

Covid-19 Pandemic and TV Shows: Social Responsibility in Forming the Massive Awareness as Perceived by the Bahraini Public

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Abstract: With the spread of the coronavirus pandemic, traditional and new media and social networking sites have become one of the most effective and influential media tools in shaping the perceptions and trends of the Bahraini public. Thus, the objective of this study is to determine the extent of the Bahraini public opinion's follow-up to television programs during the pandemic. In addition, it aims to monitor the perceptions of the Bahraini public regarding the roles that television programs should play during the pandemic. Furthermore, it attempts to determine the perceptions of the Bahraini public regarding television programs' level of commitment to media performance standards during the pandemic. Lastly, it seeks to measure the perceptions of the Bahraini public regarding the level of commitment of television programs to the professional values of media practices during the pandemic. A quantitative and descriptive research design was used to determine TV shows' commitment to social responsibility during the coronavirus pandemic and its impact on forming the massive awareness as perceived by the Bahraini public. Therefore, the questionnaire was distributed electronically with a request to disseminate it further to include as many participants as possible. A total number of 632 Bahrainis completed the online survey. This study revealed that the Bahraini public opinion's follow-up to TV shows during the coronavirus pandemic indicated an increase in viewership. The general average reached 1.96, with a relative percentage (65.50%). Moreover, the study showed the perceptions of the Bahraini public regarding the roles played by TV shows during the pandemic indicated a high percentage of public opinion regarding the Bahraini television performing its functions and roles during the pandemic, where the average reached 3.75, with a relative weight of 75.1%. In addition, the results showed that the perceptions of the public about the level of commitment of television programs to the standards of moral performance and societal values during the coronavirus pandemic indicated the high approval rates of the respondents on this dimension, where the average reached 4.11 with a relative weight of 82.166%. Furthermore, the results indicated that the perceptions of the Bahraini public about the level of commitment of television programs to media performance standards and the values of professional practice during the coronavirus pandemic indicated a high percentage of respondents' approval of this dimension, where the general average reached 3.878 with a relative weight of 77.56%.

Keywords: Bahrain; Covid-19; public opinion; social responsibility; TV shows.

新冠肺炎大流行和电视节目：巴林公众在形成大规模意识方面的社会责任

摘要：随着冠状病毒大流行的蔓延，传统媒体和新媒体以及社交网站已成为塑造巴林公众观念和趋势的最有效和最有影响力的媒体工具之一。因此，本研究的目的是确定大流行期间巴林公众舆论对电视节目的跟进程度。此外，它旨在监测巴林公众对电视节目在大流行期间应扮演的角色的看法。此外，它还试图确定巴林公众对大流行期间电视节目对媒体表现标

Received: February 10, 2022 / Revised: March 14, 2022 / Accepted: March 15, 2022 / Published: April 30, 2022

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准的承诺程度的看法。最后，它旨在衡量巴林公众对大流行期间电视节目对媒体实践专业价值的承诺程度的看法。使用定量和描述性研究设计来确定电视节目在冠状病毒大流行期间对社会责任承诺及其对形成巴林公众所感知的大规模意识的影响。因此，问卷以电子方式分发，并要求进一步分发以包括尽可能多的参与者。共有632名巴林人完成了在线调查。这项研究表明，巴林公众舆论在冠状病毒大流行期间对电视节目的跟进表明收视率有所增加。总平均数达到1.96，相对百分比 (65.50%)。此外，该研究显示，巴林公众对大流行期间电视节目所扮演角色的看法表明，公众对巴林电视台在大流行期间发挥其职能和作用的看法比例很高，平均达到3.75，相对重量为75.1%。此外，结果显示，在新冠病毒大流行期间，公众对电视节目对道德表现和社会价值观的承诺水平的看法表明，受访者在这一维度上的支持率很高，平均达到4.11相对权重为82.166%。此外，结果表明，巴林公众对新冠病毒大流行期间电视节目对媒体表现标准的承诺程度和专业实践价值的看法表明，受访者对这一维度的认可比例很高，其中一般平均达到3.878，相对权重为77.56%。

关键词：巴林; 新冠肺炎; 舆论; 社会责任感; 电视节目。

1. Introduction

The media's primary function is censorship, enabling the public to become aware of events and changes in their social environment. Therefore, the common consensus of citizens to seek information will become a catalyst for social change. Furthermore, the knowledge, information, and opinions obtained from the media form the basis for individuals to establish links with communities and social networks and participate in civic and public activities [2, 3].

