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## The coverage of talk shows on corruption issues and audience attitudes towards them: A comparative study of "Al-Hekaya" and "Ala Mas'ouliyati"

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### Abstract

This study investigates Egyptian talk shows' treatment of corruption issues and audiences' opinions and actions regarding that coverage. The study evaluates the impact these programs have had on the culture of corruption by comparing two leading programs, Al-Hekaya and Ala Mas'ouliyati, to determine where both fit within the broader spectrum of public dialogue on corruption. Analyzing program effectiveness, media framing strategies and audience trust in the presented narratives, this study applies content analysis and audience surveys. Corruption news and the mode of talk shows have greatly influenced the opinion of the people on corruption although there are many factors such as media owners and political followers and editorial policies that tend to be there. But how these programs frame and present the material can affect audience trust and engagement with corruption cases. Nonetheless, there are also differences in viewer reliance on television as a primary information source, and these relate to demographic and socio-economic differences, as the study also indicates. Through an analysis of the role of televised discussions within the wider media ecosystem, this study highlights the potential of independent journalism, and freedom of the media, when it comes to increasing transparency and holding the government accountable. These results have implications for debates around whether the media can combat corruption and promote civic participation.

**Keywords:** Corruption in media, Media framing, Public perception talk shows analysis.

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### 1. Introduction

It is the media that can shed light on what remains hidden and educate the public about the dangers of corruption. The media as a popular authority that reflect the conscience of the society and protect the national interests is also responsible for this phenomenon and the promotion of transparency and accountability. Studies on transparency become, in fact, not

the governance only but global society issue, because corruption is not only domestic issue anymore! Hence, global pacts and treaties reiterated the need to guarantee media independence and access to information as critical conditions for reinforcing public oversight and combating corruption.

Mass media reflects the major issues of society, and the issues involving the public help shape opinion against corruption or wrongdoings, especially through television talk shows. Indeed, in several Arab states, the media have yet to solidify a civic consensus that resists corruption, as weak democratic institutions, limited press freedoms, and the prevalence of personal and political interests continue to obstruct the processes that would make the corrupt answerable.

Corruption is one of the major challenges that undermine sustainable economic and social development and contribute to the depletion of resources and fragility of institutions. The media is then seen as the first line of defense against corruption through the exposure of its practices as well as through the promotion of values of integrity and transparency. This is equivalent to Egypt's Vision 2030, which emphasizes the role of media — mainly television — in promoting awareness and the fight against corruption through accountability. Although getting rid of corruption a hundred percent may not be possible, exposing and addressing it at all levels is crucial to protecting societies and ensuring sustainable development.

### 1.1. Problem Statement

Corruption is a serious challenge to the stability and security of society, undermining democracy, ethical values, and justice and threatening sustainable development and the rule of law. Corruption is a worldwide phenomenon, but the severity differs by country, making it one of the most challenging public-policy issues, especially in Egypt today where it has reached unprecedented levels and has intertwined with other key issues. Corruption can be very beneficial for study and transformation, the media must be there to write about it, discuss it, talk about it and through communication, we must be able to tent out the corrupt one through the information shared.

This study will analyze the ways of discussing various types of corruption in two types of Egyptian television programs *Al-Hekaya* and *Ala Mas'ouliyati*, as well as viewers' perceptions and the role such programs play in shaping public perceptions about corruption. Its aim is twofold: first to measure the overall effectiveness of such programs, and second to identify the characteristics of the media or the audience, that contribute to this effectiveness, to inform a better understanding of the media's role in the fight against corruption.

### 1.2. Research Objectives

This study aims to analyze the content of television talk shows in their coverage of corruption issues, their role in exposing such issues, and the relationship between audience reliance on these programs and their level of awareness and attitudes towards corruption in Egypt. The study seeks to achieve the following specific objectives:

1. Examine and analyze audience attitudes towards corruption issues in Egyptian society.
2. Assess public perceptions of how television programs address corruption in Egypt.
3. Analyze the approaches used by television talk shows in covering corruption issues.
4. Evaluate the level of public trust in television programs' handling of corruption issues.
5. Investigate the extent and nature of the Egyptian audience's reliance on television programs and their influence in shaping opinions and knowledge regarding corruption issues.
6. Identify the cognitive, emotional, and behavioral effects resulting from audience dependence on television programs and examine the relationship between these effects and audience exposure to the coverage of corruption issues on television.
7. Analyze Egyptian audience attitudes towards corruption issues as presented in television talk shows.

