note that the present era witnesses high turnout to video-on-demand services and visual contents according to a report that was published by Netflix Company, a video service leader, showed that 37% of internet users around the world use Netflix Service (Watson, 2019). In addition, the number of hours they spend watching TV series and movies is 140 million hoursper day worldwide (Armstrong, 2018).

In addition, Netflix international has 91.5 million subscribers outside the United States, which currently make up 60% of subscribers, against just 40% from three years before (Richter,

2019). Increasing international demand for television and cinema content has encouraged local and global producers to develop and intensify their production and enter into competition with the United States that was (and still is) the largest exporter of television and cinema content in the world (Doyle, 2015). According to an annual report by FX Networks published by Forbes, series which are transmitted from the United States during 2018 wereapproximately 495, exceeding all the content of most competing countries in TV and cinema production. The details also indicatean increase in US production between 2014 and 2018 was 385% of the series available online. The report revealed, according to the information and data, the total number of series available to consumers may jump to more than 500 series this year (Easton, 2018).

This development has contributed to the production and spread of TV series and the turnout of viewers from different cultures and all countries of the world to the cultural openness between various Eastern and Western cultures.

Foreign dramas that are presented by television are usually produced in environments that are largely different in their value, cultural, social and economic systems from the corresponding systems in the society in which they are presented. (Rasooli et al., 2019) Therefore, the role of the TV drama series is not limited to merely entertainment, recreation and spending of time. It has become an important and strong method in the embodiment of social reality and cultural patterns and values around the world with their different cultures and communities (Ismail, SHarafeddin&Attia, 2010). The value system is defined as a package of morals, attitudes, methods of dealing, established or variable principles related to one's personality and determines his negative and positive behaviors (Alsharaah, 2017). The value system is considered one of the most components of cultural societies in Arab, Islamic and conservative societies, which individuals and groups believe in and influence their attitudes and behaviors. In addition, they consider thevalueof the system as part of their identity and believe that it is sanctified by nature and cannot be prejudiced. Old generations often try to protect this value system and encourage modern generations to stick to it and not violate or breach it. (Toleubekova et al., 2018; Atemova et al., 2018)

This study handles the nature of the concerns that threaten the value of the modern generation system in Islamic and conservative societies that arose because of their turnout and admiration for watching American TV drama. According to the theory of cognitive dissonance, this conflict and difference between the Arab and Islamic culture and the American culture which individuals experience while watching Americandrama TV series leads to the creation of a state of cognitive dissonance, stress, and convenience which in turn affect individuals and lead them to change their values, opinions, and behaviors for mitigation of this dissonance or removal of it and restoration of balance (Festinger, 1957). Accordingly, the purpose of this study is to explore the values and concepts which are presented by the American TV drama series and the effect of the values and concepts presented on the Saudi viewer in creating a state of dissonance by measuring his attitudeand acceptance of them.

In discussing the importance of studying the content of drama as a strong tool for embodying the cultural patterns and values of societies, most Arab researchers focused their studies on manipulating repetitive Arabic and Turkish drama and identifying the effects and attitudes of Arab audiences towards them. These studies include the ones conducted by Mazahera (2009),

Manaseer (2011), Alsaffar (2012), Alabsi (2013), Almallah (2013), Almasri (2013), Sabah (2013), Abdulrahman (2016), Othman (2016), and Hamid (2017).

However, it has been observed that there are a small number of Arab researchers who have handled American drama, including the studies of Alkeelani (2014), Nabeel (2015), Nadiah (2017), and Nehad (2017) in which the researcher tried to analyze the context of American movies without handling measurement of the attitudes and opinions of the audience about them. In addition, they did not handle the American television series, which was highlighted by the researcher in the present study to analyze the content of the American drama series. This study aimed to provide a scientific contribution at the theoretical level. It wasn't previously applied in television drama. The use of cognitive dissonance theory in Arab studies has been limited to psychology, such as Alhariri (2013), Allehyani (2015), Alotaibi (2015), Kariem (2016), Salameh & Ghbari (2016) and Aladamat and Alatoum, (2018). Cognitive dissonance theory is one of the most prominent theories that interpret the behavior, opinions, and attitudes of individuals and treat the dispute that results from exposure to two different cultures, such as American and Arab and Islamic cultures (Festinger, 1957). In addition, it endeavored to provide the scientific contribution level of the methodology usedin this study since this study was conducted using a mixed-methods research design in several steps to achieve more comprehensive and accurate results. In addition, the study endeavored to provide a scientific contribution at the applicationlevel. It handled cognitive dissonance between two different value systems using a study of the Saudi audience exposed to American television drama and their attitudes towardthe value system and the concepts presented by them.