Given crises, reliance on the media, especially official media, is one of the most important tools and knowledge factors important and influential in society. They can create public awareness about the various aspects of the crisis, its causes, and the performance of various institutions regarding them as major means in the field of information and knowledge production that form the basis of responses [4].

Since December 2019, the world has been facing a renewed crisis because of the severe acute respiratory syndrome "Corona-2/SARS-Covid-2", which appeared in Wuhan, China, but found its way to all countries worldwide [5]. Until early October 2021, it caused the death of nearly five million people around the world [1].

On January 30, 2020, the World Health Organization declared this virus a Public Health Emergency of International Concern, and on March 11, 2020, it confirmed the virus's transformation into a pandemic [6]. Until early October 2021, the number of cases infected with the virus reached nearly 237 million cases around the world, of which about 214 million cases have recovered [1]. Although some vaccinations against the virus have been reached, there are still new

cases of infection.

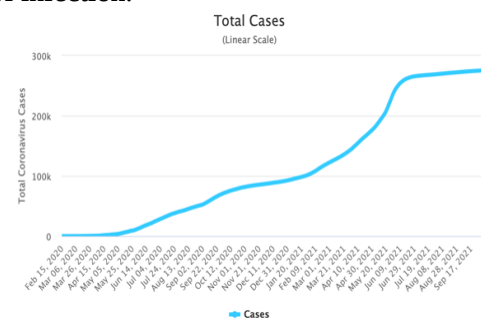


Fig. 1 The total number of deaths around the world due to the emerging coronavirus [1]

The first infection with the coronavirus in Bahrain was confirmed on February 21, 2020. In January 2021, the Bahraini Ministry of Health announced the first infection with the new mutation of the coronavirus. The total number of infected cases until early October 2021 reached 275,279, and the number of deaths reached 1,389, while about 273,301 people recovered [7].

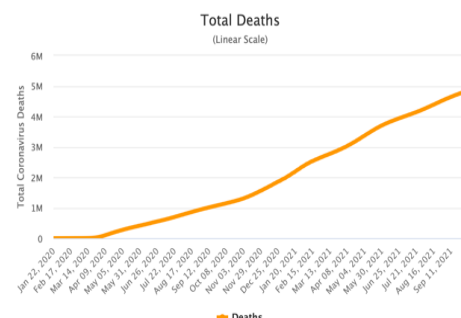


Fig. 2 The total number of deaths from the emerging coronavirus in Bahrain

With the spread of the coronavirus pandemic, traditional and new media and social networking sites

have become one of the most effective and influential media tools in shaping the perceptions and trends of the Bahraini public. It has enormous capabilities in information production and health awareness formation, which forms the basis of the cognitive and emotional responses of the public [8].

Many previous studies dealt with the different roles played by the media during the coronavirus pandemic. The results of these studies indicated a clear contradiction in the influence of the media, their levels of credibility, and the extent of their commitment to carrying out their social responsibilities. While some studies indicated positive media effects during the pandemic, other studies indicated negative media effects during the pandemic. Hence, this study comes to monitor the extent to which television is committed to the dimensions of social responsibility during the coronavirus pandemic and its impact on creating public awareness as perceived by the Bahraini public.

2. Research Problem

The media is the most prominent media of indirect experience of events and issues that occur in environments out of reach of the public, and "Walter Lippmann" expressed this by saying that the media form mental images of the outside world far from our reach. Theoretical approaches indicate that the public needs guidance to understand and adapt to the reality surrounding them.

In the context in which the coronavirus appeared, media information constituted an indispensable resource presented by experts and decision-makers offering media visions to avoid and prevent the recurrence of such an event [9]. From this standpoint, the research problem is determined by the following main question: What are the perceptions of the Bahraini public of the extent to which television programs are committed to the dimensions of social responsibility during the coronavirus pandemic?

