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Framing the Entrepreneurship in Television Youth Programs

An analytical study

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Abstract: The article aimed to identify the contributions of Jordanian TV youth programs in promoting entrepreneurship issues to the youth through content analysis of the youth programs' content on the Jordanian TV channels (2021). The study sample was content of; (*Jalssah 3alaniyyeh* on Almamlaka Tv) and (*Rass Btaqiyyeh* on Roya TV) during the study year; (2021). The article concluded that the most important results are TV programs focus on the commercial and industrial fields in enhancing the culture of entrepreneurship at youth and other ages. Most of media content topics have been done by producing models and experiences to motivate the public. On the framing, the main ideas, the defining, and the solutions are the most frames depended by TV programs in presenting the entrepreneurship. The TV programs have gotten the information and raw content from TV reporter and correspondent. The researcher recommended to achieve training course for the TV correspondents, presenters, and delegates in the presenting the entrepreneurial programs and using the scientific and planned method to manage the Jordanian TV channels.

Keywords: Almamlaka Tv; Entrepreneurship; Frames; Jalssah 3alaniyyeh; Rass Btaqiyyeh; Roya TV; TV youth programs

1. Introduction

Globally, the role of entrepreneurship in economic growth and development has been highlighted. A few decades ago, industrialization was considered the main driver of growth. Along with that, the period of industrialization was famous for bad working conditions, low wages, and high levels of environmental pollution. As a result, economies began to shift their focus from industrialization to small business and entrepreneurship. In fact, major economies such as the United States (US) and the United Kingdom (UK) have recognized the need to encourage the development of micro, small and medium enterprises. Their respective governments began to develop policies that encouraged the establishment of small businesses[1]. Similar countries have seen the impact of this decision on their economies and have since followed suit and cumulatively we see entrepreneurship playing an important role in our economic growth and development. Turning the tide, it can also be seen that the majority of the workforce in developing countries cannot find work in the public or private sector, and most of them try to start a business. Therefore, it is worth thinking about shifting the focus away from the larger economies and looking at the position of entrepreneurship in the smaller/periphery countries[2]. Developing countries tend to use entrepreneurship for development. Entrepreneurs, working in all markets and supported by market-friendly institutions, are the best agents for achieving economic growth and development in the so-called periphery or under development [3].

Entrepreneurship plays a positive role in supporting the economic development, increasing the economic growth, raising the individual income, and contributing to higher employment rates and reducing poverty and unemployment. Therefore, the countries' interests in pioneering projects with different strengths of their economies has increased. As a result of this approach, supported by strategic planning and economic studies, many countries have been capable to achieve their goals. Entrepreneurship became one of the issues that affect the political and social sides of society, so, besides the economic role, entrepreneurship contributes to preventing the migration of young. Therefore, the importance of concerted efforts to promote a culture of entrepreneurship in society, especially among young people, in order to invest their competencies in their countries, as well as to provide job opportunities worthy of them and their educational and social levels.

Entrepreneurial business is one of the attitudes of both the developed and developing countries, including Jordan. They are an important and promising field in the economies of both the advanced industrial countries and the developing ones, as they contribute to driving economic growth and achieving the objectives of economic and social support and developing plans. Entrepreneurial is also the first nucleus in establishing small and large business organizations on their different organizational levels, making such organizations capable to enter the markets especially when they are facing their environmental conditions, both in terms of resources and infrastructure and dealing with local

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and international markets, and if so for the existing projects, it will become harder for the new ones.

So, the role of the media as one of the most prominent tools that can be employed in spreading the culture of entrepreneurship, and among those means is television, because its production is based on images, sound, and many persuasive influences. Television is one of the most influential media that has a lot of audiences, as it offers educational programs and provides new expertise and knowledge. It has also become an important means of guiding youth and providing them with skills and experiences. TV is used in order to convey information to the public and entertainment or through a serious program in a manner that they can easily pursue. It also provides scientific, cultural and intellectual materials that influence the values, customs and ethics of youth and it works to shape their thinking and conscience and, influences their behavior.

1.1 Problem statements

Despite the importance of the entrepreneurial businesses, which is theoretically and practically considered as a core of economic and social growth, although the recognition and attention of their importance has begun by all governments especially in the developing countries which is reflected in their plans and policies to support them. However, the media interest in their research remains weak, especially in the field of Jordanian TV channels' coverage of entrepreneurial businesses. This was an incentive for the researcher to engage in this field in general and focusing on studying and evaluating the extent to which the presented programs on Jordanian TV channels cover the entrepreneurship in particular, these works and projects which show how well they play their role in the process of supporting and the economic development, especially with regard to their role in creating new jobs, reducing the unemployment and improving living standards, thereby reducing poverty, as well as contributing to empowering the owners and integrating them into the process of economic and social support and development. Since the presented programs on Jordanian TV channels have a role to play in promoting youth's attitudes toward entrepreneurship.

