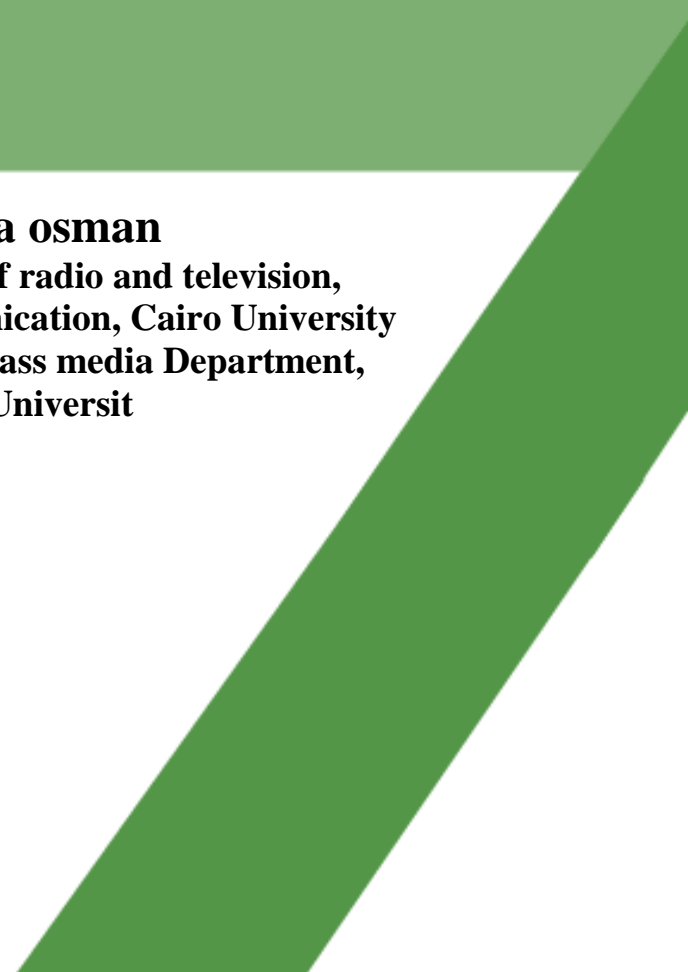


**The impact of TV drama on the social
acceptance of diseases among Egyptian
teenagers Case study:
(ADHD, Vitiligo, Autism)**



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Abstract:

This study examines the impact of TV drama on the social acceptance of specific diseases like vitiligo, autism, and ADHD. Humans differ from one another in both look and attitude; hence, individuals who appear different from them are frequently bullied. TV drama, which is a literary form that conveys a narrative via action and dialogue, attempted to draw attention to this issue by creating awareness series that emphasizes the issues faced by minorities. Therefore, the main objectives of the research are to measure teenagers' exposure to TV drama, determine to what extent teenagers get impacted by TV drama, measure if TV drama has helped in the social acceptance of disease cases, and discover if TV drama is enough to raise awareness or there is a need to do social campaigns in society. This research uses a quantitative method through the design of an online survey targeting 150 TV drama viewers among Egyptian teenagers, whose ages vary from 13 to 18. The research uses a non-probability sampling method, depending on the convenience sample. According to the research survey results, TV in fact does present good images to the audience that help to raise the social acceptance in the society concerning diseases. Producing series that helped in raising awareness regarding vitiligo, autism and ADHD assisted teenagers recognize these diseases and found out more about them.

Keywords: TV drama, Teenagers, Social acceptance, Vitiligo, Autism, ADHD.

تأثير الدراما التليفزيونية على القبول الاجتماعي للأمراض بين المراهقين المصريين دراسة حالة: (اضطراب نقص الانتباه وفرط الحركة، البهاق، التوحد)

الملخص:

تتناول هذه الدراسة تأثير الدراما التليفزيونية على القبول الاجتماعي للأمراض معينة مثل البهاق، التوحد، واضطراب نقص الانتباه وفرط الحركة. يختلف البشر عن بعضهم البعض في المظهر والموقف؛ وبالتالي، فإن الأفراد الذين يبدوون مختلفين عنهم يتعرضون للتمييز بشكل متكرر. حاولت الدراما التليفزيونية، وهي شكل أدبي ينقل السرد من خلال الفعل والحوار، لفت الانتباه إلى هذه القضية من خلال إنشاء سلسلة توعية تؤكد على القضايا التي تواجه الأقليات. لذلك، فإن الأهداف الرئيسية للبحث هي قياس تعرض المراهقين للدراما التليفزيونية، وتحديد مدى تأثير المراهقين بالدراما التليفزيونية، وقياس ما إذا كانت الدراما التليفزيونية ساعدت في القبول الاجتماعي لحالات المرض، واكتشاف ما إذا كانت الدراما التليفزيونية كافية لرفع مستوى الوعي أم أن هناك حاجة إلى القيام بحملات اجتماعية في المجتمع. يعتمد هذا البحث على المنهج الكمي من خلال تصميم استبيان إلكتروني يستهدف ١٥٠ من مشاهدي الدراما التليفزيونية من المراهقين المصريين الذين تتراوح أعمارهم بين ١٣ إلى ١٨ عامًا. يستخدم البحث أسلوب العينة غير الاحتمالية، اعتمادًا على العينة الملائمة. وفقًا لنتائج مسح البحث، فإن التلفزيون يقدم بالفعل صورًا جيدة للجمهور تساعد في رفع القبول الاجتماعي في المجتمع فيما يتعلق بالأمراض. ساعد إنتاج المسلسلات التي ساعدت في رفع الوعي بالبهاق والتوحد واضطراب نقص الانتباه وفرط الحركة المراهقين على التعرف على هذه الأمراض ومعرفة المزيد عنها.