3. Research Objectives

The purposes of the study are:

1. Knowing the extent of the Bahraini public opinion's follow-up to television programs during the pandemic;
2. Monitoring the perceptions of the Bahraini public regarding the roles that television programs should play during the pandemic;
3. Determining the perceptions of the Bahraini public regarding the level of commitment of television programs to standards of media performance during the pandemic;
4. Measuring the perceptions of the Bahraini public regarding the level of commitment of television programs to the professional values of media practices during the pandemic.

4. Literature Review

Previous studies dealt with the social responsibility of the media, whether they are read, audio, visual, or digital, presented many important and useful visions and perceptions about the emergence and development of research in this field. Chronicling the social responsibility concept in the media and the press was noted in the American Press Freedom Committee report issued in 1947, which warned that the abuses by the media and the press have the greatest damage to society. The theory of social responsibility emerged in the United States of America.

To the principles of the liberal system, social responsibility has added the need for a self-commitment of the press to moral pacts that aim to balance individual freedom and the interests of society.

The two concepts of freedom and responsibility complement each other, as one is a cause and an effect of the other. This is because the liberties that civil constitutions recognize for individuals are not only absolute; freedoms are specific to the freedoms of others and the public interest that the individual should take into account. That responsibility is one of the necessities of freedom. At the same time, it is a natural consequence of it.

The researchers presented several concepts related to the social responsibility of the media. Some defined it as a set of tasks that the press should be committed to, performing in political, economic, social, and cultural fields, which should reflect the historical, civilizational, and current conditions at the local and international levels, provided that the press has real freedom making it accountable to reason, logic, law, public opinion and interest [10].

Others defined it as the media's devotion to serving the public good and caring for society, and that is why it is sometimes called the "public interest model" [11]. Based on this concept, the government has the right to intervene to protect the public interest [12].

Denis McQuail summarizes the basic principles of social responsibility theory in the following aspects [13]: (1) The media must accept and implement certain obligations towards the society in which it operates; (2) These obligations can be fulfilled by adhering to professional standards for imparting information, such as truth, accuracy, objectivity, and balance; (3) To implement these commitments, the media must regulate themselves independently; (4) The media should avoid publishing what could lead to crime, violence, and social chaos, or directing any insults to minorities in society; (5) The media should be multiple and reflect the diversity of opinions and be bound by the right to respond and correct; (6) Society has a right to the media to adhere to high standards in the performance of their functions; (7) Public interference can be justified in the public interest.

The media is regulated through issuing professional honor codes to protect freedom of media work, press

editing, media, and journalistic practice; issuing laws and legislation to reduce monopoly, establishing press and media councils and a system for providing subsidies to the media and newspapers. The media under social responsibility may suffer from a shortage of material resources and viewership as it opposes market pressures and commercial mechanisms [14].

The principles on which the social responsibility of the media is based reinforce the concept of media freedom, which also includes responsibility. It is responsible rather than absolute freedom, as it liberates the media from the control of certain groups and calls for objectivity in the media message to preserve society's values and be their transmitter from one generation to another. These means remain far from the sultan's government [15]. Amer [16] summarizes the three dimensions of the social responsibility theory of the media:

The first dimension relates to the functions that the contemporary media should perform. It includes a political function by informing citizens of what the government and other political forces do, an educational function by providing the opportunity to present and discuss ideas and opinions and injecting balanced and accurate information, cultural and economic functions by familiarizing individuals with goods and services and raising interest in global issues [19].

The second social responsibility theory dimension is concerned with media performance standards: the ethical standards of individuals, media standards, ethical charters (written or unwritten), and professional standards set by press organizations. The media is required not to deviate from the values and morals of society and demands to protect public morals against obscene acts. Before this topic is linked to objective laws, it is mainly related to the media person's conscience, the limits of their social responsibility, and their professional sense of the extent to which this represents a real danger to society.

The third dimension of the social responsibility theory of the media focuses on the behaviors that media professionals should observe to achieve the principles of social and ethical responsibility, or, in other words, the system of professional values that govern the behavior of media professionals in the performance of their jobs. They keep privacy and confidentiality of information whose dissemination could harm the country's national security and do not resort to unethical means to advance the sources of information.

