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**Positive And Negative
Characteristics Of DBS TV
Channels On Audience Case
study on Sudanese Viewers**

This study was on the positive and negative effects of the DBS TV channels on Sudanese viewers. The sample of the study represented the viewers who watch the DBS programs in Khartoum (capital of Sudan). It found that there are some positive and negative effects of the DBS viewers. The problem of communication in the third world countries could be tackled by applying modern technology and urging these governments in providing sufficient finance for media. The negative impacts of the DBS TV channels issue could be solved by producing high quality of TV products and activation of the media education among viewers.

Key words: the positive and negative effects, communication, modern technology

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**DBS телеарнасының
аудиторияға оң және
кері әсері. Судан
көрсеткіштерін тақырыпқа
сай зерттеу**

Мақалада DBS телеарнасы бағдарламаларының судандық телекөрсеткіштерге оң және кері әсерін зерттеуге арналған. Зерттеу Судан астанасы Хартум қаласындағы DBS телеарнасы бағдарламаларының көрсеткіштерін зерттеу негізінде жазылды. Соның нәтижесінде DBS телеарнасының көрсеткіштерге оң және кері әсері бар екені анықталды. DBS телеарналарының кері әсерін телеөнімдер сапасын жақсарту және көрсеткіштер арасында медиа білім беруді дамыту арқылы шешуге болады.

Түйін сөздер: оң және кері әсер, коммуникация, медиа білім беру.

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**Положительные
и отрицательные
характеристики влияния
DBS телеканалов
на аудиторию Судана**

В статье анализируются результаты исследований влияния телеканалов DBS на аудиторию Судана. Установлено, что данное влияние имеет как положительные, так и негативные эффекты. Проблема может быть решена путем создания телевизионной продукции высокого качества, и развития медиаобразования в стране.

Ключевые слова: положительные и отрицательные эффекты, коммуникация, медиаобразование.

**POSITIVE AND
NEGATIVE
CHARACTERISTICS OF
DBS TV CHANNELS ON
AUDIENCE CASE STUDY
ON SUDANESE VIEWERS**

Satellites are considered as modern innovation in the field of communication. Scientists exerted great efforts to make communication among people easy through satellites. TV channels benefit from satellites by sending messages to their targeted audience. This study is concerned with communication satellites which play a great role in sending and exchanging of the information through TV channels. They also help in sending radio transmission. Newspapers can also be printed and published in several cities of the world simultaneously by the help of satellites. Satellites are placed in the outer space in geosynchronous orbit in a speed allows them to match exactly the same speed of Earth's rotation, so that their stationary in relation to any point on Earth. DBS TV programs can create impacts on their viewers in all fields of life. The impacts of TV programs on the viewers may be positive or negative. These effects are not only on the third world viewers but also on those who live in the developed counties. There are two types of communication satellites, the first ones are the indirect communication satellites. It requires ground stations though which messages are sent and distributed to the other destinations. The second ones are the Direct Broadcasting Satellites (DBS) by which messages can be sent directly to TV to reach viewers by receiving sets without using ground stations. There are a number of communication satellites systems in the world. The most important ones are Interest and Comsat which are established by the US as international systems and Eurosat which is placed on the orbit by European nations. There are also regional ones such as Arabsat and Afrosat.

Necessity of the Study. The importance of this study comes from the necessity of the DBS TV channels because it is considered as an efficient tool of conveying and exchange of information.

This type of communication can promote the values of accuracy and quickness in news receiving. The communication message can be clear for the audience the DBS TV channels because TV is an audio-visual medium. This study is on the DBS TV channels which reach home directly, applied study on Sudanese audience who live in Khartoum. This type of communication plays a prominent role in the field of communication connectivity in Sudan.

Problem of the Study. The DBS TV channels have become dominant in the market of the media in the world because they are

available and can reach viewers all over the world easily. The DBS TV channels also play a great role in the political, economic and social fields. They also promote the social development and apply types of entertainment through films, series, interviews, political programs. The DBS TV channels and their reflections are considered as a phenomenon in such country like Sudan which has varieties of the politics, culture, economics and ethnicity. They also can activate the building of the national integration and the national state beside they illustrate similarities among different cultures in Sudan. The sample of this study was chosen from the viewers of the DBS TV channels who own receiving sets in Khartoum-the capital of Sudan.

Objectives of Study

This study aims at some objectives, which are as follows:

- 1- Measuring the positive and negative effects of the DBS TV channels on Sudanese viewers.
- 2- Specifying the types of positive and negative impacts of the DBS TV channels.
- 3- Allocation of means of tackling the negative effects of the DBS TV channels on Sudanese viewers.