METHODOLOGY

Study Design

In this study, sequentialexploratoryresearch design and mixed methods have been used which means the research design has been mixedwith quantitative and qualitative methods as well as their data and tools of each of them to drawing scientific results and new clearer concepts from separate quantitative outputs or qualitative data (Creswell, 2018).

The main strength of the mixed methods research design is that it avoids the weaknesses of using aseparate quantitative or qualitative method, and allows researchers to utilize the strengths of each methodtoexploitthem and provide a comprehensive understanding of the problem relating to this study. Although this is a key justification for using the research designof mixed methods, this study has itsunique justifications because the research questions and theoretical framework require the necessity of using a mixed-methods research design. This study attempted to answer the main research question which in turn, aims to explore the value of the system and concepts presented through American drama and to monitor Saudi viewer's approaches to theirabuse of cognitive dissonance. This type of question requires a multistage study to draw clear and comprehensive conclusions using quantitative and qualitative data collection methods. The reason for choosing aqualitative data collection method is attributed to the nature of the data that the study aims to reach by the use of the thematic analysis approach that helps to drawthe comprehensive and deep concept and interpretation of the context of American drama to monitor the values and concepts through which they are presented. In addition, the question of the research relates to the theory of cognitive dissonance which interprets behavior and attitudes and manages conflict, which calls

for the use of quantitative data collection method represented in the application of a questionnaire data collection tool and then, performing statistical analysis to help researchers reach more accurate and deeper conclusions and reach the largest number of audience.

Researchers have conducted a pilot study of individual interviews and open-ended questions to collect raw data that aim at identifying the most popular and watched American drama series for Saudi viewers and to determine the values and concepts which are presented through the American drama series for the Saudi viewers. This pilot study concludes that the American drama series *'How to get away with murder'* is a common series that is viewed by respondents from a pilot study that they consider to be most popular on their periphery. The results of the pilot study were used to determinethe series that is the main focus of this study.

Series

Events of the American drama series *'How to get away with murder'* which is abbreviated as (HTGAWM) focuses on the professor of law "Viola Davis" at a university of Philadelphia and five of her students who were involved in a crime of murder and the events flow. The first seasons aired in 2014 through the ABC radio channel in the US, and will still screen in its fifth and sixth seasons during 2019. This series is widely watched and liked by many audiences. The total views for the first time since the show on September 25, 2014, was over six million views worldwide, so it exceeded the number of views of the series *'Black List'*. The Statista website which is known for presenting important statistics stated in its report on HTGAWM that the cost of 30-minute advertising during a screening of the series on TV in all seasons is USD 126.5 thousand, due to the high rate of views and turnout to this series(Watson, 2018). In a report by ABC radio about the HTGAWM series that was published by Variety, viewers agebetween 18-49 years, since the series is widely liked by viewers of all age groups around the world (Otterson, 2018).

Study procedure Phases

This study consists of two successive stages, starting with qualitative content analysis and then using a quantitative data collection tool, the questionnaire.

• Phase I: Qualitative Content Analysis

Researchers utilized a thematic analysis method to monitor the values and concepts which are presented through the episodes of the series to provide a full understanding and interpretation of the data. Thematic analysis is one of the methods used to analyze and interpret qualitative data and to prepare reports on the theme of the study. The thematic analysis enables researchers to work closely on qualitative data as researchers organize and divide the data into specific categories, then they explain and interpret them in detail and conducts comparisons and collection of common data to generate themes that reflect a deep understanding of the data that appear to a narrative description of the phenomenon under study (Bajnaid, 2016).

Braun and Clarke (2006) are key researchers who handled thematic analysis and determined six stages for thematic analysis: the researchers studied the collected data, went in-depth till these data become familiar to them and the researchers created initial codes. The researchers looked at common themes and divided them into categories, reviewed themes and defined and named them, and finally produced reports (Bajnaid, 2016). According to those systematic

procedures, the content of the series was analyzed by the number of people who watched all episodes of the first four seasons that were fully screened. The total number of episodes were 60 since each season had 15 episodes aired. The period of screening ranged from 40 to 45 minutes per episode. Afterward, the researchers worked closely with the data and opened up coding to determine the values and concepts that appear in the episodes. Then, the themes emerge and categorize the common themes to produces a final report.