Social responsibility for the media presents two ideas as two solutions to the problem of reconciling freedom and social responsibility, namely: independent self-regulatory bodies for the media away from government bodies (regulatory bodies) such as independent bodies of the press and media, and professional bodies such as unions and associations

[17].

5. Study Design

The study aims to monitor the extent to which television is committed to the dimensions of social responsibility during the coronavirus pandemic and its impact on creating public awareness as perceived by the Bahraini public.

A quantitative and descriptive research design was used to find out the commitment of Bahraini Television to social responsibility during the coronavirus pandemic and its impact on creating public awareness as perceived by the Bahraini public.

6. Sampling and Data Collection

The data analyzed in this research were obtained from an online questionnaire in Bahrain, using Google Forms, conducted from July 15 until the end of August 2021. Thus, it took up to a month and a half to apply the questionnaire to reach a sufficient sample of public opinion that allows reaching results that give relevant indicators about the research problem. According to the Information and eGovernment Authority in Bahrain, the population of Bahrainis in 2020 has reached 702,000 [18]. As a result of the pandemic circumstances, unavailability of the sampling frame, and not seeking to estimate the characteristics of the sample population statistically, snowball, self-selection, and convenience non-probability sampling techniques were used. The questionnaire was distributed by mail, social media, and WhatsApp groups of friends and acquaintances of the authors with a request to disseminate it further to include as many participants as possible. A total number of 632 Bahrainis completed the online survey. The following table shows the characteristics of the study sample.

No	Respondents	Characteristics	F	%
1	Gender	Male	376	59.5
		Female	256	40.5
2	Age	Under 18	28	4.4
		18-35	430	68
		36-50	126	19.9
		More than 50	48	7.6
		Has a high school diploma or its equivalent	16	2.5
3	Educational level	Has a high school diploma or its equivalent	322	50.9
		Holds a Bachelor's degree	226	35.8
		Holds a postgraduate degree (Master's/Ph.D.)	68	10.8
		Total Sample	632	

7. Study Variables and Their Measurement Methodology

7.1. A Measure of Exposure Density for Programs on Bahrain TV during the Pandemic

To measure the extent of the respondents' exposure

to television programs during the coronavirus pandemic, they were asked three questions:

The first was about their keenness to follow programs on Bahrain TV during the pandemic. The respondents were asked to choose between three options: always (3 points), sometimes (2 points), and rarely (1 point).

The second was on the average number of days that the respondents were keen to follow television programs during the pandemic. They were asked to choose between three options: 4 or more days per week (3 points), 2-3 days per week (2 points), and 1 day per week (1 point).

The third was on the average number of hours that the respondents were keen to follow television programs during the pandemic. They were asked to choose between three options: 4 or more hours per day (3 points), 2-3 hours per day (2 points), and less than 2 hours a day (1 point).

7.2. The Bahraini Public's Perception Scale on the Extent to Which Television Programs are Committed to Social Responsibility during the Coronavirus Pandemic

The scale of social responsibility for television programs during the pandemic was designed by taking advantage of previous studies. The scale included three main dimensions in a five-point Likert style, which begins with strongly agree (5 points), agree (4 points), neutral (3 points), disagree (2 points), and strongly disagree (1 point), as follows:

The first dimension represented the roles that programs in Bahraini television should play during the coronavirus pandemic. This dimension included eight items. The respondents were asked to respond to each item according to the five-point Likert scale. This dimension included the following terms:

1. Arranging the public's priorities and informing them of what is happening in the local and international community;
2. Providing in-depth analysis of complex issues and simplifying them for the public;
3. Developing the intellectual and cultural skills of the public on local and international issues and events;
4. Interacting with the public, arousing their interest, and motivating them for positive participation;
5. Allowing the public to express its opinion on various issues freely;
6. Exposing deficiencies in the performance of public and private institutions on various issues;
7. Providing possible solutions to the problems and challenges facing the local and international community;
8. Supporting public and private institutions and working to form positive attitudes among the public regarding their performance in public life.

