

# Analytical Study of Herbal Programs in Iraqi Satellite Channels

Dr. Afnan Mohammed Shaban Al-Amro

University of Baghdad, Market Research & Consumer Protection Center, Iraq

**Abstract:** *The study consisted of the study and analysis of the weed programs in Iraqi satellite channels. The weekly lemons and mints were selected from the Dijla satellite channel and the weekly weeds of the Diwan satellite channel. A sample of (6) rings was selected in the weekly industrial way. The analysis was analyzed in quantitative and qualitative analysis, The analysis form developed for this purpose was prepared after presenting it to a number of experts, including the main and sub-categories. The statistical program used spss for the purpose of unloading the data and extracting the results in the frequency and percentages method. B, the most important seeds of Rashad and olive oil as it is involved in the treatment of many diseases, and the sample of the seminars on the provision of skin diseases and joint diseases and programs that are provided from within the studio depends on the telephone to communicate with the public and treatment cases.*

**Keywords:** herbal, satellite TV, Iraqi, analytical, programs

## 1. Introduction

The Iraqi satellite channels are interested in presenting different topics to the receiving audience, including the television programs on herbs, where people have known medicinal herbs for thousands of years and used them in the treatment of many diseases. People are currently turning to herbal medicine, which is an alternative medicine. Arab satellite channels, which have developed special programs. There are also specialized channels of herbal medicine that promote herbal products and mixtures for various diseases and situations. However, there are caveats of the drift towards them, which may be commercial products that promote some specialists in this field.

The study deals with the analysis of herbal programs in the Iraqi satellite channels, which included, first, the development of the methodological framework for the research, which includes the problem of research and its importance, the objectives that it seeks to achieve, the research methodology and its samples, tests of honesty, stability and statistical tools for the preparation of the tables. It also included the theoretical framework for the research and analytical study of the lemon and mint programs (6) weekly workshops were analyzed in a content analysis method, and then statistical tables were drawn up, results and conclusions were drawn, and recommendations were made for future studies.

## 2. Research Methodology

**The problem of research:** The problem of research is centered around the spread of television programs on herbs in Arab satellite channels in general, including Iraqi satellite channels, where they offer different topics about herbs and treatments for diseases that may be viewed by viewers as a therapeutic alternative to the doctor's review and diagnosis of the situation and describe the appropriate treatment of the situation and determine the problem of research in Taraj What are the herbal programs in Iraqi satellite channels?.

**The importance of research:** The study is interested in studying programs dealing with alternative medicine or herbal treatment, which has become a large resort to it by people, especially after the spread of satellite channels that offer herbal treatment for various diseases, which received interest and watch from the audience.

The importance of research and the reasons for choosing the subject are as follows:

- 1) Jeddah topic of research is one of the reasons that called for research in the subject, especially the lack of studies that dealt with this type of topics.
- 2) Satellite channels have great potential to provide the public with easy access to information and the ability to convince what it offers and gave the grass programs a wide range of people.
- 3) The interest of satellite channels cover and offer a wide range of herbal programs, there is no channel, the most advanced programs for herbal and there are specialized channels in this field.
- 4) Growing interest in herbal treatment in Iraqi society and the need of people to raise awareness of the correct information and proper use of herbs.
- 5) To seek to provide a modern study serving the academic field and health and social institutions concerned.

### Research Objectives

The research aims to achieve the following objectives:

- 1) Analysis of herbal programs in Iraqi satellite channels.
- 2) Identify the most important types of herbs provided by the programs of the herbal.
- 3) Identify the types of diseases addressed by the programs of herbs.
- 4) Clarification of the delivery of programs.
- 5) Clarification of the methods used in the delivery of programs.

### Methodology and Research Sample

Use the descriptive approach, which is the best methodology used in media studies, which is the appropriate method of research by gathering the information required for research through the program analysis form.

The sample of the research is the research vocabulary which is dealt with according to preliminary data and is part of the research community and must be representative of this community [1]. The sample is determined in the analysis of 6 episodes of a total of 12 episodes of the lemon and mint program in the channel, 12 a loop of the program of minimum herbs in the Diwan channel in the industrial week method is a random sample systematic method is as follows the first week of the first month and the second week of the second month and the third week of the third month and so on.

### Procedural definitions

**Herbal programs:** It is a television program that specializes in the provision of herbal and alternative medicine that treats diseases that affect humans by providing recipes of natural herbs and plants, and also offers harmful use of the wrong herbs without consulting the specialist or doctor.