الكلمات المفتاحية: الدراما التليفزيونية، المراهقون، القبول الاجتماعي، البهاق، التوحد، اضطراب نقص الانتباه وفرط الحركة.

1- Introduction:

Tv drama is a written work that tells a story through action and speech. It is very rare to find someone who never watched drama. It affects the audience due to the constant exposure; it has a huge role in changing people's perspectives in different topics. Recently, in the last few years tv drama agenda has tackled new concept that was rarely mentioned before the idea of acceptance to every person who is different from the normal standards.

Despite humans being convinced they are better off alone and choosing to lead a solo life, social acceptance is vital to experience even if in a criminal's life. So, what is social acceptance exactly? Social acceptance is an aspect of social behavior and is a degree of how many people show they want to include a person in their groups and relationships. As people always strive to be included, teenagers and adults alike, they are willing to sometimes even changing their habits and behaviors just to fit in. From another point of view, it is also a term referring to the ability to accept or tolerate the diversity in other surrounding people.

In the past, TV drama did not give attention to diseases to raise the awareness about it. Hence, people do not care to know more about diseases or their difficulties due to the unfocused dramas on diseases. Lately, TV drama started to give attention to physical and psychological diseases in the last three years in series and tackled them efficiently, such as; vitiligo, autism, and ADHD. Since 2019, "Naseby Wi Esmetak" series discussed autism disease which showed people how to deal with autism and gave them knowledge about autism symptoms, while in 2021, the "Zy El Amar" series managed to raise the confidence in girls with nevus on their face which managed to stop the bullying girls could face. Also, autism and vitiligo in the "Ella Ana" series and "Khaly Balak Mn Zizi" series which discussed ADHD and how to deal with its cases. TV drama now resorted to applying social acceptance to diseases to engage the audience and raise their awareness about it, as drama always reach the audience efficiently by appealing to the problems facing them in social life so dramas now followed the audience's wants and needs by producing social acceptance dramas that help in managing life embarrassing situations with a knowledge of each disease and some of their treatment to achieve social acceptance among a society.

These diseases and their treatment are vitally important as "Vitiligo is a skin disorder in which white patches of depigmentation appear on different parts of the body" (Nugraha, et al., 2018). It is white patches appear on the skin due to the lack of melanin which means the pigment in the skin. Dermatologists recommend some treatments for vitiligo which as sun safety, people with

vitiligo have to protect their skin from the sun as it is a severe risk, also topical steroids play an important role in ending the spread of white patches and may restore some of your natural skin. Autism spectrum disorder (ASD) is one of a group of intellectual diseases involving damage in communication and social interaction skills, mood, attention, cognitive and adaptive skills, and cognitive functions (Sarraf, 2019). Many therapies can help individuals with autism as Applied Behavioral Analysis (ABA) which focuses on helping individuals how their actions and skills affect their environment and speech and language therapy as some people do not speak while others love to talk however, they find some troubles linguistically. Lastly, Attention-deficit hyperactivity disorder (ADHD) is a highly widespread brain disorder in the world, patients with ADHD show inattention, hyperactivity along with impulsivity, which are inappropriate to their age (Wang & Li, 2020). ADHD could appear in childhood and continue in adulthood as many adults still suffer from hyperactivity and how people regard them as extroverted ones with an over-acting attitude; however, nowadays, there are treatments for ADHD cases; it can be treated by a combination of both medicine and therapy such as; behavior therapy involves behavior management in which individual tries to control his/her ADHD and social skills training that involves taking part in situations, teaching them how to act in social situations.

In the past, television did not cultivate any awareness to cases, this leads to that society did not accept their existence and not considering them as an equal human being. But, In the last three years, TV drama have taken the responsibility of spreading accepting people that may be different from the normal standards; seeking to instill the idea of acceptance. Thanks to “Lazm Aeish”, “Helm Hayaty” and “Khali Balak Mn Zizi” series that have made a great change in the society by enriching people’s knowledge on how to deal with the three diseases and gave people the courage to work and cooperate with them.

2- Problem Statement and its significance:

People are not born alike, neither in their looks nor in their character. Therefore, there are many people who were born with various psychological and skin diseases such as vitiligo, autism, and ADHD. Due to the differences between humans, both physically and mentally, people began to bully those who do not look alike. As television drama is an influential cultural force in society to be reckoned with because of its wide spread and ability to dazzle and seize the time of viewers. Its dramatic message has a great ability to cross illiteracy barriers to reach the masses and affect them on behavioral, psychological, and emotional levels. Television drama is used to highlight the

problem of social acceptance of people with diseases in various shows, such as “Lazm Aeish”, “Helm Hayaty” and “Khali Balak Mn Zizi” series.

Feeling respected and accepted is one of the main rights for teenagers. It is important to work on immature and irrational minds who treat people with discrimination. Therefore, researcher worked on analyzing for tv dramas interested in raising awareness about rare diseases like Vitiligo, autism, and ADHD. An attempt to understand how the drama of these situations affects teenagers' perception of diseases, their symptoms, and how they interact with others. Looking to the positive effects of the tv dramas and its impacts on the way of thinking of many people. Since teenagers are more likely to be bullied and bully others, this study will focus on the impact of TV drama on the social acceptance of others, especially in adolescence.