The second dimension represents the ethical performance standards and societal values that the

communicator must adhere to in television programs during the coronavirus pandemic. This dimension included 10 items. The respondents were asked to respond to each item according to the five-point Likert scale. This dimension included the following terms:

1. Commitment to the ethics of dialogue with program guests;
2. Commitment to the ethics of dialogue with the audience;
3. Commitment to the public interest while dealing with issues and topics and not seeking to stir up sedition and achieve personal interests;
4. Defending the right of society to know the most important issues and topics related to local, regional, and international affairs;
5. Observing public values and morals while raising issues and topics;
6. Considering the customs and traditions of the Bahraini society when dealing with various events;
7. Respecting all segments of society, its sects, and beliefs while raising issues;
8. The ability to manage dialogue and discussion and ask questions in a way that reflects the program presenter's ability to address the topic of the seminar;
9. The boldness of the presenter in asking questions about the topic of the episode;
10. Commitment to using appropriate media language and not to use profanity.

The third dimension represents the standards of media performance and the values of professional practice that the communicator must abide by in television programs during the corona pandemic. This dimension included 10 items. The respondents were asked to respond to each item according to the five-point Likert scale. This dimension included the following terms:

1. Commitment to objectivity in presenting local, regional, and international events;
2. Commitment to neutrality and impartiality to a particular opinion or a specific party during the media presentation;
3. Commitment to a quantitative and qualitative balance between different points of view;
4. Commitment to credibility, presenting the facts completely and not falsifying them;
5. Commitment not to ignore sources of information and to attribute information to its sources;
6. Commitment to immediate follow-up and coverage of current events;
7. Avoiding false news and committing to correcting false news;
8. Commitment to maintain respect for privacy and not to defame persons;
9. Maintaining professional independence and a free approach to internal and external affairs;
10. Commitment to the media policy of Bahraini TV.

8. Validity

Based on the literature, some questions were generated to investigate the construct validity of research scales. Additionally, the scale was validated through face validity by six experts to ensure that the questionnaire is valid and accurately measures what it claims to measure. The questionnaire included only relevant questions that measure known indicators of variables.

9. Reliability

The reliability of the data collection tool indicates its accuracy, consistency, and ability to provide similar results when repeated on the same study population and in the same conditions. The reliability of the questionnaire was calculated using the test-retest reliability, a measure of reliability obtained by administering the same test twice over some time on a group of individuals. The scores from Time 1 and Time 2 can then be correlated to evaluate the test for stability over time. The reliability rate was 79%, which indicates a high percentage of reliability.

10. Results

10.1. The Extent of the Bahraini Public's Exposure to Television Programs during the Corona Pandemic

The data in Table 2 regarding the Bahraini public opinion's follow-up to television programs during the corona pandemic indicate an increase in the general rate of viewership, as the general average size of the sample's exposure to television programs during the pandemic reached 1.96, with a relative weight of 65.50%.

Table 2 The extent of the Bahraini public's exposure to television programs during the corona pandemic

No.	Responses	F	%
1	Always	160	25.3
2	Sometimes	290	45.9
3	Rarely	182	28.8
Average	1.96		
Weighted Percentage	65.50		
Total Sample	632		

Detailed results indicate that the percentage of respondents who were permanently exposed to television programs amounted to 25.3%. In comparison, the percentage that was sometimes exposed to television programs during the pandemic was 45.9%, while 28.8% of the respondents were rarely exposed to television programs during the corona pandemic.

10.2. The Number of Days a Week the Bahraini Public Spends Watching TV Programs during the Corona Pandemic

Table 3 data regarding the rate of weekly follow-up

of the Bahraini public opinion on television programs during the corona pandemic indicates an increase in the general viewership rate. The general average of the number of days those respondents were exposed to television programs during the pandemic reached 1.53, with a relative weight of 51.05%.

Table 3 Average weekly exposure to TV programs during the corona pandemic

No.	Responses	F	%
1	From four days or more per week	82	13
2	From two to less than four days a week	172	27.2
3	Less than two days a week	378	59.8
Average	1.53		
Weighted Percentage	51.05		
Total Sample	632		

Detailed results indicate that the percentage of respondents who are exposed to TV programs for less than two days per week amounted to 59.8%, while the percentage of respondents exposed to TV programs for less than four days per week during the pandemic was 27.2%, compared to 13%. Of the respondents, four or more days per week were exposed to television programs during the corona pandemic.