1.2 The Importance

The importance of the article is due to the fact that it focuses on a fundamental topic of interest to all members of society, especially the youth group. The article also highlights the importance of the article in revealing the level of media focus on entrepreneurship and motivating it among young people. Finally, the article seeks to bridge the reader's knowledge gap about the role of the media in promoting entrepreneurship.

1.3 The aims

This research aims to describe the nature of the Almamlaka TV and Roya TV coverages in promoting the

entrepreneurship in the society. So, the study identifies the topics, the frames, the sources, the multimedia, and the characters hosted.

1.4 Terminology of the research

*Almamlaka TV: Al-Mamlaka TV is a Jordanian news satellite established under a special system as the basis for an independent public media system, offering comprehensive, around-the-clock coverage of events that concern Jordanians inside and outside the Kingdom[4]. The satellite began at seven in the evening, Jordan time, on Monday, July 16, 2018[5]

*Roya Tv: It is a private Jordanian satellite channel, launched as of January 1, 2011, based on a modern and digital satellite vision that lives up to high professional and quality media content and meets the interests and aspirations of Arab and Jordanian viewers at home and abroad[6].

*Youth: They are individuals in the (18-30) age group of all genders, which are spread throughout all the Hashemite Kingdom of Jordan. This category has several biological, psychological, and social characteristics and features. They also share several economic and social experiences that generate a common understanding of the reality of society.

*Entrepreneurship: It is the process by which something new is created to be of value, by working on allocating efforts and providing time and money, as well as carrying the risks associated with this thing, then expecting the right reward to the expected lead person.

2. Review of the Literature

2.1 Framing theory

The concept of Framing Analysis goes back to the sociologist "Goffman", who demonstrated the ability of individuals to create a reservoir of experiences that determine their perceptions, through choosing appropriate media frameworks that define the content and give it meaning and significance[7]. The frame means the selection, focus, and use of certain elements in the media text to frame a particular topic by selecting some aspects of the perceived truth and highlighting them through the mechanisms of choice, silence, attendance, or the absence of words, phrases, images, or sources to present a set of facts and judgments on a topic being addressed. Pan and Kosicki see that what is meant by the charitable or media framework is: that the communicator sets certain determinants that make the news have a certain meaning and significance to the audience, especially with regard to important events that the audience is interested in, Pan & Kosicki[8]. Events in themselves do not have a specific meaning, but rather gain their meaning by placing them in a frame that defines, organizes and gives them a degree of consistency by focusing on some aspects of the subject, and ignoring others, which in turn affects the ideas that the audience forms about them, and thus affects how the public's perception of events, their evaluation of them, and their behavior towards them[9]

Entman Robert believes that "framing essentially

involves the selection of some aspects of seeing reality and making it more prominent in the communicative text and making paragraphs of text information clearer by employing or linking them to familiar cultural symbols"[10]. From here, the researcher adopts the Robert Entman model of framing, which includes four functions: defining the problem or issue and the reasons behind it, diagnosing the causes and determining the actors, ethical evaluation, developing solutions to the issue and trying to treat it, as well as the Pan & Kosicki model, which consists of: Synthetic construction, the news story, which refers to the sequence of elements and paragraphs within the news story, as well as the strategies followed by the communicator in building the news event and news sources, the main ideas (the central idea) included in the news text, and implicit conclusions that help support the central idea of the event or issue on which media outlets focus[8].

2.2 Entrepreneurship

2.2.1 Concept and Topics

Since the 1980s, entrepreneurship has become a topic of growing interest among management and social scientists. In business schools in particular, the topic has gained legitimacy[11]. It is defined as a process by which something new that is meaningful and valuable is created, which is a dynamic process to secure the accumulation of wealth among people who take risks in their capital, it is accompanied by the allocation of time, money, and effort to complete the entrepreneurial project. After completing the necessary requirements to complete the project, the reward resulting from the pioneering work and the commitment to the application comes in order to add a value to some products or services which may or may not be new or unique. However, the entrepreneur adds a value to this products or services by allocating the necessary resources and skills to complete a specific act of entrepreneurship[12].

Entrepreneurship was also defined as "singularity and work to find something serious and different while giving it a value and meaning, making the necessary time and effort taking into account the risks and working to receive rewards, it highly depends on the difference and the degree of diversification and the new compatibility and the new methods of performance"[13].

The entrepreneurial activities based on several topics[14]:

1. **New ideas and actions:** These are activities associated with the introduction of new products, new ideas and working to make business on every new concept.
2. **Current ideas and new business:** It's about creating a new job based on the existing concepts, the new product and services that are provided after the existing ones are developed.
3. **The current ideas and businesses:** These are businesses through which products and services are provided with some creative work and financial risks.

