

these programs (2.3), which confirms that the behavioral effects take two completely different directions.

The sample members believe that the service programs covered the problems without exaggeration, but they are weak in form and content, and do not succeed in conveying a voice to officials.

The most important proposals of the study are to conduct content analysis studies of the service programs presented on radio and television, to know the contents and issues that they address, the templates that they adopt and the methods of attracting and attracting the attention of the target audience, and to conduct studies on the communicator in the service programs, and to identify methods of preparation and the obstacles that obstruct this type of program.

The most important recommendations of the study are an attempt to provide service programs that host senior officials, who provide mechanisms to activate appropriate solutions to service problems, instead of simply raising problems, and to develop the form of service programs and make them more attractive so that they attract the attention of the viewer, with their updated templates, and raise the ceiling of boldness in addressing topics in the programs. Service, which helps increase the degree of reliability of its contents.

The study used the survey method, and the questionnaire form tool, on a sample of the Syrian public who watches the service programs offered by the Syrian satellite channels, consisting of 400 individuals, adopting the theory of cognitive preparation, and the theory of relying on the media.

The researcher divided the thesis into seven chapters, the first chapter included the general framework of the study, the second chapter devoted to talking about service programs, the third chapter related to the theory of cognitive preparation, the fourth chapter to the theory of dependence on the media, the fifth chapter singled out the role of service programs in building trends in particular, while the sixth chapter was devoted to explaining the methodological procedures, and the seventh chapter to review the results of the practical study, and to present the final results, sources, references and appendices.

The study concluded with a set of results, including: One of the most prominent weaknesses expressed by the respondents in the service programs is that they side with the authority, which weakens the degree of reliability in these programs, and this led to obtaining an average dependence of the respondents on these programs with regard to monitoring the performance of the concerned authorities. The rise in prices ranked first as an impact on service issues, because they are the primary controller of all aspects of life. The audience's goals varied in terms of following the service content. The goal of being familiar with successive developments and keeping up with events regarding problems and issues of public services was the highest average. One of the cognitive effects of the respondents' reliance on service programs is that it deepened knowledge of public services, their problems, causes, backgrounds, and personalities.

As for the emotional effects, there was an almost split between feelings of anxiety and hope, and there was an almost 50-50 split between the average of those who were indifferent (2.03) and those seeking to make their voice heard through

**The role of service programs in the Syrian satellite channel in building the audience's attitude towards the performance of the concerned authorities**

**(Survey study from the perspective of cognitive conditioning)**

**Prepared by the student: Alaa Saad Al-Din Al-Zamatli**

**Supervised by: Dr. Arabi Al-Masry**

**Summary:**

This study aimed to identify the extent of exposure of the Syrian public to television programs in general, and service programs in particular, as well as to identify the extent of the degree of dependence of the Syrian public on service programs broadcast by the Syrian satellite channels depending on the content of the episode and to identify the role of service programs broadcast by the Syrian satellite channels in building the attitudes of the Syrian public towards the performance of the concerned parties and to see the cognitive, emotional and behavioral effects of the dependence of the Syrian public on the service programs broadcast by the Syrian satellite channels, and to identify the demographic variables that affect the size of this dependence .

The importance of the research came from the importance of service programmes, and their role in addressing local issues related to the life of societal segments at all levels, and the importance of recognizing the success of television programs in general, and service programs in particular in performing the tasks entrusted to them, foremost of which is citizen service, and the need to identify the degree of credibility of service content in dealing with the performance of the concerned authorities from the point of view of the receiving public.

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