10.3. The Number of Hours the Bahraini Public Spends Daily Watching TV Programs during the Corona Pandemic

The data in Table 4 regarding the daily follow-up of the Bahraini public opinion on television programs during the corona pandemic indicates an increase in the general rate of viewership and hours spent by respondents, where the general average reached 1.34, with a relative weight of 44.66%.

Table 4 Average daily exposure to TV programs during the corona pandemic

No.	Responses	F	%
1	From four hours or more per day	42	6.6
2	From two to less than four hours a daily	132	20.9
3	Less than two hours daily	458	72.5
Average	1.34		
Weighted Percentage	44.66		
Total Sample	632		

Detailed results indicate that the percentage of respondents exposed to television programs for four or more hours per day amounted to 6.6%. The percentage of respondents exposed to television programs for less than four hours per day during the pandemic was 20.9%, compared to 72.5% of the respondents exposed to television programs for less than two hours per day during the corona pandemic.

10.4. The Bahraini Public's Perceptions of the Jobs and Roles Played by Television Programs during the Corona Pandemic

Table 5 shows the perceptions of the Bahraini public regarding the jobs and roles played by television

programs during the corona pandemic, indicating a high percentage of public opinion regarding the Bahraini television performing its functions and roles during the pandemic, where the arithmetic average reached 3.755 and a relative weight of 75.1%.

Table 5 Perceptions of the Bahraini public regarding the roles played by television programs during the corona pandemic

No.	Public perceptions of roles that TV played during the pandemic	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Weighted average	Weighted percentage
		F	%	F	%	F	%	F	%	F	%		
1	Arranging public priorities and informing it of what is happening in the local and international community	186	29.4	248	39.2	150	23.7	30	4.7	18	2.8	3.87	77.52
2	Providing in-depth analysis of complex issues and simplifying them for the public	132	20.8	292	46.2	154	24.4	30	4.7	24	3.8	3.75	75.12
3	Developing the intellectual and cultural skills of the public on local and international issues and events	138	21.8	290	45.9	142	22.5	42	6.6	20	3.2	3.76	75.3
4	Interacting with the audience, arousing their interest, and motivating them for positive participation	156	24.7	296	46.8	120	18.9	40	6.3	20	3.2	3.83	76.7
5	Allowing the public to express its opinion on various issues freely	152	24	214	33.9	174	27.5	58	9.2	34	5.4	3.62	72.4
6	Exposing deficiencies in the performance of public and private institutions on various issues	120	18.9	230	36.4	190	30.1	66	10.4	36	5.7	3.57	71.44
7	Providing possible solutions to the problems and challenges facing the local and international community	158	25	242	38.3	184	29.1	24	3.8	24	3.8	3.76	75.36
8	Supporting public and private institutions and working to form positive attitudes among the public regarding their performance in public life	168	26.6	266	42	152	24	26	4.1	20	3.2	3.84	76.96
Total sample		632										3.755	75.1

Detailed results indicate the emergence of the role of television programs in prioritizing the public and informing them of what is happening in the local and international communities at a rate of 77.52%. The percentage of public opinion about supporting public and private institutions and their work to form positive attitudes among the public regarding their performance in public life was 76.96%. The percentage of interaction with the public, arousing its interest and motivating it for positive participation was 76.7%. The percentage of public awareness about providing possible solutions to the problems and challenges facing the local and international community was 75.3%, with its awareness of the role of television on skill development. The public's opinion on local and international issues and events was 75.3%, while the public saw that the percentage of providing in-depth analysis on complex issues and simplifying them for the public was 75.12%.

The detailed results also indicated that the public's awareness about the role played by the media during the pandemic is about providing the public with the opportunity to express their opinion freely on various issues (72.4%), and the percentage of revealing deficiencies in the performance of public and private institutions on various issues was 71.4%.

10.5. Perceptions of the Bahraini Public Regarding Television Programs' Level of Commitment to Ethical Performance Standards and Societal Values during the Corona Pandemic

Table 6 shows the perceptions of the Bahraini public about the level of commitment of television programs to the standards of moral performance and societal values during the corona pandemic, indicating the high approval rates of the respondents on this dimension, where the arithmetic average reached 4.11 and relative weight of 82.166%.