### 1.3. The Importance of the Research

The significance of this study is reflected in the following aspects:

1. This study is essential as it examines the relationship between the Egyptian audience and television programs, particularly the extent to which these programs influence public opinions and attitudes regarding corruption issues.
2. It provides an evaluation of how traditional and new media address corruption issues, identifying deficiencies and shortcomings in media coverage. This can offer valuable insights to improve the way such issues are addressed in the future.
3. Understanding the impact of television programs' coverage on public attitudes, knowledge, and behavior toward corruption is a key aspect of this study.
4. The study holds particular importance in offering insights to media professionals, policymakers, and intellectuals on how to effectively engage with both television programs and corruption issues. Additionally, it highlights how these programs can be strategically utilized as a tool for combating corruption, serving societal interests, and achieving national objectives.

### 1.4. Previous Studies

The Khattab [1] study looked at how users of Egyptian newspaper websites on social media evaluate the success of these platforms in raising awareness about corruption risks, combating it, and promoting transparency and integrity. A sample of (273) young audiences (19–35) who follow official newspaper websites and social media were the focus of the study. The results highlighted that young peoples' perceptions of the way the types of Egyptian online newspapers (state-

owned, partisan, private) cover corruption issues are relatively positive. Almost half of the respondents believe such coverage builds loyalty, patriotism, and love for the country, while also curbing corruption; thus, making it a necessary endeavor for a better tomorrow for future generations.

Amer [2] study explored how issues related to corruption were presented in Egyptian television dramas in the years 2016-2020. The study employed the media survey approach and analyzed all the TV series that were screened in Ramadan seasons during the period of the study and had corruption as one of their issues. Results showed that the dramas mainly aimed to detail corruption cases, the reasons thereof, involved parties, promote various anti-corruption strategies, and effective solutions. The study revealed three categories of approaches to address corruption in the dramatic treatments: first is, encouraging resistance to elitism; second, just illustrating the corruption cases; and last is, offering solutions to fight corruption.

Abu Adas [3] study reviewed literature on digital journalism and corruption published globally between 2014 and 2020 and discusses the different academic approaches employed in these studies to extract a: list of key topics; research design; theoretical frameworks; and key findings. Corruption is a super-sensitive topic that can destabilize governments and change policies, the study mentioned. Thus, media coverage should not be limited to exposing corruption, but it should offer advocacy to prevent subsequent unrest. The study highlighted the importance of providing people with the correct information as well as other points of view, in all available and possible digital media formats to form proper and conscious public opinion in a world of fast-evolving communication technologies and digitally driven environments and virtual spaces (digital journalism) with respect to corruption.

Abdelradi [4] study assessed the Administrative Control Authority's contribution to the stimulation of corruption awareness and the promotion of transparency through its website and Facebook page. Qualitative content analysis revealed the authority's role in informing the public regarding risks of corruption, promoting its prevention, fostering transparency and integrity. It also underscored active public participation in communication channels and aspects of openness such as adherence to disclosure policies consistent with the National Anti-Corruption Strategy.

Palau and Palomo [5] study provided insights into the role and impact of media against corruption through a case study in Spain and the role of media in the aftermath of the Colectiv Club fire in Bucharest that killed 64 people on October 31, 2015, while also analyzing the impact of social media particularly Facebook. The analysis found that social media hashtags were vital to the mobilization and organization of mass protests in major cities against corrupt political oligarchs, resulting in mass protests and, finally, the resignation of the government that caused the tragedy.

Charron and Annoni [6] study examined the effect of news consumption on perception of corruption, found that the perception of corruption is significantly higher among the social media users compared to those who mostly consume traditional media. The study also concluded that social injustice had a negative effect on civic engagement — from voting to entrepreneurship. In addition, it highlighted social media's distinct power to create perceptions of corruption by providing more sensationalized, attention-grabbing news, which, in turn, generated more coverage of corruption or corruption-connected topics by the public.