- *Phase II: Quantitative questionnaire*

This study aimed to identify Saudi viewers' attitudes towards the value system and concepts which are presented in American drama and their effect on viewers'values. Consequently, the suitable data collection method was suitable to reach the target category of both genders using a questionnaireonline.The online questionnaire provides the advantage of reaching the largest number of participants and saves the researcher's time and effort. Questionnaires' questions were defined. These questions were closed-ended questions type that are aimed at identifying the attitudes of the members of the sample by the presentation of scenes that symbolize the concepts and values which are presented in the television episodes. Closed-ended questions of the online questionnaire helped in easily analyze data, which saves researcher effort and time. The questionnaire was validated by four media reviewers.

Researchers used a voluntary random sample to engage the surrounding social network of the researchers, including family, friends, colleagues, and professors to publish the questionnaire through the WhatsApp and Twitter social media platforms. Random samples were selected through a social network that has both advantages and disadvantages. The disadvantage of using such a social network is that it helps save time, effort, and reach the target samples. However, a key limitation of the study was that the majority of respondents to the questionnaire were females, at 85.25% while males were 14.75%. This is the result of using network sampling. This study had specific criteria including Saudi males and females watching the American drama series (HTGAWM). The sample members reached 427 individuals who filled the questionnaire. 27 responses excluded selected answers to the "other" (i.e. non-Saudi nationalities) questionon nationality. Thus, the actual number of the sample was 400 Saudi males and females.The ages of the sample members ranged from 18 to 50 years, primarily in the age group (30-21) with an equivalent percentage of 60.5% of the total sample members. This is followed by the age group (20-18) with an equivalent percentage of 37%, followed by the age group (31-40) with anequivalent percentage of 2.25% of the total sample members. The 1uestionnaire results were analyzed through IBM Statistical Package for Social Science (SPSS) ® to draw scientific results.

Moral considerations

It was taken into consideration that respondents who volunteered to participate without intimidation were considered to the full scope and purposeof the study. In addition, their information and data were treated in full confidentiality for scientific research, and all of such data was completely deleted when the study was concluded.

RESULTS

First: The results of the Qualitative study

The purpose of this study was to explore the values system and concepts which are presented through American drama. According to the results of the pilot study, the American drama series (HTGAWM) is the most common series which is watched by members of the sample, and it is the most popular in their periphery. The researchers used the qualitative data collection approach represented in the thematic analysis of the context of the first four seasons episodes of the series, which used a total of 60 episodes (15 episodes per season). The duration of screening of each episode ranged between 40 to 45 minutes. All the values and concepts which were derived from the series were monitored. Details of the results are presented in Diagram (1): Themes of the values system of the American drama.

- ### *The Main Themes of Values and Presentation of Concepts*
  - ✓ *Personal Relationships*

Human relationships have been found to achieve common tangible and intangible benefits and interests within the moral and cultural framework. According to Blaw (1964), the key drive and principle on which human relationships and ties are based is social exchange. This exchange leads to the stability of the social structure. That is, relationships are based on the interchangeability principle between individuals. As much as a person pays a fee, he accrues benefit.

➢ **The Logic of Personal Relationships**

"First Personal Interests"

The series handled the core of personal relationships in the material and beneficial context based on selfishness, subjectivity, marginalization of others, their interests as well as the fact that they endeavored to achieve personal interest, regardless of the consequential damages to others, such as the relationship between students which is based on lies, lack of confidence and cooperation on crime, and the lacks of credibility, confidence, mercy, intimacy, and advice. The particular scene of the defense attorney *Analis* when she accused her fiancée *Nite* of killing her husband, although she has an emotional relationship with him, but for the sake of personal interest and the scene of helping attorney *Pony* when she endeavored to revenge from attorney *Analis*, despite the strong relationship between them and *Analis* sponsorship of it.