3- Research objectives:

- 1- To measure teenagers' exposure levels to tv drama.
- 2- To determine to what extent teenagers, get impacted by tv drama.
- 3- To measure if tv drama has helped in social acceptance of disease cases.
- 4- To discover the role of tv drama to raise awareness concerning social acceptance.

4- Literature Review:

4.1 TV Drama:

A television drama is defined as a television work that relies on a story that presents a social reality, involving a plot, a problem, or a dramatic subject that attracts the viewer, pushes him to think about his reasons and motives, and even find appropriate solutions for him (Nassar, 2019). Drama targets a number of topics that are dealt with during the serial drama (Abu Bakr, 2021). TV drama can convey events, situations and issues from the social environment to the television screens and embodying them in front of the public (Al-Ghamrawi, 2022).

4.2 Teenagers and TV drama:

Adolescence is a transitional stage between childhood and adulthood, and a developmental stage that an individual goes through in physical, mental, social and emotional maturity, as both psychologists and biologists agreed that it is an idea full of psychological conflicts and behavioral problems (Harit & Bousan, 2018). The most watched dramatic genres by teenagers are series, with a percentage of 60.8% (Nasr et al., 2017). A study has conducted survey results that 80% of the study sample of young people are affected by TV drama because the vast majority of young people spend their free time watching dramas on TV (Al-Ghamrawi, 2022).

4.3. Influence of TV drama:

4.3.1 Positive influence:

The current high awareness of the seriousness of the dramatic role in changing societies has clearly helped direct the ideas of dramatists to focus on the positives, present many pioneering models and try to monitor the factors of the development of society in a large way (Osman, 2021). One of the positive effects of exposure to television is learning about many different topics, civilizations, cultures, and different places that the public may not be able to reach, in addition to acquiring some positive behaviors and being influenced by positive personalities (Al-Ghamrawi, 2022). Drama influences society and its value identity through many axes, one of them deals with studies related to the impact of television on trends and values, which emphasized in one way or another the great role that television plays on the value system to the individual and then to society (Nassar, 2019).

4.3.2 Negative influence:

TV drama as well holds negative messages that could have a dangerous long-term influence in terms of its ability to change the values and behavioral attitudes of young people (Hamouda, 2021). In Egyptian TV drama, it is noted that most of the content focuses on superficial social problems that are not related to reality. The problems that Egyptian society is witnessing today, as it is expected that the drama will discuss problems such as the spread of drugs, illegal immigration, the impact of the war, and other problems facing the Egyptian region (Abu Bakr, 2021). Researchers has found TV drama is making different expectation that the reality is neglecting the main social problems that the society faced.

4.4 Diseases:

Diseases can be chronic, physical or psychological. Conditions that persist for a year or longer, require continuous medical care, restrict everyday activities, or both, are referred to as chronic diseases (Centers for Disease Control and Prevention, 2022). Vitiligo, ADHD and Autism are examples of chronic diseases. Disease is any adverse variation from an organism's normal structural or functional condition that is typically accompanied by specific signs and symptoms and is different from physical injury in origin (Brittanica, n.d.). Vitiligo also falls under physical diseases, known for a total or partial loss of melanocytes from the epidermis and other tissues of the skin (Dove Press Journal, n.d.).

A psychological/mental disorder is characterized by a notable disturbance in an individual's cognition, emotional regulation, or behavior. It is usually associated with distress or impairment in significant areas of functioning

(World Health Organization, 2020). Both autism and ADHD are psychological diseases. Autism spectrum disorder (ASD) is a permanent developmental disability that controls how people socialize and communicate with people (National Autistic Society, n.d.). Autistic people lack the communication and social skills which are necessary to keep going in life. Attention deficit hyperactivity disorder (ADHD) is a neurodevelopmental disorder characterized by symptoms of inattention, hyperactivity and impulsivity, with a world prevalence of 5.9% in youth and 2.5% in adults (Faraone et al., 2021).

4.5 Social acceptance:

Acceptance is a human value that overcomes all differences between human beings, the differences of those without disabilities from people with disabilities (Abadir, 2021). Social acceptance is one of the effective psychological and social pillars that a sick teenager needs in the face of daily stresses. As it enriches the patient's experience and makes him more aware, appreciative and realistic in his assessment of the disease, which contributes to increasing his abilities and skills in coexisting with the disease. Social acceptance is a high nobbled goal that need a high level of awareness to be achieved (Harit & Bousan, 2018).

4.5.1 Social acceptance and Drama:

The public's awareness of the realism of the dramatic content increases the possibilities of the impact that may result from following up on the different dramatic contents, and the values, concepts and principles they contain, which in turn leads to the necessity of drama and those in charge of it bearing their societal responsibility in disseminating positive values and concepts, and trying to provide effective solutions for many societal problems (Osman, 2021). TV drama has a significant influence in directing public opinion (Al-Ghamrawi, 2022). Therefore, TV drama content must be rich with enhancing acceptance and raising awareness in society.

Comments on Literature Review:

- Most researchers have agreed that TV drama is an influential way to enhance an idea.
 - Most researches have declared that teenagers are the most exposed to TV drama content.
1. There are a few studies that have discussed the social acceptance on TV drama, therefore researchers must pay more attention to this topic.
 2. The content that TV drama presents is mostly violence, and the acceptance content can be easily counted, thus TV drama agenda has to be rearranged.