Al-Shujairi [7] study examined the impact of media coverage on public attitudes towards executive authority by exploring how traditional and new media frame corruption issues in Iraq. Results indicated very active public engagement with corruption-related journalism, and Facebook was considered a more credible media source in this context than television. The respondents expressed a preference for judicial and legislative independence from executive power and were critical of how the government dealt with corruption. This was ambiguous though, and there was also a significant association with media trust and perception that media coverage influences corruption with differences in how traditional media and new media were associated with evidence of public service deterioration and based on levels of exposure.

Zaki [8] study focused on Egyptian television channels (state-owned, private) and their coverage of anti-corruption policies and their effects on public awareness and responsible citizenship. The findings showed that corruption is more than just a series of moral crimes, but rather is a systemic problem with political, social, and economic implications. The study added that corruption-related offenses were diverse in nature and may be committed alone or in collusion with others, affecting many dimensions of governance and society.

The Belhadi [9] study examined the role of satirical TV programs in exposing administrative corruption in Algeria, focusing on *Tale' Habet* on Al-Nahar TV. The program lambasted the mismanagement of public funds, cracked jokes and employed different Arabic dialects to attract viewers, and added music and short video clips to better drive home its message. Its open dissent against the government helped establish its credibility and expanded its audience.

### *1.5. Comment on Previous Studies:*

#### *1. Points of agreement between the current research and previous studies*

The current research agreed with previous studies in its treatment of an important research issue, which is the role of media in shaping public perceptions of corruption and influencing attitudes toward anti-corruption efforts.

#### *2. Points of difference between the current research and previous studies*

The current research differed from previous studies in its treatment of a different topic that had not been studied before, which is the relationship between audience reliance on television programs and their level of knowledge about corruption in Egypt, as well as their attitudes toward anti-corruption measures.

## 2. Methodology

### 2.1. Type of Research and the Method Used

The research entails a descriptive study where the goal is to study how Arab satellite talk shows discuss the issue of corruption and audiences' perceptions of them. According to the research type, the researcher relied on the survey method, which conducted a content analysis of Egyptian talk shows, where a field study was conducted on a purposive sample of the Egyptian audiences to reveal their exposure and responses to corruption-related content.

### 2.2. Research Community and Sample

The research community includes television programs on satellite channels, specifically talk shows addressing corruption issues in Egypt. As for the analytical study sample, it is two programs: *Al-Hekaya* (with the host Amr Adib on MBC Masr) and *Ala Mas'ouliyat* (with the host Ahmed Moussa on Sada El-Balad) which were analyzed during their evening broadcasts from 1 October 2023 up until 30 December 2023.

The field study community is made up of dipartite community of talk show watchers from basic Egyptian audiences, the sample populations were taken from the residents of Cairo and Giza, which have higher populations and varied socio-economic backgrounds. This study used a purposive sample of 400 adults, aged 18 and above, from diverse social and economic backgrounds.

### 2.3. Data Collection Tools

The research is based on a questionnaire that was designed for the Egyptian audience who are interested with talk shows that address corruption topics. The formulation of the questionnaire was a methodological process, based, among others, on theoretical literature review, previous research, and available relevant survey instruments to verify if the aims of the study, the research questions and the hypotheses aligned with the questionnaire.

### 2.4. Questionnaire Validity

The questionnaire was scientifically and methodologically evaluated by media experts through face validity in which a group of evaluators evaluated the measurement tool. Following the review, new questions were introduced, others were revised (e.g., mode of response), and redundant options were eliminated for clarity and relevance.

1. Pre-test: A pilot test was conducted on a convenience sampling of 40 Egyptians (10% of the study sample).
2. Reliability Test: The researcher implemented the test-retest measurement by distributing the questionnaire in two separate installments to 40 participants (10% of 400 total sample) with a two-week gap in between. The reliability coefficient was 92%, indicating high acceptability and confirming that the questionnaire used in this study.
- 3.