In addition, for example, there is a matrimonial betrayal of *Analis* with *Nite* and her husband, Sam, with Laila, who is in conflict with the moral principles of human relationships and lacks loyalty and faith. In addition, for example, the scene of the disappearance of *Michelia* ring for her silencebecause of their selfishness and distrust of one another.
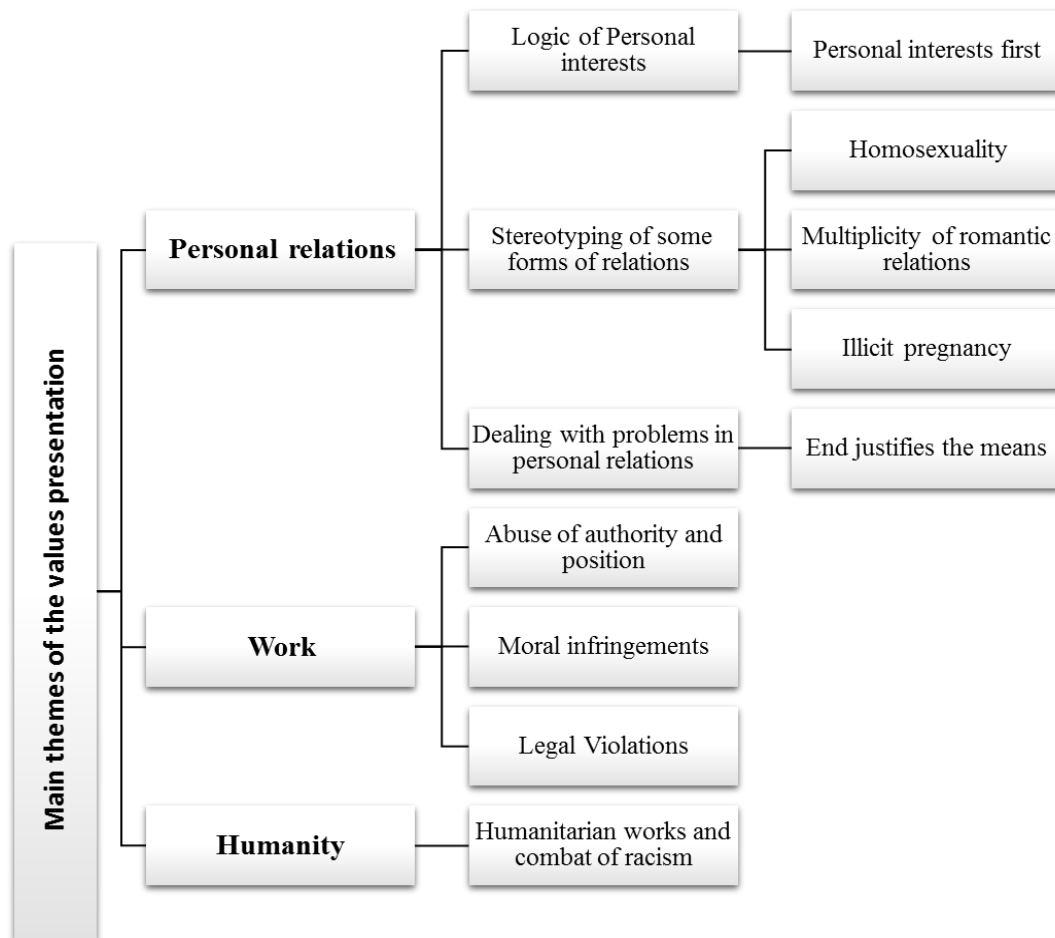
Digram 1: The themes of the American drama values system

➤ Stereotyping specific Forms of Relationships

"Homosexuality"

The series promotes homosexuality and is an acceptable type of relationship in an attempt to stereotype and impose it on viewers and present it in different contexts as the most commonly used method. It also supports gay marriage and is not limited to transient relationships. For example, homosexual intercourse between *Conor* and *Oliver*, the relationship between *Analis* with *Eve*, the scenes of *Conor* and *Oliver's* relationship with others of the same sex, and the scene of *Conor* tripartite homosexual relationship.

"The Multiplicity of Romantic Relations"

The series has also been filmed in several contexts and on several scenes of a multiplicity of relationships of the person at the same time, their admission of this practice and highlighting it as personal freedom and alternative solutions to any obstacles of the relationship.