Entrepreneurship is considered an autonomous

living organizational entity owned and managed by an organizer or an "entrepreneur" who manages the available resources efficiently and with distinct eligibility to provide something new or create a new economic and administrative activity. Means are used to seeking to make something that is meaningful and valuable and in a way that ensures the project's growth by responding to the customers' wishes and needs, which is done through singularity and creativity. So, the entrepreneur is that person who can take the initiative and can organize and manage the work according to economic and social mechanisms and requirements. He also has the qualities to accept failure and risk and to have sufficient ability to request and allocate resources and find workers, equipment and, assets in a way that makes them valuable and meaningful, so he had already provided a new and creative thing. The entrepreneur also has skills, abilities and characteristics whether they are administrative, social, artistic or psychological that enable him to do this[15]. The entrepreneur is that person who could distinguish opportunities and work to seize them, at a time when others unable to do the same. Also, the entrepreneur can avoid risks of all kinds and forms, physical, familial, social, professional, and psychological. The entrepreneur is also distinguished by seeing opportunities that others do not see, and he has clear perceptions of the things he can do[16]. In other words, the entrepreneur almost is the young man who can create things of value and meaning from nothing and be able to capture resource opportunities by committing to an insightful vision. As well as he has the capacity and the ability to organize and manage the business with a sense of taking risks as an element of profitability.

2.2.2 Entrepreneurship and community

The essential role of entrepreneurs is to implement new combinations of means of production, that is, to create new goods, to improve the quality of existing goods, to create new modes of production, to open markets, looking for the new resources or discover new ways to organize an industry[17]. For community restoration, again, the focus on the entrepreneur helps us to understand who will be responsible for rebuilding the community and what methods will and will not work for them. Chamlee-Wright [18] looked at the Vietnamese community in New Orleans after the devastation of Hurricane Katrina and found that social entrepreneurship plays an important role in hurricane resilience this community. Local entrepreneurs are expected to respond to the needs of others in their communities to "coordinate recovery efforts, lobby for critical government assistance, and provide key information and services to help displaced people return and rebuild their communities". Viktor Slavtchev and Michael Wyrwich [19] analysed whether people's choices to begin their own business can be affected by TV. They used exogenous territorial variety in the accessibility of TV that passed pictures favorable on to business and the thought that independence, self-assurance, and a proactive way of behaving are alluring according to individual and social perspectives. In this study, it had been utilized both local levels as well as geo-referred to

individual-level information and show that the business occurrence is higher among the occupants of areas that had TV signal than in districts without TV, demonstrating a first-request impact on the straightforwardly uncovered people. They found that the impact would grow dim if by some stroke of good luck straightforwardly treated people are bound to become business visionaries. Notwithstanding, it found that progressive accomplices and relatives of them additionally wish to become business visionaries on a more regular basis, due to the intergenerational transmission of enterprising mentality.

2.3 *The media and entrepreneurship*

Ali et al identified by their study about the role of the media in accelerating entrepreneurship by providing a coverage of business success stories and entrepreneurship in general, in Pakistan as a case, that the value of media related to the granted interests to entrepreneurship in Pakistan are much less than in other countries close to Pakistani situation in the region, such as Bangladesh and Iran which are more interested in entrepreneurship than the value of their media[20]. In their survey study about the relationship between the TV programs and promoting the culture of leadership among university students in Kenya for the last year-students in Kenyan universities, Afriyie et al showed that females are more interested in improving their interests toward practicing the entrepreneurship, it also showed that the sample preferred the real programs rather than news, interviews and documentaries[21].

Although entrepreneurship is formed by a group of economic, social, and personal elements, as well as its effects on various aspects, its main topics are economic issues. Accordingly, any program or study related to entrepreneurship whose main subject will be economics and business. For example, Al Arameen showed that the "Economic Journal" program on the Palestine TV had focused on the economic topics highly, depending on Palestinian government as source, and the it relied on the interview in the categories of the journalistic format to a large extent[22]. Relating to Jordanian TV Al-Sunaid suggested that it is interested in the various economic topics and issues related to the national economy in its economic programs, and there is a satisfaction of the Jordanian economic programs on the Jordanian TV among the Jordanian businessmen[23]. While Al-Hunaiti identified by his descriptive thesis the role of the Jordanian channel, Roya, in dealing with youth issues from the students of media in Jordanian universities point of view. The results showed that the extent of interest of Roya channel in youth programs is high on the tool as a whole and on all fields, especially in the field of Roya's interest in youth issues, as it ranked first, while the contribution of Roya in dealing with its programs among the political, social and cultural issues in achieving the required needs among youth ranked last[24].

2.4 *The Television and entrepreneurship*

Television is at the forefront of the other visual media, its impact on young people is higher than the other

social media because it combines audio, movement and image, it also invades and affects negatively and positively on societies[25]. Today, Television has a huge force and industry that contribute to the achievement of the goals of institutions as a result of their contact with the members of the society, in a world that has become like a small village and its space is open. Since society is not the same nature, characteristics, and role, and it includes a different segment whose qualities, objectives, situations, ideas, values, and attitudes. It imposed on television to change its view of society as being complex and intertwined in its contents on various segments including youth. Therefore, an appropriate media messages should be formulated for each target segment as the drafting process for these messages should be tailored to the ideas, recipes and attitudes of each target segment[26].