**Lemon and Mint:** A weekly program specialized in the field of herbs, which is presented once a week on the channel of the Tigris satellite and provides a detailed explanation of the benefits of herbs and their causes and their therapeutic uses of various diseases.

**Dunia Al Herbs:** A weekly program specialized in the field of herbs, which is presented once a week on the Diwan satellite channel. It provides a detailed explanation about the benefits of herbs and their causes and their therapeutic uses for various diseases.

**Research tools:** A content analysis questionnaire was used, based on qualitative and quantitative analysis. Content analysis is defined as "a method and tool for scientific research that researchers can use in a variety of research fields to describe the apparent and explicit content of a substance analyzed in terms of form and content" [2].

Content analysis is the most commonly used approach to communication research and is based on data collection through tabulation, classification and counting [3].

The unit used in the analysis is the subject unit for the analysis of the lemon and mint program and the weed program.

### Research Areas

- Spatial domain: Spatial space is represented in the channel of the Tigris satellite program lemon and mint.
- Time domain: The time domain of research is a sample analysis of a programmatic cycle for 1 / 1-31 / 3/2017.

**Honesty and Stability:** The research tool was verified to achieve the apparent truthfulness that indicates whether the instrument used really measures the same behavior to be measured [4]. which was distributed and presented to a number of experts (Dr. Hamdiya Mohammed Al-Hamdani - Human Nutrition - University Baghdad, Dr. Alia Saadoun - Chemistry - University of Baghdad) to ensure their ability to achieve the objectives of research and analysis of the content of the program has been modified according to the views of experts.

**Statistical tools:** Use the statistical program spss to conduct statistical operations to empty the data placed in tables showing the frequencies, percentages and rankings.

### 3. Theoretical Framework

The TV program broadcasts diverse materials and content to diverse and varied audiences in age, level of living, employment, culture and education [5]. It aims to provide the public with different skills and experiences as well as useful knowledge, behavior and attitudes [6].

Today, our world is witnessing a dramatic increase in people's access to natural remedies in developing and developed countries where the use of herbal and botanical medicines continues to expand. Studies show that as many as 4 billion people (80% of the world's population) live in the developing world they rely on medicinal medicinal products as a major source of health care and traditional medical treatment involving the use of herbs and is an integral part of their culture [7].

Alternative or supplemental medicine has great media attention and is directed to the public as a substitute for medical treatments despite criticisms of traditional medicine. There are many herbal programs on television that need to be studied to determine their relevance and usefulness to the target audience.

In 2013, Amy, Onio-Vitor, & Gadawoso conducted a study aimed at analyzing the impact of herbal promotion programs on the sale and purchase of herbal products and the media used by herbal stores. The results showed that the majority (70%) of the respondents knew (60.7%) of the sales of herbal products are attributed to advertising, while the majority (80%) of herbal product traders consider the media the most preferred method of advertising herbal medicines because it is easy to access To the target audience, in addition to the opinion (95%) Of respondents said that advertising was a very useful tool for consumers because the ads provided them with important information that helped them make purchasing decisions [8].

It should be noted that not all herbal medicines are safe to use, you should consult your doctor or specialist, you should be careful when buying herbal medicines promoted through the Internet, especially products that are from different creations and studies revealed that the material is dangerous to health Humans such as lead, mercury and arsenic that can cause serious health problems.

### 4. Analysis of herbal programs in the channels of the Tigris and Diwan Space

Analyzing the analysis according to quantitative content analysis form. The results are presented in statistical tables. The frequencies and percentages of each of the mentioned categories were calculated as shown in the tables.

**Table 1:** Shows the most important types of herbs provided by the programs

The most important herbs	Duplicates	Percentage
Seeds of spices	8	7.2%
Seeds of flax	2	1.7%
Ginger	4	3.5%
Rosemary	1	0.9%
Cummins	1	0.9%
olive oil	8	7.2%
Cinnamon	1	0.9%
Mint	2	1.7%
black seed oil	4	3.5%
Castor oil	3	2.6%
Sesame oil	2	1.7%
Metal	1	0.9%
Soaked barley	2	1.7%
Seeds of pea	4	3.5%
Willow leaves	1	0.9%
Sidr papers	1	0.9%
Dried figs	1	0.9%
Almond oil	1	0.9%
Starch	1	0.9%
Cactus	4	3.5%
eucalyptus oil	2	1.7%
The herb of the lion man	1	0.9%
Rose Marie	1	0.9%
Spaghetti peel	1	0.9%
Apple vinegar	5	4.6%
Chamomile	3	2.6%
Miramatic papers	4	3.5%
The ring	2	1.7%
Anise seeds	6	5.6%
Marjoram	5	4.6%
Propolis Powder	2	1.7%
The Sea Knave	1	0.9%
Indian installment	2	1.7%
Green tea	2	1.7%
Turmeric	5	4.6%
Garlic vinegar	2	1.7%
Ginseng Powder	1	0.9%
Seeds of pomegranate	2	1.7%
Licorice	2	1.7%
Hibiscus leaves	2	1.7%
Root of the baker	2	1.7%
Grape oil	1	0.9%
The Khubba	2	1.7%
Garlic	4	3.5%
Seeds of spinach	1	0.9%
Total	112	100%