For example, the relationship between *Analis* and *Nite* and *Eve*. The relationship of *Laurel* with *Kan*, *Frank,* and *Wace*. The series also reflects the multiplicity of relationships people have, both temporarily and extensively. Upon the end of the relationship, the person will soon start another relationship. For example, the relationships of *Michaelia* and *Eden*, *Levai* and *Kelib*,

Asher and *Frank* as well as the relationship of *Wace* and *Rebecca*, *Maggy* and *Laurel* and then, the relationship of *Nite*, *Analis* and *Atwood*.

"Illicit Pregnancy"

In additionto addressing the stereotyping of some forms of the relationships, promoting them and imposing them on viewers, the series presents images of mothers giving birth to bastard children, and the acceptance and support of the community to them in an attempt to promote this matter as a normal right of women and freedom to disposeof their bodies. For example, the scene of pregnancy of *Laila* from *Sam* and Sam's killing of her because of her refusal of abortion as well as the scene of *Laurel's* delivery of her child to *Wace*.

➤ Dealing with Problems in Personal Relations
"End Justifies the Means"

In the context of a discussion of the starting point of personal relationships and how this series illustrates those relationships, the series further presents the method of those individuals' dealing in their relationships with the problems that they encounter and present such dealings as feasible, acceptable and justified solutions. They apply illegal and immoral means to achieve their purposes and removing the problems and obstacles that encounter them, regardless of the outcome, including harm to themselves and others. For example, the scene of *Sam* ordering *Frank* to kill his fiancée *Laila* because she refused to have an abortion and was concerned that his wife, *Analis*might learn about the matter. The means of his escaping of this problem and reaching this end is killing. For example, the scene of killing *Sam* by *Wace* to defend *Rebecca*. Their means of managing the problem was in cooperation on burning the corpse and concealing the crime, instead of taking the right measure and approaching the police. It is alsothe scene of *Bony's* killing of *Rebecca* for revenge and fear of scandal and their concealment of the crime. The scene of a premeditated accident for the kill of*Analis* and her child. The scene of a premeditated accident for the killing of *Denver*. The scene of *Dominique's* burning of the house of attorney *Analis* and killing of *Wace* in taking revenge from him because of his relationship to *Laurel* and her family's refusal of this relationship because of ethnic discrimination. Finally, the scene of *Asher's* killing of *Sinclair* to get rid of her and conceal the crime.

In addition, the series presents in many scenes, including the scene of accusing *Nite* of killing *Sam*to the protection of *Wace* and her students. The accusation of *Jefrin* of killing *Laila* "for protection of husband". The accusation of *Charles* of killing his father *Wallace Mahony* for protection of themselves. This series presented means for accusation and fabricating crimes to the innocents within an acceptable and justified framework for reaching their ends, even if at the cost and injustice of others.

In addition, a means that was presented through the series and provide as a solution and feasible means for evasion from the facts and control of problems is wine drinking, such as the addition of wine by attorney *Analis* to forget problems and escape reality.

✓ Work

The work environment in any field and under any job designation is governed by regulations that consist of a professional code of conduct and professional practices that can regulate work

in all sectors. The regulations also facilitate and promote the quality standard of outputs according to acceptable ethical and legal standards.

> ## Abuse of Authority and Position

The series present several examples of the people of authority and influence who abuse authority, and exploit their positions for personal purposes and take revenge on others. For example, scenes of exploitationby the inspector *Nite*, public prosecutor *Denver* and abuse by the attorney *Analis*, and public prosecutor *Sinklir* and *Atwood* of their positions and influence to take revenge and achieve personal objectives and interests.

> ## Moral Infringements

The series also presents various forms of moral infringements in various contexts committed by persons for protecting themselves and evading punishment. These series have presented these as acceptable practices and methods that also have their justifications as evidence of intelligence and opportunity capture.

For example, lying under a witness stand at the podium of witnesses in the scene of psychological therapist *Isaac* and the scene of *Laurel* – false witness statement in the scene *Wace* and the scene of the worker in the public prosecutor's office- lying to police while investigating the scene. The investigation into the death of *Sam* and the accident of injury of *Simon* extortion by the *Bony* of the public prosecutor *Denver*. In addition, the series presented a variety of moral infringements that are presented in an acceptable and normal framework and the subject of pride such as sexual intercourse for reaching information and evidence. For instance, the scene of *Michelia* and the assistant public prosecutor, the scene of *Conor* with a Marin employee, the scene where *Conor* is having a relationship with *Oliver*, and the scene of *Sasha* and *Frank*.