Questions of the Study

Questions of this study are:

- 1- What are the positive and negative effects of the DBS TV channels on Sudanese viewers?
- 2- How can viewers benefit from the positive effects of the DBS TV channels?
- 3-What the ways of tackling the negative impacts of the DBS TV channels?

Methodology of the Study

The study chose the historic and descriptive research methodology beside the questionnaire which was distributed to the sample to reach some results.

Sample of the Study

This study was on the positive and negative effects of the DBS TV channels on Sudanese viewers who watch DBS programs in Khartoum (capital of Sudan). Some 100 persons represented the sample beside another one of decision makers of Sudanese media.

Terms of the Study

There are some terms which are used in any study. This study has

1- International communication

It (referred to as global communication or transnational communication) is the communication practice that occurs across international borders.(1). As a field of study, the international communication is a branch of communication studies, concerning with the scope of «government-to-government»,

«business-to-business», and «people-to-people» interactions at a global level.(2). International communication «encompasses political, economic, social, cultural and military concerns».

2-Communication Satellites

A communications satellite or what it is called Comsat is an artificial satellite sent to space for the purpose of Telecommunications. Modern communications satellites use a variety of orbits including geostationary orbits, Molniya orbits, elliptical orbits and low (polar and non-polar Earth orbits). For fixed (point-to-point) services, communications satellites provide a microwave radio relay technology complementary to that of communication cables. They are also used for mobile applications such as communications to ships, vehicles, planes and handheld terminals, and for TV and radio broadcasting.

3-DBS TV channels. The Direct Broadcast Satellite (DBS) is a term used to refer to satellite television broadcasts intended for home reception. A designation broader than the DBS would be direct-to-home signals, or DTH. This has initially distinguished the transmissions directly intended for home viewers from cable television distribution services that sometimes carried on the same satellite. The term DTH predates DBS and is often used in reference to services carried by lower power satellites which required larger dishes (1.7m diameter or greater) for reception. Satellite TV. As television became the main market, its demand for simultaneous delivery of relatively few signals of large bandwidth to many receivers being a more precise match for the capabilities of geosynchronous Comsats. Two satellite types are used for North American television and radio, Direct broadcast satellite (DBS), and Fixed Service Satellite (FSS). The definitions of FSS and DBS satellites outside of North America, especially in Europe, are a bit more ambiguous. Most satellites used for direct-to-home television in Europe have the same high power output as DBS-class satellites in North America, but use the same linear polarization as FSS-class satellites. Examples of these are the Astra, Eutelsat, and Hotbird spacecraft in orbit over the European continent. Because of this, the terms FSS and DBS are more so used throughout the North American continent, and are uncommon in Europe.

Fixed Service Satellites use the C band, and the lower portions of the K_u bands. They are normally used for broadcast feeds to and from television networks and local affiliate stations (such as program feeds for network and syndicated programming, live shots, and backhauls), as well as being used for distance learning by schools and universities, business

television (BTV), Videoconferencing, and general commercial telecommunications. FSS satellites are also used to distribute national cable channels to cable television headends. Free-to-air satellite TV channels are also usually distributed on FSS satellites in the K_u band. The Intelsat Americas 5, Galaxy 10R and AMC 3 satellites over North America provide a quite large amount of FTA channels on their K_u band transponders. The American Dish Network DBS service has also recently utilized FSS technology as well for their programming packages requiring their SuperDish antenna, due to Dish Network needing more capacity to carry local television stations per the FCC's «must-carry» regulations, and for more bandwidth to carry HDTV channels. A Direct Broadcast Satellite is a communications satellite that transmits to small DBS satellite dishes (usually 18 to 24 inches or 45 to 60 cm in diameter). Direct broadcast satellites generally operate in the upper portion of the microwave K_u band. DBS technology is used for DTH-oriented (Direct-To-Home) satellite TV services, such as DirecTV and DISH Network in the United States, Bell TV and Shaw Direct in Canada, Freesat and Sky Digital in the UK, the Republic of Ireland, and New Zealand and DSTV in South Africa. Operating at lower frequency and lower power than DBS, FSS satellites require a much larger dish for reception (3 to 8 feet (1 to 2.5m) in diameter for K_u band, and 12 feet (3.6m) or larger for C band). They use linear polarization for each of the transponders' RF input and output (as opposed to circular polarization used by DBS satellites), but this is a minor technical difference that users do not notice. FSS satellite technology was also originally used for DTH satellite TV from the late 1970s to the early 1990s in the United States in the form of TVRO (Tele-Vision Receive Only) receivers and dishes. It was also used in its K_u band form for the now-defunct Primestar satellite TV service. Some satellites have been launched that have transponders in the K_a band, such as DirecTV's SPACEWAY-1 satellite and Anik F2. NASA as well has launched experimental satellites using the K_a band recently (3). Some manufacturers have also introduced special antennas for mobile reception of DBS television. Using Global Positioning System (GPS) technology as a reference, these antennas automatically re-aim to the satellite no matter where or how the vehicle (on which the antenna is mounted) is situated. These mobile satellite antennas are popular with some recreational vehicle owners. Such mobile DBS antennas are also used by JetBlue Airways for DirecTV (supplied by LiveTV, a subsidiary of JetBlue), which passengers

can view on-board on LCD screens mounted in the seats. (4)