3. Only few studies have been conducted on drama content about chronic diseases in Egypt.

5- Theoretical framework:

The research depends on one theoretical framework (Cultivation Theory).

5.1 Cultivation Theory:

Digital platforms are widely accepted by individuals, particularly young adults. Not only do their profiles share their experiences with their peers and friends, but they also increase social media adoption, including social TV (Elareshi et al., 2022). The cultivation theory was proposed by George Gerbner in the 1960s. The theory suggests that people who are exposed regularly to media over long periods of time perceive the world's social realities as presented on media and it affects the audiences' attitudes and behaviors (Nabi, 2008). Scholars have noted that Gerber's model of viewing was predicated on the idea that the reality portrayed on television is largely identical across programmes and that repeated exposures, regardless of the circumstances of each individual, produce constant effects (Park et al., 2022). Therefore, the theory hypothesizes the influence of television watching on perceiving some versions of televised realities as "real" (Gerber et al., 1980). Criticism has led us to consider the possible differences between individual characteristics and the social context in which the reception and digestion of misinformation occur. The contribution of culture theory to the understanding of misinformation in the use of social media seems clear from its conceptual clarifications. So, the theory was expanded to consider the effects of audience characteristics (Graziano, 2018).

5.2 Cultivation Theory relation to media:

The theory proposes that individuals who watch television frequently tend to get more messages from the broadcasts, and as a result, gradually alter their opinions and beliefs about the issues in their environment in light of these ongoing messages (Alitavoli, R. et Kaveh, E., 2018). Despite the fact that television is still perceived as the main source of influence, social media may be even more important in influencing how people perceive risk (Tsoy, D. et al., 2021) scholars have additionally developed the cultivation theory by proposing that its effects can also be triggered by media exposure itself, diversity of television exposure (Dahlstrom & Scheufele, 2010) and the content (Schiappa et al., 2006).

5.3 Scope of usage:

The attention on the association of media consumption with social acceptance is traced back to Gerbner's cultivation research when they found that watching TV in large quantities affects people's attitudes and perceptions about social reality. The exposure to specific idealized appearances may lead to the cultivation of these appearances as the norm to adhere to, which could normalize them (Veldhuis, 2020). The primary cause of acceptance, adoption, and changes is mainly perceived as one's conduct. However, this behavior is heavily influenced by experiences which further shape perceptions and beliefs about an idea (Elareshi et al., 2022). Thus, if there is a lack of social acceptance in television dramas, viewers would not care to learn more about diseases or their difficulties because of unfocused dramas on diseases. On the other hand, since television drama is providing more attention on social acceptance and spreading awareness, the outcome of the viewers exposure will have a positive attitude towards people with diseases and become more accepted in society. Therefore, the cultivation theory is the most suitable theory to investigate the effects of TV drama on social acceptance like vitiligo, ADHD, and autism.

6- Research Questions:

1. What is the degree of teenagers' exposure to TV drama?
2. To what extent do teenagers get impacted by TV drama?
3. To what extent TV drama has changed the audience's perspective about vitiligo, autism and ADHD?
4. To what extent TV drama has raised social acceptance for diseases?

7- Methodology:

The research uses a quantitative method through designing a survey to identify the number of teenagers who get exposed to TV drama, analyze how much it affects teenagers, measure the level of acceptance that TV drama has raised in society, and measure to what extent TV drama has altered viewers' perceptions of vitiligo, autism, and ADHD.

7.1 Universe of the study:

The population targeted of this study is the teenagers in Alexandria and Cairo whose ages vary from (13 – 18). The survey based on this research will highlight the perceptions, opinions, and sentiments of teens' pupils toward TV drama and how TV drama has altered their perspective in treating minorities with different diseases.

7.2 Sample type and size:

The survey is applied by using a non-probability sampling method, specifically depending on the convenient sampling. The sample size reached 150 TV drama watchers of Egyptian teenagers (60 Males, 90 Females).

7.3 The study method:

The study depends on an online survey of (20) questions and it is administrated online to (150) TV drama watchers of Egyptian teenagers.

8- Data analysis:

A Survey has been designed in order to get answers from Egyptian Teenagers about the impact of TV drama on the social acceptance of Vitisigo, autism, and ADHD. Number of Respondents to the survey is (150).

Table (1): The Sample Characteristics (N =150)

Characteristics		Respondents	Percentage
Gender	Females	90	60%
	Males	60	40%
Age	13-15	34	22.7%
	16-18	116	77.3%
Educational Level	Middle school	26	17.3%
	Secondary school	17	11.3%
	College	102	68%
	Institute	5	3.4%

Females make up the majority of respondents with (60%) while males make up the minority with (40%). According to the educational level of the respondents, (68 %) are in the category of college education, (17.3 %) are in the category of middle school, (11.3%) are in the category of secondary school, and (3.3%) are in the category of institute, which means that the majority of the respondents to the survey are university students whose ages range from 16 to 18; the minority of students in the survey sample are students who belong to tertiary and secondary schools, whose ages vary from 13 to 15.

