



الجمهورية اليمنية
وزارة التعليم العالي
جامعة صنعاء
نيابة الدراسات العليا
كلية الإعلام
قسم الإذاعة والتلفزيون

صورة الشخصية التهامية في الدراما اليمنية وعلاقتها بإدراك الجمهور اليمني لها

دراسة مسحية

لنيل درجة العالمية (الدكتوراه)

إعداد الطالب

وليد فرحان مسعد أحمد

إشراف

أ.د. محمد عبد الوهاب الفقيه كافي

أستاذ الإذاعة والتلفزيون

(٢٠٢٢م)

This study aimed to examine the image presented by the Yemeni television drama of the Tihami character, find out the Yemeni audience's impressions of that image, and identify the Tihami audience's satisfaction with his/her image presented in the Yemeni drama. The researcher conducted the analytical study on three Yemeni series which deal with the Tihami community (Hami Hamak - Machi Kamashi - Al-Osha), where (77) episodes with (900) scenes were analyzed. The survey study was also conducted on a sample of (450) individuals representing the age groups from (18-60 years and older).

The field study was conducted in the capital secretariat(Sanaa), taking into consideration its population variation from all regions of the Republic of Yemen, and Hodeidah Governorate as a representative of the Tihami community. A stratified random sample was chosen as a

method for collecting data. The study adapts and classifies under the theories of cultural implantation, uses and gratifications, and the theory of social expectations.

The study answers a number of questions as well as tests the validity of a number of hypotheses. The study concluded with a set of important results, most notably:

- In Hami Hamak series events, the Tihami community showed significantly high Illiteracy.
- The Tihami dialect was the dominant dialect in the sample series (Hami Hamak series, Machi Kamashi series, and Al-Osha series.
- The rural environment is the dominant environment in the sample series that dealt with the Tihami character, and most of the events of the series were filmed in the countryside of Tihama.
- According to the events of the sample series, the farmer profession is the profession in which the

majority of members of the Tihami community work.

- The majority of the study sample participants prefer to watch Yemeni drama with the family, with a total percentage of (88.4%).
- Hami Hamak series is the most watched series that deals with the Tihami character by members of the field study sample, with a large percentage of (95.1%). This series was included in the analytical study sample.
- Al-Saeeda Channel is the highest Yemeni platform through which the respondents watched the Yemeni drama that dealt with the Tihami character, at a rate of (88.8%).
- According to the sample series, the majority members of the Tihami community are poor, while

the wealthy class in the Tihami community did not exceed 2.1%.

- Social issues came first in the events of the sample series because social issues were the most present and the most discussed in the series of the analytical study.
- The Tihami character is compassionate, friendly, and gentle in dealing. This was the most important positive characteristic of the Tihami community, according to the majority of the study sample members, with a percentage of (78.4).
- The Tihami character is weak. This was the most important negative characteristic of the Tihami society, according to the majority of the study sample members, at a rate of (43.4%).
- The more the respondents actively watched the Yemeni drama that dealt with the Tihami character,

the more intense their watching of that drama increased.

- General Yemeni drama deals with the Tihami character in short, and does not delve into its details.
- There is no relationship between the intensity of watching the Yemeni drama that dealt with the Tihami character and the audience's awareness of the negative features of the image of the Tihami character.
- Active watching of the Yemeni drama that dealt with the Tihami character increased the audience's knowledge and awareness of some of the recognized standards regarding the customs, values, principles, and habits of the Tihami community.

The age variable affects the Yemeni audience's perceptions of the positive features of the image of the Tihami character in Yemeni television d