Table 6 Perceptions of the Bahraini public regarding the level of commitment of television programs to standards of moral performance and societal values during the corona pandemic

No.	Public opinion's perceptions of media performance standards for television programs during the corona pandemic	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Weighted average	Weighted percentage
		F	%	F	%	F	%	F	%	F	%		
1	Commitment to the ethics of dialogue with program guests	274	43.3	260	41.1	84	13.3	6	0.9	8	1.3	4.243	0.846
2	Commitment to the ethics of dialogue with the audience.	268	42.4	258	40.8	88	13.8	12	1.9	6	0.9	4.218	0.843
3	Commitment to the public interest while dealing with issues and topics and not seeking to stir up sedition and achieve personal interests.	254	40.2	240	37.9	114	18	12	1.9	12	1.9	4.126	0.825
4	Defending the right of society to know the most important issues and topics related to local, regional, and international affairs.	210	33.2	234	37	154	24.4	18	2.8	16	2.5	3.955	0.791
5	Observing public values and morals while raising issues and topics.	278	43.9	242	38.3	92	14.5	14	2.2	6	0.9	4.221	0.8442
6	Taking into account the customs and traditions of the Bahraini society while dealing with various events.	272	43	226	35.7	114	18	10	1.6	10	1.6	4.094	0.818
7	Respect all society segments, sects, and beliefs while raising issues.	288	4.6	232	36.6	88	13.9	12	1.9	12	1.9	4.221	0.844
8	The ability to manage dialogue and discussion and ask questions in a way that reflects the program presenter's ability to deal with the topic of the episode.	212	33.5	280	44.3	106	16.8	22	3.5	12	1.9	4.041	0.808
9	The boldness of the presenter in asking questions about the topic of the episode.	176	27.8	248	39.2	158	25	28	4.4	22	3.5	3.835	0.767
10	Commitment to using appropriate media language and not using profanity.	254	40.2	242	38.3	112	17.7	12	1.9	12	1.9	4.129	0.825
Total sample		632										4.11	82.16

Detailed results indicate that the commitment to the ethics of dialogue with the program's guests came first, with a percentage of 84.6%. The ratio between observed values and public morals when raising issues and topics and respecting all groups, sects, and beliefs of society when raising topics was equal, and the percentage was 84.4%. The results indicated a commitment to the ethics of dialogue with the audience (84.3%).

The detailed results also indicated that the respondents' opinion was equal about the commitment to using the appropriate media language and not using profanity at 82.5%. The percentage of commitment to the public interest while dealing with issues and topics and not seeking to stir up sedition and achieving personal interests was 82.5%. The percentage is close to that of the public's opinion on observing the customs and traditions of the Bahraini society when dealing with various events (81.8%) and of the ability to conduct dialogue and discussion and ask questions,

which reflects the program presenter's ability to deal with the topic of the episode (80.8%). The community's right to know the most important issues and topics related to local, regional, and international affairs was 79.1%. The program's audacity to ask questions about the episode's topic was 76.7%.

10.6. Perceptions of the Bahraini Public Regarding Television Programs' Level of Commitment to Media Performance Standards and the Values of Professional Practice during the Corona Pandemic

Table 7 illustrates the perceptions of the Bahraini public about the level of commitment of television programs to media performance standards and the values of professional practice during the corona pandemic indicates a high percentage of respondents' approval of this dimension, where the general average reached 3.878 and a relative weight of 77.56%.

Table 7 Perceptions of the Bahraini public regarding the level of commitment of television programs to standards of media performance and the values of professional practice during the corona pandemic

No.	Public opinion's perceptions of professional values in television programs during the corona pandemic	Strongly agree		Agree		Neutral		Disagree		Strongly disagree		Weighted average	Weighted percentage
		F	%	F	%	F	%	F	%	F	%		
1	Commitment to objectivity in raising issues, topics, and local, regional, and international events	166	26.3	286	45.3	154	24.4	10	1.6	16	2.5	3.911	0.782
2	Commitment to impartiality to a particular opinion or party during the media presentation.	166	26.3	282	44.6	142	22.5	24	3.8	18	2.8	3.876	0.775