Table (2): Teenagers' interest in TV drama (N=150)

Interested in watching TV drama	Respondents	Percentage
Yes	141	94%
No	9	6%

When measuring the respondents' interest in TV drama, the majority responded with yes with a (94%). While the minority responded no with a (6%). According to the previous researches of the paper, these results align

with Nasr, et.al, 2017, which indicated that the most watched dramatic genres by teenagers are series, with a percentage of (60.8%).

Table (3): Teenagers' level of exposure (N=150)

Range number of hours	Respondents	Percentage
1-3 hours.	77	51.3%
4-6 hours.	63	42%
7-9 hours.	7	4.7%
More than 9 hours.	3	2%

When measuring the respondents' level of exposure to TV drama, (51.3%) mentioned that they watch TV drama from 1 to 3 hours per day, while (42%) preferred 4 to 6 hours a day, (4.7%) mentioned that they watch TV drama from 7 to 9 hours and the least 2% preferred to spend more than 9 hours watching TV drama. According to the America Academy of Pediatrics, teenagers between 12 to 18 ages spend an average of three hours viewing time on television.

Table (4): The reason behind watching TV drama

Reasons	Respondents	Percentage
Entertainment	127	84.7%
It represents the reality	32	21.3%
It takes me to a virtual and another world	65	43.3%

When the teenagers were asked about their reasons for watching TV drama, (84.7%) mentioned that entertainment is the reason, while (43.3%) of the respondents mentioned that TV drama takes them to a virtual world and the minority with (21.3%) stated that TV drama represents the reality to them.

Table (5): Teenagers' attitude when missing a TV drama episode

Missing an episode attitude	Respondents	Percentage
I will wait for the replay time	53	35.3%
I will watch it online	122	81.3%
I will skip this episode and watch the next one	22	14.7%

When the respondents were asked about their attitude when missing an episode, (81.3%) mentioned that they will watch the episode online while (35.3%) mentioned that they will wait for the replay time and the least (14.7%) will skip the episode and watch the next one. According to the previous researches of the paper, these results approve with Michael L Wayne

study in 2017, which indicated that audience use online platforms widely for watching TV content (Wayne, 2017)

Table (6): Teenagers' attitudes concerning TV drama (N=150)

Statements	Agree		Neutral		Disagree	
	Count	Percentage	Count	Percentage	Count	Percentage
a. TV drama is one of the most important contents on television.	123	82%	21	14%	6	4%
b. TV drama provides its viewers with a wealth of information.	92	61.3%	46	30.7%	12	8%
c. TV drama plays an effective role in spreading values within society.	124	82.7%	18	12%	8	5.3%
d. TV drama is one of the factors that influence an audience's awareness.	135	90%	12	8%	3	2%
e. TV drama is a cultural force that cannot be underestimated.	126	84%	18	12%	6	4%
f. TV drama is a double-edged weapon since it has the potential to either benefit or harm society.	143	95.4%	5	3.3%	2	1.3%

When the respondents were asked if they agree that TV drama is one of the most important contents on television, the majority of (82%) respondents agreed while (61.3%) of the teenagers agreed that TV drama provides a wealth of information to its viewers. The majority of (82.7%) teenagers agreed that drama plays an effective role in spreading values within society, also, (90%) of the respondents agreed that TV drama influences an audience's awareness. Lastly, (84%) of the teenagers agreed that TV drama is a cultural force that cannot be underestimated and (95.4%) of them agreed that is a double-edged weapon. According to the previous researches of the paper, these results align with Till, et.al study in 2016, which declared that television has the ability to form values and traditions of people and then comes society (Till et al.,2016).

Table (7): TV drama's effect on day-to-day norms and reality(N=150)

Level of affect	Respondents	Percentage
1 (no affect)	6	4%
2	4	2.7%
3	5	3.3%
4	8	5.3%
5	33	22%
6	23	15.3%
7	25	16.7%
8	11	7.3%
9	11	7.3%
10 (great affect)	24	16%

When teenagers were asked about how TV drama affected their perception on day-to-day norms and reality, the majority of the respondents with (47.3%) saw that TV drama has a great effect. According to the study conducted by Sancho & Gunter, TV drama is considered to be the most effective source of population information because it affects people’s attitudes and perceptions about social reality (Sancho & Gunter,1994). on the other hand, a few teenagers with (15.3%) saw that tv drama had the no effect on them.

Table (8): Level of exposure to “Ella Ana Lazem Aeish” series (N=150)

Watch “Ella Ana Lazem Aeish” series	N	Percentage
Yes	95	63.3%
No	55	36.7%

When the respondents were asked if they have watched “Ella Ana Lazem Aeish” series, (63.3%) of the respondents chose yes and (36.7%) said they did not.

Table (9): Based on “Ella Ana Lazem Aeish”, teenagers’ attitudes toward the series (N=95)

Statement	Agree		Neutral		Disagree	
A) The series helped me learn more about Vitiligo.	87	91.6%	8	8.4%	0	0
B)The series succeeded in presenting the problems faced by vitiligo patients.	94	98.9%	1	1.1%	0	0
C) After watching the series, my perspective on people with vitiligo was altered.	82	86.3%	11	11.6 %	2	2.1%
D) I developed sympathy for vitiligo sufferers as a result of the series.	87	91.6%	5	5.2%	3	3.2%
E)Because of the series, I now accept the vitiligo-related physical differences.	80	84.2%	9	9.5%	6	6.3
F)I have encouraged many of my acquaintances to accept vitiligo patients by recommending this series.	65	68.4%	18	19%	12	12.6%