Since youth is the most dangerous and accurate stage of the human life, considering that it comes in the beginning of the life. Therefore, the interest in youth came in order to take care of the affairs of this group, direct their behavior, correct deviation and protect their morals to live the stable and happy life and to be rightness and happy. There is no doubt that TV has an impact on the youth, it nowadays has a great significance and impact on lifestyles, youths' values, and attitudes negatively or positively. If TV used well, it would reflect on youths' behavior and the opposite, it will be one of the demolition tools for young people[27]. So, the Television contributes to form youth's attitudes by the various programs with a positive and negative contents. It also plays a serious media role in both image and audio because it is characterized with its attractive and the ability to bring the viewers' attention and focusing through operating the visual and auditory viewers' senses, and making these senses work in full harmony with the TV shows which can last for long hours[28].

In recent years, with the large prevalence of TV channels, this phenomenon has become one of the general social phenomena. This has promoted a large number of scholars and researchers in the fields of educational and media sociology and social psychology to study that phenomenon with social, psychological and cultural implication. These effects are followed by the youths' thinking and behavior patterns and by studying the nature of the role of these TV channels in shaping youths' attitudes, instilling in the personality values, beliefs and behaviors that influence the lifestyle. As it known, young people vary in their readiness, acceptance, responsiveness, vulnerability, and interaction with the surrounding environment. Despite that disparity, the youth stage remains one of the difficult and critical ones and the impact will be reflected in the personality in the future during this stage, where the young person lives at this stage of life and during which he has contact with peers and the surrounding environment[27].

In their study "Teaching through television: Experimental evidence on entrepreneurship education in Tanzania" that aimed to know how TV and radio more generally may cause behavioral change and contribute to identifying the role of human capital and entrepreneurship

training in microenterprise development, Bjorvatn et al concluded that edutainment shows on entrepreneurship broadcasted on Tanzanian television had both a short-term and a long-term impact on the youth in a developing country where there are few formal employment opportunities; in the short-term, it made the viewers more interested in entrepreneurship and business and shaped noncognitive traits, and in the long-term, it generated more business startups. On the other side; they found that there was a limited evidence of the show impacting the business knowledge of the viewers, which suggests that it is more challenging to use an edutainment as a vehicle for knowledge transmission, and that encouragement of entrepreneurship caused the youth to invest less in schooling, which seems to reflect that they do not consider the present education to be particularly relevant for business[29].

TV remains a means of major influence in the socialization of the young people by the knowledge and information it provides which affect their values, knowledge, beliefs, culture, tendencies, and attitudes. TV has many positive social effects, including providing a changeable family lifestyle, contributing to the visibility of their talents, establishing a social and cultural values and habits, and contributing to change the humans' behaviors for the best if it planned to be used in a positive way. TV also has a negative effect on the young people, this includes spending a long time in the front of the screen, and this affects the physical and mental health and social behavior by tending to aggression and perversion for some young people and juveniles for imitating a violent film.

2.5 *Almamlaka TV:*

The independent media station (Kingdom TV) was established under a special system on July 10, 2015, as the nucleus of an independent public media organization through a public service. The channel's headquarters is in the King Hussein Business Park in Amman, which is equipped with the latest studios and technologies in the news industry. The channel's satellite and digital broadcasts began on Monday, July 16, 2018, and the channel began broadcasting in the main news bulletin at 7 pm Jordan time. The Kingdom channel broadcasts in SD and HD technology on Arabsat satellites on frequency 12054 vertical and Nilesat on frequency 11958 horizontal and 12034 vertical and on the OSN channel network channel No. 454 in addition to integrated coverage on the Kingdom channel website, social networking sites and mobile phone to ensure the speed of coverage. Al-Mamlaka TV includes a network of correspondents in the capitals of global decision-making and in several Arab countries, including Baghdad, Syria, the Gaza Strip, occupied Jerusalem and Egypt, in addition to equipped offices in Karak, Irbid, Mafraq, Maan and Aqaba[4].

2.6 *Roya Tv:*

It is a private Jordanian satellite channel, launched as of January 1, 2011, based on a modern and digital satellite

vision that lives up to high professional and quality media content and meets the interests and aspirations of Arab and Jordanian viewers at home and abroad, where the channel broadcasts an integrated set of programs News, cultural and entertainment interesting and varied professionally. With the technological developments that the world is witnessing, Roya continues, through its multiple platforms, its path of expanding its broadcast to reach all parts of the world. Roya TV confirms its endeavor to be the first source for its viewers, with its various news and various programs of entertainment, sports, family and children affairs, and other youth and comedy programs, in addition to producing the best dramas and Jordanian and Arab series, through a highly distinguished and professional team[6]. It always seeks to enrich its presence on social media platforms in terms of digital content and services, in addition to developing the application on mobile devices and smart screens. Since its establishment, Roya has taken upon itself to address the most pressing issues such as the environment, the economy and local affairs through many programs that ensure viewers are constantly informed of the latest news, entertainment, cultural, sports and other developments[30]

2.7 *Program1: "Jalssah 3alaniyyeh" (public session):*

A youth program that started on the Kingdom Channel on Jul 19, 2018 and is still ongoing, and its episodes until April 19, 2022 amounted to about 177. The channel defines it as a program that roams a governorate every week to confront the citizen with the official in a collective dialogue on the challenges of post-decentralization, with proposing solutions in participatory framework. The program stopped during the ban period for a few months in 2020 and returned again in its dialogues with the people of the governorates outside the studios of Al-Mamlaka channel, after the recording of its external episodes stopped during the ban period. It broadcast 45 episodes during the year 2021, which is the period specified for the study.