### 2.5. Discussion and Interpretation of the Research Results

#### 2.5.1. Results Related to the Primary Data of the Research Sample

**Table 1.**  
shows the distribution of the study sample according to gender variant

N	Gender	Frequency	%
1	Male	222	55.5
2	Female	178	44.5
Total		400	100

The results of the previous table show that distribution of the study sample of Egyptian audience interested in talk shows addressing corruption topics, according to gender variant, came in first place with males at a rate of (55.5%) and in second place with females at a rate of (44.5%).

**Table 2.**  
shows the distribution of the study sample according to age variant

N	Age (years)	Frequency	%
1	20 to less than 30	156	39
2	30 to less than 40	160	40
3	40 to less than 50	84	21
Total		400	100

The results of the previous table show that distribution of the study sample of Egyptian audience interested in talk shows addressing corruption topics, according to age variant, came in first place with 30 to less than 40 age group at a rate of (40%), in second place with 20 to less than 30 age group at a rate of (39%), in third place with 40 to less than 50 age group at a rate of (21%).

**Table 3.**

shows the distribution of the study sample according to educational qualification variant

N	Educational qualification	Frequency	%
1	Secondary qualification	84	21%
2	Bachelor's	252	63%
3	Postgraduate studies	64	16%
Total		400	100

The results of the previous table show that distribution of the study sample of Egyptian audience interested in talk shows addressing corruption topics, according to educational qualification variant, came in first place with bachelor's degree at a rate of (63%), in second place with a secondary qualification at a rate of (21%), in third place with postgraduate studies at a rate of (16%).

**Table 4.**

shows the distribution of the study sample according to occupation variant.

N	Occupation	Frequency	%
1	Government	116	29%
2	Private sector	158	39.5%
3	Self-employed	64	16%
4	unemployed	62	15.5%
Total		400	100

The results of the previous table show that distribution of the study sample of Egyptian audience interested in talk shows addressing corruption topics, according to occupation variant, came in first place with private sector at a rate of (39.5%), in second place with a government sector at a rate of (29%), in third place with self-employers at a rate of (16%), in fourth with unemployed at a rate of (15.5%).

### 2.5.2. Results Related to Field Study Results

**Table 5.**

shows the frequency of watching talk shows on the satellite channels

N	Watching frequency	Frequency	%	Mean	Standard deviation
1	Always	206	51.5	2.37	0.718
2	Sometimes	138	34.5		
3	Rarely	56	14		
Total		400	100		

The results of the previous table show that there is a high level of interest in between respondents regarding the watching frequency of talk shows on satellite channels. There is a significant 51.5% of the respondents that watch these shows always, while 34.5% watch them sometimes. Only 14% of the sample reported rarely watching. By addition of the results regarding regular and occasional watching frequencies, this demonstrate that most of the sample (86%) have a moderate to high watching rate. The mean watching rate (2.37) further confirms this, highlighting the strong engagement of viewers with these programs. This was a result of the popularity of talk shows in general, the dynamic conversations that happen on them, and the variety of opinions they bring on stage. Moreover, expensive production budgets allow networks to hire famous hosts, contemporary set designs and advanced production methods, all of which increase viewer appeal. Furthermore, Egyptian satellite channels evolved into leading information sources through the provision of better-quality content characterized by higher production value which in turn paves the way for those channels to be more likely to find and keep the audiences' attention.

**Table 6.**

shows motives leading the respondents to watch talk shows on the satellite channels

N	Statement	Frequency	%
1	Following important news, events, and issues	164	41
2	Keeping up with event developments	104	26
3	Providing comprehensive coverage of most issues	98	24.5
4	Addressing issues with freedom, boldness, and objectivity	90	22.5
5	Keeping me informed about internal and external events	90	22.5
6	Providing the latest and most important news in Egypt	78	19.5
7	Exclusively covering certain events	76	19
8	Helping me form opinions on discussed issues	70	17.5
9	Facilitating discussions with family and colleagues	60	15
10	Increasing my knowledge of discussed issues	58	14.5
11	Gaining detailed insights into various events	46	11.5
12	Boldly addressing different issues	42	10.5
Total		400	100

The results of the previous table reveal the primary motives of respondents to view television shows are to observe significant news and events, to keep tabs on developments, and to obtain extensive coverage. Other motivations included vibrant and independent commentary, keeping abreast of domestic and world events and exclusive coverage of events. Many respondents also use these programs to inform opinions, participate in discussions and broaden their understanding.