When (95) Egyptian teenagers were asked if “Ella Ana Lazem Aeish” series helped them learn more about vitiligo, the majority of (91.6%) agreed. As well as Egyptian teenagers with (98.9%) agreed that this series succeeded in presenting the problems faced by vitiligo patients. When questioned whether the series altered the respondents’ perspective on people with vitiligo, a total

of (86.3%) agreed that yes it did. As well as (91.6%) agreed that this series developed their sympathy for vitiligo sufferers. (84.2%) respondents agreed that the series encouraged them to accept vitiligo-related physical differences. And lastly a majority of (68.4%) teenagers encouraged many of their acquaintances to accept vitiligo patients by recommending the series

Table (10): The impact level of “Ella Ana Lazem Aeish” series(N=95)

Level of affect	Respondents	Percentage
1 (very useless)	0	0%
2	0	0%
3	0	0%
4	2	2.1%
5	14	14.7%
6	15	15.8%
7	14	14.7%
8	13	13.7%
9	14	14.7%
10 (very useful)	23	24.2%

When (95) respondents were asked how “Ella Ana Lazem Aeish” series benefited them, the majority of the respondents with (70.3%) saw that “Ella Ana Lazem Aeish” is very useful. While only (2.1%) the series was not useful for them.

Table (11): Level of exposure to “Khali Balak Mn Zizi” series(N=150)

Watch "Khali Balak Mn Zizi" series	Respondents	Percentage
Yes	121	80.7%
No	29	19.3%

When the respondents were asked if they were watching “khali balak mn zizi” series, (80.7%) respondents of the, which are the majority, answered with (Yes), while (19.3%) answered that they did not watch it.

Table (12): Based on “Khali Balak Mn Zizi”, teenagers’ attitudes toward the series (N=121)

Statement	Agree		Neutral		Disagree	
	Count	Percentage	Count	Percentage	Count	Percentage
a. Before the series I did not have much info about ADHD	103	85.1%	7	5.8%	11	9.1%
b. The series gave me enough information about ADHD	105	86.8%	13	10.7%	3	2.5%
c. I think this series has raised awareness and acceptance for ADHD in society	119	98.3%	2	1.7%	0	0%
d. This series gave me solutions on how to deal with an ADHD case	101	83.5%	14	11.6%	6	4.9%

When (121) Egyptian teenagers were asked if they had information about ADHD before "Khali Balak Mn Zizi," (85.1%) teenagers, which are the majority, agreed. In addition, when asked if they had learned anything about ADHD from "Khali Balak Mn Zizi" the majority, which is (86.8%) teenagers, agreed. Also, (98.3%) students agree that this series has raised awareness and acceptance for ADHD in the society. In addition to that, (83.5%) teenagers agreed that "Khali Balak Mn Zizi" gave them solutions on how to deal with an ADHD case.

Table (13): The impact level of “Khali Balak Men Zizi” series(N=121)

Level of affect	Respondents	Percentage
1 (very useless)	0	0%
2	1	0.8%
3	0	0%
4	1	0.8%
5	13	10.7%
6	10	8.3%
7	16	13.2%
8	18	14.9%
9	14	11.6%
10 (very useful)	48	39.7%

When (121) respondents were asked how "Khali Balak Men Zizi" series benefited them, the majority of the respondents with (76.4%) saw that “Khali Balak Men Zizi” is very useful. While only (1.6%) the series was not useful for them.

Table (14): Level of exposure to “Ella ana Helm Hayaty” series(N=150)

Watch Ella ana “Helm Hayaty” series	Respondents	Percentage
Yes	82	54.7%
No	68	45.3%

When the respondents were asked if they were watching Ella ana “Helm Hayaty” series, (54.7%) of the responds which are the majority answered with (Yes), while (45.3%) answered that they did not watch it.

Table (15): Based on “Ella Ana Helm Hayaty”, teenagers’ attitudes toward the series (N=82)

Statement	Agree		Neutral		Disagree	
a. I knew about autism even before watching the series	57	69.5%	5	6.1%	20	24.4%
b. The series changed my perspective/opinion on autism and its patients.	78	95.1%	4	4.9%	0	0%
c. The series represented real problems that autism patients face in life	79	96.3%	3	3.7%	0	0%
d. I became more aware of problems autistic people face	80	97.6%	1	1.2%	1	1.2%
e. I started socially accepting autistic people after watching the series	79	96.4%	2	2.4%	1	1.2%
f. I recommended the series to friends because it helped me understand autism more	63	76.8%	7	8.6%	12	14.6%

When (82) Egyptian teenagers were asked if they had heard of autism before "Helm Hayaty" series, the majority of the respondents, (69.5%), agreed. (95.1%) teenagers agreed that the series had changed their viewpoint on autism, and its patients. The majority, which is (96.3%) teenagers, agreed that this series accurately represented the difficulties that people with autism face in real life. (97.6%) students stated that they also learned more about the difficulties faced by autistic people. (96.4%) teenagers who saw the show also began to tolerate autistic individuals in society. Finally, (76.8%) teens have told their friends to watch the series because it improved their understanding of autism.