2.8 *Program2 : "Rass Btaqiyyeh"(a head with cup)*

A program broadcast and produced by Roya Channel on entrepreneurship, a challenging program that gives young people an opportunity to develop their skills, learn how to start their own projects, win a financial prize, and provides guidance to help them implement their new projects. The Ras Batakia program will be shown on Friday at 9:00 pm. The number of its episodes reached 12 episodes during the year 2021.

The present research seeks to address the problem by raising the following questions: What are the fields and topics of the Entrepreneurship that have been focused on by "Almamlaka TV" and "Roya TV" programs? What are the frames used? What are the sources depended? What is the multimedia used? What are the most characters hosted in "Almamlaka TV" and "Roya TV" programs while presenting the content of the Entrepreneurship?

3. Methodologies

3.1 The Method

This research is an analytical descriptive, where the researcher used the content analysis method with the aim of identifying the role of the Jordanian TV channels in promoting youth attitudes toward entrepreneurship. This research also covered a number of TV programs that were presented on these TV channels. The press material that talks about entrepreneurship was chosen as a material for studying and analysis in the TV channels that represent the sample of the analytical study using the comprehensive inventory method for all the presented programs offered during the period covered by the study, which is (2021). Within this period, 2 TV programs of Almamlaka TV and Roya TV were analyzed using complete census during 2021. The programs were selected to make the researcher able to obtain a reasonable number by which analysis and interpretation were possible[31].

3.2 The Population and analysis sample

The sample of the study consists of the contents of two Jordanian TV youth programs that were presented on the Almamlaka TV and Roya TV in 2021. The reason why the researcher chose this period was the variety of the programs related to entrepreneurship and to make the researcher able to obtain a reasonable number of programs through which analysis and interpretation were possible. The aimed programmes on Jordanian TV were *Jalssah 3alaniyyeh* on Almamlaka TV and *Rass Btaqiyyeh* on Roya TV)

3.3 The categories

There are six categories selected to represent the whole side of this article and to be analysed by the content analysis method. These categories are:

- (1) **The fields** (Agricultural - Industrial - Commercial - Academic - Money Exchange - Media - Contracting) to represent the most fields of entrepreneurship that are focused in TV programs.
- (2) **The topics** (Educational and Cultural, Skills and Training, Academic Projects and Proposals, Motivational and guiding offers, models, and Experiments) to represent the most important subjects and issues of entrepreneurship that are presented in TV programs
- (3) **The frames** (as indicated by Kosicki[8]; defining the issue, the reasons and actors behind it, ethical evaluation, developing solutions, Synthetic construction of news story, the strategies of building the news, and the main ideas (the central idea)) to represent the framework used in TV programs to display the issues of entrepreneurship.
- (4) **The sources** (TV reporter, TV correspondent, editor on the TV, other TV, radio, social media, websites, newspapers) to represent the origins of the content presented in TV programs about issues of entrepreneurship.

- (5) **The multimedia** to represent the materials attached (image, video, effect sound, report, infographics, cartoon) with the content of issues of entrepreneurship on TV programs.
- (6) **The characters** (Entrepreneur persons, Economic specialists, Executive managers, businessmen, others...) to indicate to the figures hosted or cited by in TV program relating to issues of entrepreneurship.

3.4 Data Collection Method

The researcher used the content analysis questionnaire, the content of the entrepreneurship programs presented by the Jordanian TV channels was analyzed by applying a questionnaire of content analysis which was specially prepared as an analytical tool for the study, to identify the content of the programs on the TV channels through different categories and modules of analysis for the TV media material used to present the contents, ideas, and concepts to the public. The analysis unit consists of sentences, phrases, terminologies, and concepts in Jordanian TV channels specifically about entrepreneurship. The consistency of the analysis means the consistency of the analysis of the TV programs on the Jordanian channels, during the period of the study between the researcher himself over time. The stability was calculated in a re-application, three weeks intervals, and percentage extraction of the agreement, the researcher also used Holsty's constant-coefficient to measure the degree of consistency in the analysis, where Holsty's constant coefficient is[32]:

$$R = \frac{2M}{N1+N2}$$

Where:

R= Reliability

M= The number of the agreed cases by both analyses.

N1= The number of cases reached in the first analysis.

N2= The number of cases reached in the second analysis.