These findings contrast with previous studies conducted by Attallah [10] which emphasized news-oriented guidance, Baraka [11] which highlighted seeking diverse perspectives, and Al-Dahshami [12] which indicated that following issues as well as escaping boredom and acquiring information, were the primary motivations.

**Table 7.**  
reveals ranking of talk shows viewed by study respondents

Show	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	4 <sup>th</sup> rank	Weighted score		
					Points	%	Overall rank
<i>Ala Mas'ouliyat</i> i (Ahmed Moussa)	146	134	92	28	1198	30.0	1
<i>Al-Hekaya</i> (Amr Adib)	154	124	60	62	1170	29.3	2
<i>Hadith Al-Qahira</i> (Khairy Ramadan)	50	102	138	110	892	22.3	3
<i>Akhir Kalam</i> (Lamis El-Hadidi)	50	40	110	200	740	18.5	4
Total weight					4000	100	

According to the data, the respondents were most attracted to the talk show *Ala Mas'ouliyat*i (Ahmed Moussa); it had a weight percentage of 30%, with *Al-Hekaya* (Amr Adib) trailing closely at 29.3%. *Hadith Al-Qahira* (Khairy Ramadan) has 22.3%, followed by *Akhir Kalam* (Lamis El-Hadidi) in the tail-end with 18.5%. The popularity of *Ala Mas'ouliyat*i and *Al-Hekaya* may be related to respondents' need for information about corruption events, which these programs cover in detail with expert analysis and wide-ranging perspectives. And they engage audiences through real-time reports, live visuals and raw discussions, which helps set them apart in Egypt's competitive talk show landscape.

**Table 8.**  
shows following up on talk shows on satellite channels

N	Level of follow up	Frequency	%	Mean	Standard deviation
1	Full program	88	22	2.09	0.590
2	Some segments	258	64.5		
3	Only one segment	54	13.5		
Total		400	100		

Most respondents (64.5%) keep up with specific segments of talk shows, while 22% watch the full show, and 13.5% only watch one segment. This indicates that audiences would rather tune in to select items of interest. This also further highlighted the importance of talk shows to explore stories about corruption in the context of informing the people regarding the scope of economic corruption, its reasons for occurring and its possible solutions.

**Table 9.**  
reveals the reliance on talk shows for keeping up with corruption news

Reliance level	Always		Sometimes		Rarely		Never		Mean
	Fr.	%	Fr.	%	Fr.	%	Fr.	%	
<i>Al-Hekaya</i> (Amr Adib) - MBC Masr	138	34.5	150	37.5	58	14.5	54	13.5	2.93
<i>Ala Mas'ouliyat</i> i (Ahmed Moussa) - Sada El-Balad	140	35	124	31	66	16.5	70	17.5	2.84
Total	400								

The table shows the extent to which respondents depend on the satellite channels TV talk shows for keeping up with on the issues concerning corruption in Egypt. The mean score for *Al-Hekaya* (Amr Adib - MBC Masr) was 2.93, followed by *Ala Mas'ouliyat*i (Ahmed Moussa - Sada El-Balad) with a mean score of 2.84. Despite the fact that this does not represent a high proportion of daily viewers, regular viewership being lower than occasional or rare viewing, audience preferences for these programs are particularly strong. Their variety of content and coverage of contemporary issues, especially violence and corruption, keep them relevant in the Egyptian media landscape.

The most addressed corruption-related issue in talk shows, as observers see it, is religious corruption (18%), social corruption (16.6%) and moral corruption (15.3%). This is followed by economic corruption (14.9%) and administrative corruption (13%), and finally security corruption (10%). Economic corruption is significant as it deals with public funds and wealth accumulation through illegal means. For instance, the concept of administrative corruption, which includes bribery and abuse of the office, is known, yet is socially allowed, in need of tighter regulations and public awareness. Social and ethical corruption consist of the disintegration of family, crime, dishonesty, and moral decay, while religious corruption refers to wrongdoings of religious leaders and misleading fatwas.