Table (16): The impact level of “Ella Ana Helm Hayaty” series(N=82)

Level of affect	Respondents	Percentage
1 (very useless)	0	0%
2	0	0%
3	1	1.2%
4	2	2.4%
5	12	14.6%
6	15	18.3%
7	9	11%
8	11	13.4%
9	6	7.3%
10 (very useful)	26	31.7%

When (82) respondents were asked how “Ella Ana Helm Hayaty” series benefited them, the majority of the respondents with (63.4%) saw that “Ella Ana Helm Hayaty” is very useful. While only (3.6%) the series was not useful for them.

Table (17): Teenagers’ awareness of TV drama trying to represent the idea of diseases social acceptance (N=150)

Awareness	Respondents	Percentage
Yes	118	78.6%
No	1	0.7%
Maybe	31	20.7%

(78.7%) of respondents noticed the efforts the TV drama has been putting into representing social acceptance for diseases in the last 4 years, while a minority of (0.7%) did not. While (20.7%) saw that TV drama maybe is trying to represent the idea of social acceptance.

Table (18): The most successful TV drama series in raising awareness in society about social acceptance (N=150)

Series	Respondents	Percentage
Lazem Aeish	15	10%
Helm Hayaty	9	6%
Khali Balek Men Zizi	120	80%
Other	6	4%

According to the table above, "Khali Balek men Zizi" was the most successful drama series in the last 4 years in raising awareness about social acceptance, as indicated by 80% of the responses. While (10%) have seen that "Lazem Aeish" was the most successful in raising awareness. "Helm Hayaty" was the least one to succeed in doing so, as it was only voted for by (6%).

Table (19): Level of support TV drama has on social acceptance(N=150)

Level of affect	Respondents	Percentage
1 (no support)	0	0%
2	2	1.3%
3	2	1.3%
4	4	2.7%
5	25	16.7%
6	22	14.7%
7	22	14.7%
8	25	16.7%
9	11	7.3%
10 (great support)	37	24.7%

When teenagers were asked about the influence of TV dramas on social acceptance, the majority of teenagers (63.4%) see that TV drama has great support. According to the previous research in the paper, these results align with Al-Ghamrawi, 2022, which indicated that TV dramas play a significant role in shaping public opinion. While the minority with (5.3%) see that TV drama do not support social acceptance.

Table (20): Level of influence TV drama has on teenagers(N=150)

Level of affect	Respondents	Percentage
1 (negative influence)	2	1.3%
2	2	1.3%
3	3	2%
4	6	4%
5	45	30%
6	21	14%
7	17	11.3%
8	17	11.3%
9	9	6%
10 (positive influence)	28	18.7%

When teenagers were asked about the level of influence of TV dramas, the majority of respondents with (47.3%) see that TV drama has positive influence. According to the study by Nazli et al, the strong influence of

television on adolescents enhances their availability and social competence (Nazli et al., 2008). While the minority with (8.6%) see that TV drama has negative influence.

9- Discussion & Conclusion:

This research is investigating the impact of TV drama on the social acceptance of vitiligo, autism, and ADHD. Since humans differ from one another in both appearance and mentality, people tend to bully those who seem different from them. As TV drama is a written work that tells a story through action and speech, it tried to highlight and solve this problem by producing awareness series that represent minorities' problems. Therefore, the main objectives of the research are to measure teenagers' exposure to TV drama, determine to what extent teenagers get impacted by TV drama, measure if TV drama has helped in the social acceptance of disease cases, and discover if TV drama is enough to raise awareness or we need to do social campaigns in society. Thus, the research uses a quantitative method through the design of an online survey targeting 150 TV drama viewers among Egyptian teenagers in Alexandria and Cairo, whose ages vary from 13 to 18. The research uses a non-probability sampling method, depending on convenience sample. Thus, according to the previous chapter (data analysis chapter), a set of data findings and information has been developed and collected to answer the main research questions that were set at the beginning of the study.

Q.1: What is the degree of teenagers' exposure to TV drama?

According to the results, the majority of teenagers have an interest in watching TV drama, which consists of (94%), while only a minority of (6 %) gives attention to TV drama content. This means that most teenagers have moderate to high exposure to TV drama content, which is only solidified by the number of hours they spend watching TV drama: Both majorities of (51.3%) and (42%) spend 1 to 3 hours and 4 to 6 hours watching drama content, this matches with the study of Manimegalai Ambikapathy, (60%) of respondents watch television for 0 to 2 hours per day (Ambikapathy & Hong, 2019). Whereas both minorities of (4.7%) and (2%) spend 7 to 9 hours and more than 9 hours viewing drama content. It was also proven that the content type varies as well. (63.3%) watched "Ella Ana Lazm Aeish", (80%) watched "Khali Balak Men Zizi" and (54.7%) watched "Ella Ana Helm Hayaty". The results also clarified that the highest reason behind watching TV drama to teenagers is entertainment with (84.7%), (43.3%) said that TV drama takes them to a virtual world, while a percentage of (18.7 %) watch TV drama because it represents the reality and other (2%) because it changes the mood

and to learn cinematography. Hence, most of the teenagers expose to TV drama to entertain themselves and to escape from reality to a virtual world. Lastly, when the respondents were asked about their attitudes when missing an episode, the majority of (81.3%) mentioned that they would watch the missed episode online, (35.3%) of the respondents mentioned that they would wait for the replay time, while a minority of (14.7%) mentioned that they would skip the missed episode and watch the next one. This indicates the importance of TV dramas and teenager's eagerness to not miss a single episode.

Q.2: To what extent do teenagers get impacted by TV drama?