Satellite Communication. Satellite communication, in telecommunications, the use of artificial satellites to provide communication links between various points on Earth. Satellite communications play a vital role in the global telecommunications system. Approximately there are 2,000 artificial satellites orbiting Earth relay analog and digital signals carrying voice, video, and data to and from one or many locations worldwide. Satellite communication has two main components: the ground segment, which consists of fixed or mobile transmission, reception, and ancillary equipment, and the space segment, which primarily is the satellite itself.

A typical satellite link involves the transmission or unlinking of a signal from an Earth station to a satellite. The satellite then receives and amplifies the signal and retransmits it back to Earth, where it is received and re-amplified by Earth stations and terminals. Satellite receivers on the ground include direct-to-home (DTH) satellite equipment, mobile reception equipment in aircraft, satellite telephones, and handheld devices.(5)

Communication Satellites in Sudan. As Sudan is an independent state and one of Arab – Afro countries, owned a ground station which was established in Umm Haraz suburb in a distance of 70 Km south to Khartoum capital of Sudan. The ground station aimed at receiving messages and sending them to Omdurman National TV during 1970s. In 1984, the government of Sudan established a satellites ground station in Umm Haraz area for receiving messages which were sent by Arabsat. This station aimed at the activation the programs exchange with Arab countries. In spite Sudan is one of the poorest countries in the world, it is interested in the world of communication though satellites. It was one of the pioneer countries in this field among its Arab and African neighboring countries. Its ground station which is owned by Sudanese government, was established in 1972. It strengthened ties with Arab and African neighboring countries by the exchange of cultural radio and TV programs. DBS TV channels spread in Sudan during 1990s and have some positive and negative effects on Sudanese viewers particularly the youth and children who are prone to that impacts. Communication through DBS has a relation with the international communication which strengthens links among nations. It has positive and negative impacts on the audience. DBS is considered as one of the international communication elements, a number of researchers in this field found that there are many positive and negative impacts.(6)

Positive impacts of International Communication

There are some positive impacts of the international communication, they are :

1- Media support the international communication, so the world has become an Electronic Island or what is called electronic cottage, electronic utopia, individual Electronic, global communes or global village as Marshal Mc Luhan described it. According to these terms, nations of the world receive news and events punctually.

2-International Environment Supervision

The international communication helps the international audience in environment supervision to unveil the impacts which affect the international security. Environment supervision is an ancient issue in the world which was adopted by Charles Wright and Dan Quail.(7)

3- Supporting Common Interest

Gaining of information is one of human rights. It is considered as a common interest. It is supported by the world law. The information which is sent to the decision makers, can tackle the expected problems, such as all types of crimes.

The international communication helps in the social development in many aspects such as artistic performance, scientific researches and the people's daily life.

4- Exchange of Heritage

The international communication plays a great role in conveying the heritage to generations and nations, it is clear in that the former generations secured heritage for the existing and coming generations. These generations can convey it into the coming ones.(8)

Negative Impacts of International Communication

There are some negative impacts of the international communication, they are :

1- Communication Imperialism

The imperialism is the monopoly which applied by some of Western media on the third world countries. The third world countries news are covered with the Western media correspondents because these countries governments are not concerned with their news and media. These countries also suffer from the bad economic situations. Communication researchers summarized the communication imperialism in the following types, which are:

The flow of the information moves from the industrial countries to the poor ones in a one way track. Poor countries can't overcome the negative impact of that flow.

2- The news sources are run by US, UK, France, Germany and former Soviet Union which are the

news agencies. These countries set TV messages to support their objectives and strategies. They also form financial plans of media stuffs production and send them to poor viewers.

3- Rich countries also are interested in conveying their values to the poor nations to change their values, culture, traditions and customs. Rich countries also monopolize films production and distribution to poor countries.