**Table 10.**

Reveals corruption topics discussed by talk shows

Corruption topics	1 <sup>st</sup> rank	2 <sup>nd</sup> rank	3 <sup>rd</sup> rank	4 <sup>th</sup> rank	5 <sup>th</sup> rank	6 <sup>th</sup> rank	7 <sup>th</sup> rank	Weighted score		
								Points	%	Overall rank
Religious corruption	140	50	26	138	26	4	16	2064	18.0	1
Social corruption	52	52	168	50	54	0	24	1902	16.6	2
Moral corruption	40	74	72	54	144	8	8	1756	15.3	3
Economic corruption	42	122	34	46	44	84	28	1708	14.9	4
Administrative corruption	82	40	46	28	36	58	110	1490	13.0	5
Legal corruption	48	42	32	62	38	136	42	1424	12.4	6
Security corruption	44	20	22	22	58	110	124	1144	10.0	7
Total weight								11488	100	

**Table 11.**shows the evaluation of the coverage of *Al-Hekaya* (Amr Adib) to corruption issues in Egypt

Evaluation	Agree		Neutral		Disagree		Mean	SD	%
	Fr.	%	Fr.	%	Fr.	%			
Creates unrealistic expectations among citizens	194	48.5	104	26	102	25.5	2.23	0.830	74.3
Generates negative societal attitudes	170	42.5	116	29	114	28.5	2.14	0.832	71.3
Casts doubts on the Egyptian business sector	156	39	122	30.5	122	30.5	2.09	0.830	69.5
Increase officials' hesitance	168	42	90	22.5	142	35.5	2.07	0.879	68.8
Supports low-income groups	146	36.5	122	30.5	132	33	2.04	0.834	67.8
Achieving justice	136	34	112	28	152	38	1.96	0.849	65.3
Fight against corruption	138	34.5	106	26.5	156	39	1.96	0.857	65.2
Total	400								

The review of *Al-Hekaya* (Amr Adib) in discussing corruption issues painted diverse views among interviewed parties. Summary of results the program was believed to create unrealistic expectations (74.3%) and negative societal attitudes (71.3%) and to cast doubts on the Egyptian business sector (69.5%). Furthermore, it was seen to increase officials' hesitance (68.8%), and, on the other hand, some respondents pointed to its contribution to support low-income groups (67.8%), achieving justice (65.3%), and fight against corruption (65.2%). These findings show that the program does go a long way in influencing public expectations and perceptions of corruption, but its impact on justice and anti-corruption intervention remains contentious.

**Table 12.**shows the evaluation of the coverage of *Ala Mas'ouliyat* (Ahmed Moussa) to corruption issues in Egypt

Evaluation	Agree		Neutral		Disagree		Mean	SD	%
	Fr.	%	Fr.	%	Fr.	%			
Creates unrealistic expectations among citizens	190	47.5	98	24.5	112	28	2.20	0.848	73.2
Generates negative societal attitudes	180	45	104	26	116	29	2.16	0.846	72.0
Increase officials' hesitance	168	42	102	25.5	130	32.5	2.10	0.859	69.8
Casts doubts on the Egyptian business sector	152	38	122	30.5	126	31.5	2.07	0.832	68.8
Fight against corruption	134	33.5	126	31.5	140	35	1.99	0.829	66.2
Supports low-income groups	136	34	120	30	144	36	1.98	0.837	66.0
Achieving justice	142	35.5	104	26	154	38.5	1.97	0.861	65.7
Total	400								

The review of *Ala Mas'ouliyat* (Ahmed Moussa) in discussing corruption issues painted diverse views among interviewed parties. Summary of results the program was believed to create unrealistic expectations (73.2%) and negative societal attitudes (72%) and to increase officials' hesitance (69.8%). Furthermore, it was seen to increase officials' hesitance (68.8%), and, on the other hand, some respondents pointed to its contribution to cast doubts on the Egyptian business sector (68.8%), fighting against corruption (66.2%), supporting low-income groups (66%), and achieving justice (65.7%). These findings show that the program does go a long way in influencing public expectations and perceptions of corruption, but its impact on justice and anti-corruption intervention remains contentious.