By extracting the agreements' percentages, it was found to be about 93%, which could be relied upon as a constant factor according to the previous studies confirming confidence in analysis.

$$R = \frac{2(35)}{38+38} = \frac{70}{76} = 0.93$$

4. The Results

4.1 The Fields focused on in youth TV programs relating to entrepreneurship:

These fields contained sub-categories that the researcher extracted from the analytical contents of both programs (*Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*) as shown in the following table:

Table 1: the Fields focused on by youth TV programs relating to entrepreneurship

The Fields(7)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
<i>Agricultural</i>	6	13.3	0	0.0
<i>Industrial</i>	8	17.8	4	33.3
<i>Commercial</i>	11	24.4	2	16.7
<i>Academic</i>	2	4.4	0	0.0
<i>Money Exchange</i>	4	8.9	0	0.0
<i>Media</i>	7	15.6	2	16.7
<i>Contracting</i>	7	15.6	4	33.3
Total	45	100	12	100

Source: the researcher depended on the spss procedures.

The data in the above table shows that the most common fields mentioned in the content of the "Jalssah 3alaniyyeh" program are commercial (24%), followed by the industrial field (17.8%), then the media and contracting fields with (15.6%) each. And it appeared that the least frequented field was the academic field (4.4%). On the other hand, the table showed that the most field in the content of the "Ras Battiqa" program are the industrial and contracting fields with a percentage of (33.3%), and the other fields did not achieve considerable percentages.

4.2 The topics and main subjects focused by youth TV programs relating to entrepreneurship:

These topics contained sub-categories that the researcher extracted from the analytical contents of both programs (Jalssah 3alaniyyeh and Rass Btaqiyyeh) as shown in the following table:

Table 2 : the topics and main subjects focused by youth TV programs relating to entrepreneurship

The topics (5)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
<i>Educational and cultural</i>	8	17.8	2	16.7
<i>Skills and training</i>	9	20.0	2	16.7
<i>Academic projects and proposals</i>	2	4.4	0	0.0
<i>Motivational and guiding offers</i>	12	26.7	3	25.0
<i>Models and experiments</i>	14	31.1	5	41.7
Total	45	100.0	12	100.0

Source: the researcher depended on the spss procedures.

The data in the above table showed that the most prominent topics included in the content of the programs presented by Al-Mamlaka TV and Roya TV during the year 2021 were topics related to "models and experiments" related to entrepreneurial businesses, at a rate of (31.1%), in the Jalssah 3alaniyyeh program, and at a rate of (41.7%) in the Rass Btaqiyyeh program, followed by the topic "Motivational and guiding offers" at (26.7%) and (25.0%),

respectively. In third place came the topic of "Skills and training" with a rate of (20.0%) and (16.7%), respectively.

4.3 The frames used by youth TV programs relating to entrepreneurship:

These frames contained sub-categories that the researcher extracted from the analytical contents of both programs (Jalssah 3alaniyyeh and Rass Btaqiyyeh) as shown in the following table:

Table 3: the frames used by youth TV programs relating to entrepreneurship

The frames (5)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
<i>Defining the issue</i>	11	24.4	3	25.0
<i>The reasons and actors behind it</i>	5	11.1	0	0.0
<i>Ethical evaluation</i>	5	11.1	1	8.3
<i>Developing solutions and strategies</i>	10	22.2	2	16.7
<i>The main ideas</i>	14	31.1	6	50.0
Total	45	100.0	12	100.0

Source: the researcher depended on the spss procedures.

The above table showed that the most formulated media frameworks for the two programs' entrepreneurship content are "The main ideas" in Jalssah 3alaniyyeh (31.1%) and Rass Btaqiyyeh (50.0%). In the Jalssah 3alaniyyeh program came second in "the Defining the issue" (24.4%) and then "the Development Solutions and strategies" (22.2%). The frames: "the reasons and actors behind it" and "Ethical evaluation" are (11.1%) for each. While most frames did not have acceptable ratios in the Rass Btaqiyyeh program.

4.4 The sources and main subjects focused by youth TV programs relating to entrepreneurship:

These sources contained sub-categories that the researcher extracted from the analytical contents of both programs (Jalssah 3alaniyyeh and Rass Btaqiyyeh) as shown in the following table:

Table 4: the sources and main subjects focused by youth TV programs relating to entrepreneurship

The sources (8)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
TV reporter	15	33.3	6	50.0
TV correspondent	10	22.2	6	50.0
Editor of Tv	3	6.7	0	0.0
Another TV	2	4.4	0	0.0
Radio	2	4.4	0	0.0
Social media	5	11.1	0	0.0
Websites	4	8.9	0	0.0
Newspapers	4	8.9	0	0.0
Total	45	100	12	100.0

Source: the researcher depended on the spss procedures.

With regard to the sources adopted by the Almamlaka TV and RoyaTv in the program content of the *Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*, the table above shows that the author of the report and the correspondent of the channel are the most reliable sources. TV Reporter has the highest percentage of both programs (33.3%) and (50.0%) respectively, while TV source ratio is correspondent (22.2%) and (50.0%) respectively. While other sources did not receive significant ratios, with the exception of the social media source in the *Jalssah 3alaniyyeh* program, they received a percentage (11.1%) and the rest of the sources did not.