4- The clear feature of the Western imperialism in the third world countries is that foreign media send their correspondents to cover poor nations' news, and then they return the news back to the third world countries. Westerners can also own media in poor countries and impose imperialistic views. (9)

2-Cultural imperialism

It is a new type of Western monopoly on viewers. Cultural imperialism is imposed by the Western media through spreading their conducts and culture and eradicating the poor nation's culture and values.

3-Electronic Colonialism

The term (Electronic Colonialism) was adopted by Thomas Mc Veil who found that there was a relation between the electronic colonialism and rich countries by sending their media production and tools to poor countries.

He also criticized the New World Order, considered it as a political power only which doesn't have values.

4-Cultural Alienation

It is considered as the worst result of the international communication. Thus, Mc Bride commented on this issue, saying that (spreading new communication media, such as TV, in traditional communities led to confusion ancient traditions).

Positive Effects of DBS TV Satellites Channels

There are many positive effects for the DBS TV channels, they are:

1- Benefiting from of the West experiences in all fields of life, particularly in the field of communication for example Canada benefited from these experiences in linking all of its rural parts with a communication system networks because 27% of the Canadian population lives in rural areas.(10)

2- All citizens can communicate with the world through the DBS easily and realize novelty and immediacy elements.

3- Realizing children's needs of entertainment and education aspects through the educational programs with parents' supervision.

4- Promotion of intellectual and spiritual levels of a certain community by transmitting cultural programs for viewers in respect of their age attitudes and tendency.

5- Development of the education systems in a certain community.

6- Television is an audio–visual medium so it can help in interpretation and elaboration of the information by using drawings, cartoons and graphs which makes viewing interesting.

7- People tend to spend a long time in their home than going out, for taking rest and entertainment which help in strengthening ties between parents and their children by shared viewing.

Negative Effects Of DBS of TV Satellites Channels

Some of researchers in the field of communication summarized them as they are:

1-Cultural Effects

The negative impacts of the DBS TV channels are in TV programs, which carry the immigrating cultural principles with the aim at eradicating third world different cultures. The most affected people by these changes are the illiterate ones in these countries, who just receive these programs without evaluating the information and decide whether to watch them or not.

2-Political Effects. When the independence of the third world was realized, developed countries imposed a new type of colony on these countries. It is known with the (Electronic Colony). Developed countries used the DBS in applying their colonial targets and objectives.

The effect of the DBS TV programs is clear in Canadian children who are not aware with their identity is it a Canadian or American, because they concentrated in watching US TV programs.(11)

3- Security Effects. These effects are connected with many types of insecurity effects, which are: A- Some of the DBS TV channels are connecting with foreign intelligence.

B- Tension is connecting with the frustration which attacks people because the DBS helped in shaking traditional ancient cultures.

C-The increase of crimes numbers.

Some of the researchers think that viewers tend to commit crimes after they watch violent films. In Spain, a study was carried out on 39% of delinquent juveniles extracted their thoughts in crimes from aggressive films and programs which were transmitted by the DBS TV channels. In a study carried out by American psychiatrists on US people who watch violent and sex films, which found that these films led the selected sample to many types of hostile behavior and increased their tendency to consider violence as a normal behavior.

4-Ethical Effects. Some of the communication researchers think that the DBS programs can spoil

the conducts of viewers by what is presented in films, advertisements and the propaganda. In a study which was carried out on the commercial advertisements effects on children, 96% of the children keep the song which is shown in the advertisements by heart.

Moreover, commercial advertisements are presented to other viewers who are located away from the country of origin of advertisements. These advertisements frustrate the viewers because the commodities of the advertisements are not available in their countries.

5-Emotional Effects. Some of the TV programs increase temptation which lead to anxiety among children, moreover, the children can also mix between reality and imagination.

6-Health Effects. In Britain, a study found that children who watch TV programs lose their innocence.

7-TV Addiction. TV watching may lead to addiction which is defined as «When the habit interferes with the ability to grow, to learn new things and to lead an active life, then it constitutes a kind of dependence and it should be taken seriously.

Conquering the addiction is not easy. The addiction is an uncontrollable compulsion to repeat a certain behavior regardless of its harmful consequences. Many types of the addiction have been described including alcohol, tobacco, drugs, gambling, food, sex, pornography, computers and the work. Adding the television to that list should not be a stretch considering the ubiquitous presence of TV screens throughout our world. Additionally, the classic vacant stare of the TV watcher should also count as prima facie evidence of the medium's power. (12). Breaking a television addiction involves replacing the virtual TV experience with real experiences. This is a choice. Choosing not to watch television and deciding to do something else with one's time and money is not life changing, only experience changing. Moderate and heavy TV watchers are creating nodes of experience in the mind filled with images and lifestyles proposed by the world of television. The addiction of watching TV is not physical, but behavioral. Moving away from the addiction requires the physical acts of turning off the tube and walking away from the set, but the choice is entirely cognitive.(13)

7-Economic Effects

A- Spending a lot of money in buying TV receiver sets and antennas.