**Table 13.**  
Shows respondents' benefits from talk shows' treatment to corruption issues in Egypt

Benefit	Agree		Neutral		Disagree		Mean	SD	%
	Fr.	%	Fr.	%	Fr.	%			
Clarifies the severity of corruption for society as a whole	216	54.0	106	26.5	78	19.5	2.35	0.786	78.2
Clarifies the severity of corruption for society as a whole	196	49.0	146	36.5	58	14.5	2.35	0.719	78.2
Helps me understand how corruption affects my personal interests	200	50.0	134	33.5	66	16.5	2.34	0.744	77.8
Provides me with information and allows participation in discussions	207	51.7	115	28.8	78	19.5	2.32	0.781	77.4
Makes me pessimistic about the economic situation of low-income groups	210	52.5	106	26.5	84	21.0	2.32	0.798	77.2
Contributes to distorting the image of regulatory authorities	206	51.5	112	28.0	82	20.5	2.31	0.791	77.0
Helps me form a specific opinion on corruption in society	194	48.5	132	33.0	74	18.5	2.30	0.763	76.7
Educates me on ways to combat corruption as a citizen	178	44.5	162	40.5	60	15.0	2.30	0.714	76.5
Gives me life experiences about corruption in Egypt	192	48.0	130	32.5	78	19.5	2.29	0.772	76.2
Makes me sympathize with businessmen due to corruption exaggeration	190	47.5	132	33.0	78	19.5	2.28	0.770	76.0
Sheds light on corruption from all aspects in society	184	46.0	132	33.0	84	21.0	2.25	0.780	75.0
Makes me perceive society more negatively	162	40.5	176	44.0	62	15.5	2.25	0.706	75.0
Introduces me to corrupt sectors and figures in society	178	44.5	140	35.0	82	20.5	2.24	0.771	74.7
Reveals individuals involved in corruption cases	179	44.7	133	33.3	88	22.0	2.23	0.786	74.3
Total	400								

The statistical analysis reveals that the highest-rated benefits of TV programs in addressing corruption issues were their ability to clarify the severity of corruption for society and inform viewers about real corruption cases, both receiving 54% and 49% approval rates with a mean score of 2.35 and a relative weight of 78.2%.

Respondents also valued programs for helping them understand how corruption affects their personal interests (77.8%) and enabling them to access information and engage in discussions (77.2%). Additionally, 49% of respondents felt that these programs made them pessimistic about the economic situation of low-income groups, while 51.5% believed they contributed to distorting the image of regulatory authorities, both with a relative weight of 77%.

Other key insights included the role of TV programs in shaping opinions on corruption (76.8%) and educating citizens on ways to combat it (76.7%). Some respondents noted that exposure to these discussions gave them life experiences about corruption (76.5%) and made them sympathetic toward businessmen due to corruption exaggeration (76%).

Finally, while programs effectively shed light on corruption from all aspects (75%), they also contributed to negative societal perceptions (74.7%). Lower-ranked benefits included introducing viewers to corrupt sectors and individuals (74.3%) and revealing those involved in corruption cases (73.3%). These findings highlight the significant role of TV programs in shaping public awareness and attitudes toward corruption, both positively and negatively.

### 3. Conclusions

Television programs play an important role in society as a cultural force that addresses many of social issues. These cover actual issues faced in all segments of society and are particularly effective in generating awareness and deliberation about social challenges. The job of evidence in and battle against debasement in their social responsibility has a colossal significance in Instagram. They also play key roles in state-led anti-corruption campaigns, promoting public values, prevention of corruption. Talk shows became one of Egypt's main sources of information about public affairs, and they shape the ways in which people think, act and react to social issues, especially corruption. These programs have further merged their digital media functionalities, involving audiences by bringing in expertise and public voice, as well as social media conversations. Integrated with television, talk shows emerged as rich information platforms pouring into issues of corruption and governance, acting as both watchdog and a mobiliser of public discourse. They are a very important asset and a new journalistic tool; you simply cannot combine investigative journalism and interactive digital engagement better.



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