4.5 The multimedia depended by youth TV programs relating to entrepreneurship:

This multimedia contained sub-categories that the researcher extracted from the analytical contents of both programs (*Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*) as shown in the following table:

Table 5: the multimedia attached by youth TV programs relating to entrepreneurship

The multimedia (3)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
Image + video	10	22.2	0	0.0
Image +video +report	15	33.3	0	0.0
Image+ video +report +infographics	20	44.4	12	100
Total	45	100	12	100

Source: the researcher depended on the spss procedures.

The table data above showed that the programs of a *Jalssah 3alaniyyeh* and a *Rass Btaqiyyeh* employed "Image + video + report + infographics" in the presentation of their paragraphs at a high ratio (44.4%) and (100.0%) respectively.

4.6 The characters hosted by youth TV programs relating to entrepreneurship:

These characters contained sub-categories that the researcher extracted from the analytical contents of both programs (*Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*) as shown in the following table:

Table 6: the characters hosted by youth TV programs relating to entrepreneurship

The characters(5)	[Jalssah 3alaniyyeh]		[Rass Btaqiyyeh]	
	Frequency	%	Frequency	%
Entrepreneur persons	12	26.7	6	50.0
Economic specialists	17	37.8	2	16.7
Executive managers	10	22.2	2	16.7
Businessmen	4	8.9	2	16.7
Others	2	4.4	0	0.0
Total	45	100.0	12	100.0

Source: the researcher depended on the spss procedures.

As for the guests of youth television shows; *Jalssah 3alaniyyeh* and *Rass Btaqiyyeh* on the topics of entrepreneurship, the above table data showed that "Economic specialists" is the most character hosted in a *Jalssah 3alaniyyeh* program (37.8%) followed by "Entrepreneur persons" (26.7%), While the most prominent character hosted in *Rass Btaqiyyeh* is "Entrepreneur persons" (50.0%) followed by "Economic specialists" and the rest of the characters (16.7) each with the exception of "others" which has not gotten any ration.

5. Discussion

**The Fields:* Through the results of the article, it appeared that the commercial field is the most one in the content of the "*Jalssah 3alaniyyeh*" followed by the industrial field, then the media and contracting fields. The least field was the academic one. On the other side, in the "*Ras Btaqiyyeh*" program were the industrial and contracting fields the most ones, and the other fields did not achieve acceptable percentages. This result can be attributed to the nature of each program, as the design of "*Jalssah 3alaniyyeh*" program is based on dialogue, preparing guests, and receiving audience participation at times, in addition to the fact that the "*Jalssah 3alaniyyeh*" program is characterized by a lot of specialization, while the "*Rass Btaqiyyeh*" program focuses on motivation more, and from the analysis, tends to urge young people to work in general. In his survey of 1250 respondents from the Adult Population Survey (APS2009)[33], Levie concluded that two-thirds of the entrepreneurs (66.5%) indicated that the depiction of entrepreneurs in the media has become more positive in the last 10 years, with 15% reporting that it had become less positive. Overall, two-thirds (66.4%) of entrepreneurs said they thought that TV business reality shows helped influence people to make informed decisions about their future careers. However, new business owner-managers were less likely to say they thought the programmers were influential (62%) than nascent entrepreneurs (71%) or established business owner-managers (72%). When asked where they heard the words "entrepreneur" or "entrepreneurship", most often, TV was the most frequently mentioned source, with 42% of respondents who had come across these words mentioning this source, compared with 13% mentioning conversations with family or close friends, 9% mentioning newspapers, and a further 9% mentioning work.

**The topics:* The "models and experiments" related to entrepreneurial businesses had been the most topics included in the content of the programs presented by Al-Mamlaka TV and Roya TV during the year 2021 in *Jalssah 3alaniyyeh*, and *Rass Btaqiyyeh* programs, followed by "Motivational and guiding offers" then "Skills and training. The content of youth programs focused on success and successful experiences in entrepreneurial work, to provide a persuasive and motivating environment for young people to be within the field of pioneering work in society. Documentaries on successful entrepreneurs often highlight personality traits

such as imagination and determination. Such programmes can be highly inspiring[21]. The youth entrepreneurship could be developed by media (TV, radio, social media, press, etc.) and campaigns leading to more positive attitude towards entrepreneurship[34]. According to Afriyie, all TV stations should be interviewing more successful entrepreneurs for people/students to watch, listen and begin to appreciate entrepreneurship[21].

**The Frames:* Relating entrepreneurship content, "the main ideas" was the most media frame used by both programs' in *Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*, following by "the Defining the issue", then "the Development Solutions and strategies" in the *Jalssah 3alaniyyeh* program. The frames: "the reasons and actors behind it" and "Ethical evaluation" are in the third rank. While most frames did not have acceptable ratios in the *Rass Btaqiyyeh* program. The formulation of content in the form of main idea and definition frameworks refers to youth programs' endeavours to familiarize young people with entrepreneurial work and to outline the fundamentals of entrepreneurial work. This result is consistent with Pan and Kosicki's assertion in "Framing analysis: An approach to news discourse", who defined media frames for media content with "the main idea", "definition", "reason mention" and "solutions"[8]. In this context, Afriyie recommends that successful stories of well-known entrepreneurs throughout the world can be a program to be broadcast frequently for people to watch. This will create greater awareness of the importance of entrepreneurship and the opportunities of an entrepreneurial career[21].