The results indicated that teenagers get impacted by TV drama, as (90%) agreed that TV drama is one of the factors that influences an audience's awareness. And that was confirmed when (68.4%) said that they have encouraged many of their friends to accept vitiligo patients by recommending “Ella Ana Lazm Aeish” series. And that is why, when teenagers were asked if TV drama affects their day-to-day norms and reality, (47.3%) rated from 7 to 10 that TV drama affects them the most. Furthermore, (47.3%) rated from 7 to 10 that tv drama has influence teenagers' lives. That matches the study of Jawaria Latif, which stated that the dramas have an impact on both boys and girls as it changes their mindset, thinking patterns, and even their lifestyle (Latif et al, 2021). Since TV drama has the ability to influence and impact teenagers, it can change their perspective to reach social acceptance.

Q.3: To what extent TV drama has changed the audience's perspective about vitiligo, autism, and ADHD?

The results indicated that teenagers have changed their perspective about vitiligo, autism, and ADHD. Firstly vitiligo, based on teenagers who have seen “Ella Ana Lazm Aeish”, the majority of teenagers with (86.3%) have agreed that after watching the series their point of view on people with vitiligo has changed. As well as (91.6%) agreed that this series developed their sympathy for vitiligo sufferers. Whereas the majority of teenagers with (24.2%) has seen that the series is very beneficial to them, which indicates that the series adds new information which helps them change their perspective about vitiligo. Secondly autism, based on teenagers who have seen “Ella Ana Helm Hayaty”, the majority of teenagers with (95.1%) had changed their viewpoint on autism, and its patients. As well as the majority of teenagers with (31.7%) has seen that the series is very beneficial to them, which indicates that the series adds new information which helps them change their perspective about autism.

Thirdly ADHD, based on teenagers who have seen “Khali Balak Mn Zizi”, The majority of teenagers with (39.7%) has seen that the series is very beneficial to them, which indicates that the series adds new information which helps them change their perspective about ADHD. These results match the researchers’ expectations that drama has great influence on teenagers and can change their perspective by providing them with enough information. Whereas TV drama can influence teenagers, it can influence the whole society. This matches the study of Jawaria Latif, which states that drama as an important mean of media can impact the lives of people and consequently influence the whole society (Latif et al, 2021).

Q.4: To what extent TV drama has raised social acceptance for diseases?

When asking teenagers whether they recognize the idea of social acceptance that TV dramas are trying to represent through content, a majority of (78.7%) responded with a yes, which indicates that teenagers are aware of the of the efforts the TV industry in trying to help the society. As seen in the results a good percentage of (16.7%) decided that TV drama is somewhat supporting the idea of social acceptance, haven chosen both 5 and 8 as ranking. A majority of (24.7%) however was convinced that TV completely supports the idea of social acceptance while only minorities of (1.3%) and (2.7%) that this wasn’t the case. From this we can derive that TV in fact does present good images to the masses that help raise the social acceptance in the society. Producing series that helped in raising awareness regarding vitiligo, autism and ADHD assisted teenagers recognize these diseases and found out more about them. Thus, when asking the respondents about ‘Lazem Aeish’ series, the majority (91.6%) agreed that the series has helped in learning more about vitiligo. Not only did (98.9%) of the respondents agree that the series succeeded in presenting the problems faced by vitiligo patients, which indicates that teenagers gained sympathy towards vitiligo cases. But also, (86.3%) of the respondents agree that it altered their perspective on people with vitiligo. Another (91.6%) developed sympathy for vitiligo sufferers as a result of the series, and lastly, (84.2%) of teenagers agreed that as a result of the series, they now accept the vitiligo-related physical differences. All in all, one can definitely notice how the series achieve its goal of making its viewers more tolerant towards vitiligo cases.

Based on the respondents who watched “Khali Balak Mn Zizi” series, (85.1%) agreed that before watching the series, they did not have much information about ADHD and (86.8%) of teenagers agreed that the series provided them with enough information about the disease. Also, (98.3%) of the teenagers agreed that the series has raised awareness and acceptance for

ADHD. Another (83.5%) agreed that the series gave the respondents solutions on how to deal with an ADHD case. “Khali Balak Mn Zizi” has proved its success in reaching audiences as according to (80%) of the respondents, it was the best tv drama series that raised awareness in society about social acceptance. Autism disease is not easy to deal with, as most of people view it, as a result, producers came up with “Helm Hayaty” series that has changed the meaning of autism to them. The majority of (95.1%) of teenagers agreed that the series altered their perspective about autism and its patients, and (96.3%) agreed that the series represented real problems that autistics might face in life. (97.6%) of the respondents acknowledged that the series has raised awareness of the struggles that autistic people face and as a result, the majority (96.4%) of teenagers started socially accepting autistic people after watching the drama. Even (76.8%) of the teenagers recommended the series for watching to their friends to understand autism more. Accordingly, the series succeeded in raising the social acceptance of autism by representing the true struggles faced by autistic people and what is their real condition is.

10- Recommendations:

10.1 Practical Recommendations:

- 1- Tv drama producers should excute more drama that raises social acceptance in society specially in Ramadan.
- 2- Drama writers should work on new TV drama that discusses new diseases not mentioned before, like down syndrome.

10.2 Theoretical recommendations:

According to this research paper, the upcoming studies may focus on, using other qualitative methods like the focus group method to illustrate further analysis about the impact of TV drama on the social acceptance of Vitiligo, autism, and ADHD.

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