> ## Legal Violations

In addition, the series presents many forms of legal violations committed by persons for access to information, evidence, and inaccessible data, and present them in an acceptable framework that proves intelligence and enhance of talents and experiences. For example, scenes of penetration, espionage, and bugging done by *Oliver*, extortion scenes committed by *Analis*, the scene of *Nite* accessing information from *Sam's* car and *Atwood's* car, the obstruction of investigation and manipulation of evidence in the scene of movement and burning of corpse of *Wace* by helping the public prosecutor, *Atwood*.

> ### ✓ Humanity

Charity and humanitarian works are very important and have a positive effect on the individual and achieve solidarity and joint liability in societies. It enhances one's sense of liability towards his society and enhances his feeling of contribution.

> ## The Humanitarian Works and Combat of Racism

The series presents the humanitarian aspects of legal practice and the role of an attorney in defense of the *Analis*to defend the oppressed, defend the innocents and fight racial discrimination which is one of the most striking violations of human rights in the world. For

example, defense attorneys, *Analis*, filing group lawsuit to consideration of judgments that were rendered against the innocents, the elderly, vulnerable and poor on allegations of injustice and racial discrimination. This series about the humanitarian context relationship of attorney, *Analis*, with her student *Wace* and shows how to protect him upon commandment of his mother.

Second: Quantitative Study Results

This study aimsto identify Saudi viewers'attitudes of the value system and concepts represented by American drama. In this study, quantitative data were collected by distributing an online questionnaire to the target viewers (HTGAWM). The questionnaire form contained a set of closed questions that vary between direct questions and attitudinal questions, including scenes that symbolize the values and concepts presented through the episodes of this series. Respondents were 427 participants who filled the questionnaire. However, 27 responses were excluded. These excluded responses were eliminated because they included responses to the question of nationality by other non-Saudi nationals. Similarly, the sample included 400 Saudi males and females. The following is the presentation of the results:

- *Part I: Most Preferable Types of Drama for Saudi Viewers*

Table 1: Most preferred drama to watch respondents

Drama type	I watch it a lot		Sometimes		I watch it a little		Don't watch		Mean	SD
	F	%	F	%	F	%	F	%		
American	325	81.25	56	14	17	4.25	2	0.5	3.760	0.546
Turkish	44	11	60	15	90	22.5	206	51.5	1.855	1.042
Egyptian	18	4.5	53	13.25	95	23.75	234	58.5	1.637	0.876
Syrian	6	1.5	32	8	75	18.75	287	71.75	1.392	0.699
Spanish	27	6.75	130	32.5	145	36.25	98	24.5	2.215	0.892
Kuwaiti	7	1.75	52	13	83	20.75	258	64.5	1.520	0.784
Korean	30	7.5	56	14	56	14	258	64.5	1.645	0.980

Table 1 shows that American drama has the most viewing and watching among respondents, followed by Spanish, Turkish, Korean, Egyptian, Kuwaiti, and finally Syrian drama.

- *Part II: Saudi Viewers Attitudes of the System of Values and Concepts Derived from the American Drama Series (HTGAWM)*

Table 2shows the discrepancy of accepting of the values and concepts that are derived from American drama as perceived by Saudi viewers, which are as follows: in terms of the most acceptable to the least: emotional relations, legal violations such as penetration, extortion, and espionage to access information and evidence, murder and concealment of crime, homosexuality, abuse of authority and influence, moral infringements, multiplicity relationships, and matrimonial betrayal.

- *Part III: Saudi Viewers' Perception of the Effect of Values and Concepts which are Presented in American Drama Series (HTGAWM)*

Table 3 shows that 55% of respondents perceived the effect of the values and concepts presented in this series and that their responses are 'affect' and 'may affect somehow', while 45% of respondents selected: 'doesn't affect' and 'never affects'.

It is evident From Table 4that 90.75% of the respondents assumed that the values and concepts presented through the series affected others, while 9.25% of the respondents chose 'doesn't affect' and 'never affects'.