B- Advertisements affect consuming habits.

C- Audience tendency toward buying foreign commodities, which lead to audience's negligent to local products.

8-Other Effects

A- Some of the media foundations control TV programs production by monopolizing affecting TV channels and other media. These foundations are owned by UK, France, Germany, US and Australia.

B- TV shaped production:

The communication technology made media production available for the audience. Thus, audience neglected newspapers' reading. Some voices have been raised asking for printed media distinction.

C- Monopoly of media production:

Media market and the communication technical leap led to a strong competition among the foundations, which produce stuffs of media. These stuffs could carry different values of the viewers who live away from the country of TV stuffs origin.

Tackling DBS Negative effects problem

1- Some of the communication researchers think that this problem can be tackled by applying modern communication technology or by producing TV programs in the same level of foreign DBS TV channels production to realize competition, strengthening TV channels transmission and providing the required finance beside encouraging private TV channels to work side by side with the national TV channel in order to meet local audience needs.

2- Urging Local third world governments in lifting their monopoly on TV channels, which are owned by these governments.

3- The necessity of protecting the viewers from the DBS negative effects.

4- The media must exert great effort to strengthen values among viewers and raise media education concept.

5- There are two solutions for the problem, it difficult for third world countries, they are:

A- Applying noise system against the DBS in two ways:- (14)

1-Setting mechanical noise against the satellites which carry TV transmission, however the international acts restrict all types of noise against TV transmission. Noise application cost is expensive for the third countries.

2- Setting noise against the DBS TV channels receiving sets.

B- Local authorities in these countries can issue laws to ban the DBS channels receiving sets ownership, however, this method is impractical because receiving sets can be manufactured locally and some of them could be smuggled from abroad.

6- Applying of media education in third world countries which can play a great role in tackling the issue of the negative effects of the DBS TV

channels. The media education is defined in terms of conceptual understandings of the media.

It has key concepts or key aspects. This approach does not specify objects of study. This enables media education to remain responsive to students' interests and enthusiasms.

David Buckingham has come up with four key concepts that provide a theoretical framework which can be applied to the whole range of contemporary and traditional media, production, language, representation and audience.

These concepts which David Buckingham defined represent the features of media education. (15)

Field Study. This study was carried out on people who receive the DBS TV channels programs in Khartoum beside decision makers in the field of communication.

The study was carried out through filling the Questionnaire by the sample and decision makers in Sudan concerning TV transmission.

Findings of Study. There are some findings of this study, they are as follows:

Firstly, The study found that there are some positive and negative effects of the DBS TV channels on Sudanese audience, are:

1- Some 50% of the sample prefers watching the DBS TV channels programs during 8pm – 1 am.

2- Some 87% of the sample prefers watching the DBS Arab TV channels because they transmit their programs in Arabic language which is spoken in the country.

3- Some 22% of them prefer watching MBC TV channel.

4- Some 44% of the sample agrees on that the DBS TV channels have positive effects.

5- Some 33% of the sample thinks that the most important positive effect is the follow up the events of the world.

6- Some 31% of the sample thinks that negative effects of the DBS TV programs can affect audience faith.

7- 37% of the sample agrees that the DBS TV programs can affect children behavior negatively.

8-Some 47% think that one of the ways of tackling the DBS programs effects is well upbringing of children. Children also should be given more concern.

Secondly, Results of decision makers' interviews showed that:

1-Decision makers think that the Egyptian DBS TV channels are suitable for Sudanese audience.

2- The Sudan TV is not able to complete with the other DBS TV channels.

3- The most important reason of Sudan TV inability of competing with others is that Sudan TV is not up to communication modern technology.

4- The most important positive effect of the DBS TV channels is that they give a chance to their viewers to follow up the world events.

5- The most important negative effect of the DBS TV channels is that they help in spreading Western traditions among Muslims.

6-The suitable period of the DBS TV channels watching is at night.

7- The DBS TV channels effects could be found on the elites only.

8- The DBS TV channels affect audience values and ethics.

Conclusion

The DBS TV channels are considered as models of the communication technology which are innovated during the modern era of communication. The DBS supported the communication performance by providing the required information.

TV stuffs are presented in many different programs. These programs are produced to apply the distinction.

This study aimed at answering the questions for specifying the positive and negative effects of The DBS TV channels on all types of viewers. The study also found out means of restricting the negative impacts of the DBS TV channels by applying media education on viewers.

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