**The Sources:* In building content of both programs of the *Jalssah 3alaniyyeh* and *Rass Btaqiyyeh*, the TV Reporter had been the highest depended source, followed by the TV correspondent. Social media had been depended on by *Jalssah 3alaniyyeh* program as a source in a mid-ratio, but the other sources did not receive significant ratios. The communicator's reliance on the television correspondent or the preparer of the program is an indication of the management's desire to introduce something special and new in each program, avoiding copying information or ruminating about what other programs offer, especially since the two programs are interactive programs that require new information, style, and idea.

**The Multimedia:* A TV show is not expected to be without the use of photo, video and report in its preparation and presentation, so the "Image + video + report + infographics" had been employed by programs of a *Jalssah 3alaniyyeh* and a *Rass Btaqiyyeh* in high ratio. It had been clear from results that few episodes of programs are limited to photo, video, and report, but all these additions and audio effects are permanently and fundamentally employed in these and other programs. Photo, video, and other attachments certainly have an impact on the persuasion process and communicate the idea more clearly, and simplify some complex matters, especially about entrepreneurship that needs a lot of

simplistic and training ideas to enhance the recipient's perception and confidence in her/his ability to be within the entrepreneurial environment. For example, of the images effects, during the division of Germany after WWII into West Germany with a free-market economy and the socialist East Germany with a centrally planned economy, Slavtchev analyzed whether television (TV) could influence entrepreneurial identity and incidence. He found that some East German regions had access to West German public TV that, differently from East German TV, transmitted images, values, attitudes, and views of life that were compatible with free-market economic principles and supportive of entrepreneurship. He found that young individuals born after 1980 in East German households that had access to West German TV were also more entrepreneurial[19].

**The Characters:* The "Economic specialists" were the most characters hosted in a *Jalssah 3alaniyyeh* program followed by "Entrepreneur persons", While the most prominent character hosted in *Rass Btaqiyyeh* is "Entrepreneur persons", followed by "Economic specialists" and the rest of the characters has not gotten any ration. In general, the Entrepreneurs and Economists are the most characters who hosted by youth programs since the programs seek to take an opinion and benefit from specialists and people with practical experience in the field of entrepreneurship. Hosting entrepreneurs enhances the recipient's convictions with the ideas and proposals presented by the program and increases the chance of the program's success in motivating and encouraging young people to enter the field of entrepreneurship. So, one of recommendations which are offered by OECD to strengthen the institutional environment for youth entrepreneurship is developing media (TV, radio, social media, press, etc.) and campaigns that aim to encourage a more positive attitude towards entrepreneurship. The examples provided should be from different age groups, sectors, locations as well as backgrounds and personal experiences[34].

Finally, using the media to encourage entrepreneurship can be very instructive. Nowadays, many issues confronted by the media industry in a dynamic and changing environment can be discussed and handled through studies and research in the entrepreneurship domain. Also, entrepreneurship activities can be encouraged and enhanced by the media[35].

6. Conclusion

The TV programs focus on the commercial and industrial fields in enhancing the culture of entrepreneurship at youth and other ages. Most of media content topics have been done by producing models and experiences to motivate the public. On the framing, the main ideas, the defining, and the solutions are the most frames depended by TV programs in presenting the entrepreneurship. The TV programs have gotten the information and raw content from TV reporter and correspondent. As usual, the programs employed more attachments to enhance the persuasion level, images, videos, infographics, and sound effects. As a result, the TV programs

play an important role in supporting the entrepreneurial businesses by providing and distributing the information rapidly and widely and transferring the previous and successful experiences and expertise for business participants to benefit from. The application of the entrepreneurship policies needs to embrace the principle of the development within frame of definitions and successful experiences in a way that equalizes and enhances the culture of the entrepreneurial businesses. It is important for media organizations to present a work plan that could reinforce the culture of the entrepreneurship at the youth. Also, it is important to develop the media journalists and entrepreneurial programs' presenters to present and convey information, correctly and effectively, to raise the awareness of entrepreneurship.

7. Recommendations

The researcher recommends the following:

- 1) Training course for the TV correspondents, presenters, and delegates in the presenting the entrepreneurial programs.
- 2) Using the scientific and planned method to manage the Jordanian TV channels when raising the economic issues through monitoring, analysis, interpretation and public the entrepreneurial businesses to discuss.
- 3) Revisiting the media vision on TV to cover the economic issues and the entrepreneurial businesses in order to be effective.
- 4) Giving more area for the TV coverage of the entrepreneurial businesses, allocating bigger spaces and fixed programs that commensurate with the volume and importance of the entrepreneurial businesses, increasing the space for free and impartial dialogue.

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