Table 2: Attitudes of the respondents about scenes that represent values and concepts

Scene	Acceptable		Somewhat Acceptable		Unacceptable		Never accepted		Mean	SD	Direction
	F	%	F	%	F	%	F	%			
A scene of sexual orientation between Conor and Oliver and their emotional attachment	74	18.5	78	19.5	88	22	160	40	2.165	1.145	Unacceptable
A scene of love and the intimate relationship between Analis and Eve.	67	16.8	83	20.8	98	24.5	152	38	2.162	1.110	Unacceptable
A scene of Sam felt close of his student Laila and fell in love with her, although he is married	15	3.8	45	11.3	130	32.5	210	52.5	1.662	0.821	Strongly Unacceptable
A scene of the relationship between Analis and Nate, although each of them is married	35	8.8	91	22.8	101	25.3	173	43.3	1.970	1.005	Unacceptable
A scene of the emotional relationship between Michaela and Asher	175	43.8	150	37.5	42	10.5	33	8.3	3.167	0.920	Acceptable
A scene of the emotional relationship between Laurel and Weiss	251	62.7	92	23	33	8.3	24	6	3.425	0.878	Strongly Acceptable
A scene of Analis romance with her husband Eve and Nate	21	5.3	46	11.5	106	26.5	227	56.8	1.652	0.879	Strongly Unacceptable
A scene ofLaurel 's romantic relationship with Frank and Weiss	51	12.8	112	28	116	29	121	30.3	2.232	1.020	Unacceptable
A scene ofthe permanent dispute between Analis and Denver for positions and extortion	47	11.8	92	23	136	34	125	31.3	2.152	0.995	Unacceptable
A scene ofkilled Sam and his cremation and covered up in order to	65	16.3	112	28	104	26	119	29.8	2.307	1.065	Unacceptable

protect themselves										
A scene of access to information in irregular ways, such as hacking or violence	80	20	239	59.8	32	8	49	12.3	2.875	0.869	Acceptable
A scene of obtaining information in unethical ways, such as establishing intimate relationships	57	14.2	62	15.5	109	27.3	172	43	2.010	1.076	Unacceptable

Table 3: To what extent may the values displayed during the series affect your values as a viewer?

Viewers' Opinion	F	%
Affect	53	13.25
May somehow affect	167	41.75
Not affect	107	26.75
Never affect	73	18.25
Total	400	100

Table 4: To what extent may the values displayed during the series affect the values of other viewers?

Viewers' Opinion	F	%
Affect	115	28.75
May somehow affect	248	62
Not affect	32	8
Never affect	5	1.25
Total	400	100

CONCLUSION

In the first phase of the study, the researcher applied thematic analysis to explore the values and concepts presented in the American drama. The results of the thematic analysis show the division of topics that represent the presentation of values and concepts into three main themes: the theme of personal relationships, the theme of work, and the theme of humanity. The results show how this series controls the basis and logic of human relationships and their presentation in a material and useful context that is dominated by selfishness, subjectivity, and marginalization of the interests of others. In addition, the series presents stereotypes of the nature of relationships that are not consistent with Arab and Islamic cultures such as homosexuality and the multiplicity of one's emotional relationships during this period and illicit pregnancy to present them simultaneously in several contexts and to show them as a normal and correct way of life that is perceived as a practical in an attempt to stereotype and impose them on viewers. Furthermore, the series presents powerful individuals who are influenced by their positions to achieve personal goals and purposes, even though it may harm others and also lead to ethical and legal violations. On the other hand, this series offers

examples of humanity that are free to advocate for the oppressed and defense the innocents, as well as to promote attention and care in combating racism.

In the second phase of the study, the researchers applied the quantitative data collection methodrepresented in the questionnaire tool. It was applied to a random voluntary sample of 400 respondents of Saudi males and females who watching the American drama series (HTGAWN). The study came to the following conclusions: American and Spanish drama ranked first in terms of the most watching, followed by Turkish and Korean drama, while Arab Egyptian, Kuwaiti, and Syrian drama ranked the last in terms of the least preferring and watching by Saudi viewers. Values and concepts ranged from the most acceptable to the least acceptable to Saudi viewers since there isa cognitive dissonance that exists between American, Arab and Islamic cultures. In addition, Saudi viewers are more aware of the reality of the media and their effect on his values and othervalues.

Recommendation

Based on the results of the study, the researchers recommend the following:

First: pay attention to preventive education by parents and educational institutions to protectgenerations and shield them from foreign values that are inconsistent with the culture and values of Arab and Islamic societies.

Second: To focus on the local drama production content which promotes Arab and Islamic values, as well as being marketedas a positive cultural project.

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