It is clear from the results of Table (1) that (seeds of Rashad) and (oil of olive oil) are the most important herbs focused on the programs of herbs research sample with total recurrences (8) and (7.2%) and herb (anise) (5%) and (4.6%). The recurrence of herbs indicates the frequency of their therapeutic uses for a number of diseases and their health importance to the individual.

**Table 2:** Shows the most important types of diseases addressed by programs

The most important types of diseases	Duplicates	Percentage
Osteoporosis	2	2.3%
Diabetes	1	1.2%
Obesity	7	8.0%
Arthritis diseases	10	11.5%

Gastroenterology	6	6.8%
Liver diseases	1	1.2%
skin diseases	16	18.4%
Beauty Topics	2	2.3%
Heart disease	1	1.2%
Oral diseases	2	2.3%
respiratory system diseases	8	9.2%
Blood diseases	3	3.4%
Kidney disease	6	6.8%
Headaches	2	2.3%
High and low blood pressure	4	4.6%
Gynecology	3	3.4%
Ear Diseases	2	2.3%
Urology	2	2.3%
Glands	4	4.6%
Venereal diseases	3	3.4%
Gravel of convenience	1	1.2%
Infertility	1	1.2%
Total	87	100%

It is clear from the results of Table (2) that dermatology is one of the most important diseases in which the programs were treated with total recurrences (16) and (18.4%), and (joint diseases) with total recurrences (10), (11.5%), Respiratory system) with total recurrences (8) and (9.2%), and (obesity) total recurrences (7) and by (8.0%)

**Table 3:** Shows the pattern of program delivery

Program delivery style	Duplicates	Percentage
Inside the studio	6	100%
Outside the studio	-	-
Total	6	100%

It is clear from the results of Table (3) that all the sample programs were presented from (inside the studio) with total repetitions (6) and by (100%).

**Table 4:** Shows the methods used in presenting programs

The methods used in rendering programs	Duplicates	Percentage
Telephone call with the public	55	100%
Hosting people	-	-
Photo Investigations	-	-
Advertisements for herbal products or mixtures	-	-
Total	55	100%

It is clear from the results of Table (4) that the method used in the delivery of programs is to dial the public with a total of (55) and (100%).

## 5. Results

- (Seeds of Rashad) and (oil oil) are the most important herbs focused on the programs of herbal research sample.
- Dermatology is one of the most important diseases that have been referred to the programs with total repetitions (16) and (18.4%), as well as (joint diseases) with total repetitions (10) and (11.5%).
- All episodes of the programs are offered from within the studio.
- Programs are based on the use of the method of telephone communication with the public.

## 6. Conclusions

- 1) Herbal programs provide useful information about herbal science through a specialized person or expert in this field.
- 2) It turns out that the programs of herbs interested in providing different types of herbs, especially herbs known and traded for individuals.
- 3) The majority of the society suffers as the results of skin diseases due to environmental pollution due to wars and dust storms in recent years as well as malnutrition due to the spread of diseases of joints and bones.
- 4) Programs rely on the provision of herbal treatment and recipes through telephone call without a medical diagnosis of the situation and may be at risk to the health of individuals.

## 7. Recommendations

- 1) The work of seminars and conferences to raise awareness about the science of herbs and health and the benefits of the Gulf and misuse of misuse or without reference to the specialist or doctor.
- 2) The interest of the relevant social, health and educational bodies to conduct field studies on the use of herbs by consumers and their results.
- 3) The commitment of satellite channels to the ethics of media work and work, especially in light of the proliferation of herbal treatment channels that promote the products and mixtures of individuals or companies for the purpose of material profit.
- 4) To carry out further studies and future research in this field enriches the field Alalkmi and research.

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