Continuation of Table 7

3	Commitment to a quantitative and qualitative balance between different points of view.	142	22.5	304	48.1	148	23.4	28	4.4	10	1.6	3.0727	0.614
4	Commitment to credibility, presenting the facts fully and not falsifying them.	186	29.4	252	39.9	150	23.7	30	4.7	14	2.2	3.895	0.779
5	Commitment not to ignore sources of information and attribute information to its sources.	182	28.8	262	41.5	148	23.4	22	3.5	18	2.8	3.898	0.779
6	Commitment to immediate follow-up and coverage of current events.	186	29.4	252	39.8	146	23.1	34	5.4	14	2.2	3.889	0.777
7	Avoiding false news and committing to correcting false news.	220	34.8	242	38.3	134	21.2	26	4.1	10	1.6	4.006	0.801
8	Commitment to respecting privacy and not defaming people.	262	41.5	230	36.4	114	18	16	2.5	10	1.6	4.136	0.827
9	Maintaining professional independence and a free approach to internal and external affairs.	200	31.6	266	42.1	130	20.6	22	3.5	14	2.2	3.974	0.794
10	Commitment to the media policy of Bahraini TV.	244	38.6	260	41.1	108	17.1	6	0.9	14	2.2	4.129	0.825
Total sample		632										3.878	77.56

Detailed results indicate that the commitment to maintain respect for privacy and not defame people reached 82.7%, and the percentage of commitment to the media policy of Bahraini TV was 82.5%. The percentage of avoiding false news and commitment to correcting false news was 80.1%. The percentage of maintaining professional independence and a free approach to internal and external affairs was 79.4%. The percentage of commitment to objectivity in raising issues, topics, and local, regional, and international events was 78.2%.

The detailed data also showed an equal commitment to credibility, presenting the facts completely, and not falsifying them (77.9%); a commitment not to ignore information sources and to attribute information to its sources (77.9%), commitment to immediateness and follow-up to current events and their coverage (77.7%), the extent of commitment to neutrality and impartiality to an opinion or a specific party during the media presentation (77.5%), and commitment to the quantitative and qualitative balance between different viewpoints (61.4%).

11. Discussion

The study stated a high rate of public opinion's follow-up to television programs during the corona pandemic, where the general average reached 1.96 and 65.5%, and observed credibility Bahrain TV enjoyed in broadcasting news and information related to the pandemic, unlike social media and other websites, which do not enjoy the same levels of credibility in the Bahraini public opinion.

The perceptions of the Bahraini public about the extent to which television programs are committed to their social responsibilities during the pandemic are high on all dimensions. At the level of the first dimension, there are high rates of approval that television programs have performed the functions and roles entrusted to them during the pandemic, as the

general average reached 3.75 and relativity of 75.1%. At the level of the second dimension, there are high approval rates for television programs' commitment to ethical performance standards and societal values during the corona pandemic, where the arithmetic average reached 4.11 and relativity of 82.166%. Finally, at the level of the third dimension, there are high approval rates for television programs' commitment to media performance standards and professional practice values during the corona pandemic, where the general average reached 3.878, and a relative weight of 77.56%.

12. Conclusion

This study sought to identify the perceptions of the Bahraini public of the extent of the commitment of television programs to the dimensions of social responsibility during the corona pandemic. It used a questionnaire distributed electronically through Google Forms to a deliberate sample of 632 of the Bahraini public. The study found a high percentage of public opinion's follow-up to the programs presented on Bahrain TV during the corona pandemic.

This study is an important step towards a better and deeper understanding of the extent to which television programs adhere to their social responsibilities during crises as perceived by public opinion. All the Bahraini people, citizens, and residents take the study results to issue a definitive judgment on the nature of the performance of Bahraini television during the pandemic. Traditional media effectively influence public knowledge, attitudes, and behavior.

This study raises many other research proposals paving the way for other studies and research in the same field, for example, an analytical study of the contents of television programs in their handling of the corona pandemic, a comparative study between television programs and social networking sites in their treatment of the corona pandemic, factors affecting the

credibility of television programs during the corona pandemic, and applying tools for collecting data from respondents in ways allowing future research to study the impact of the measurement method on shaping public perceptions towards the extent to which television programs adhere to the dimensions of social responsibility.

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