

The Social Responsibility of Political Talk Shows in Dealing with Parliamentary Performance

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Abstract

The article aimed to identify the social responsibility dimensions of political talk shows in dealing with the parliamentary performance of the 19th House of Representatives of Jordan. It adopted the content analysis methodology and applied it to the "Kingdom Voice" (Sawt Al-Mamlaka) program. Thirty-one episodes have been analyzed, of which they dealt with the parliamentary functioning of the House of Representatives during its second ordinary session, which began on 13 November 2022 and ended on 7 May 2023. The results of the study showed that the (Sawt Al-Mamlaka) program was committed to all dimensions of social, moral, and professional responsibility the dealing with parliamentary performance but was more committed to the media performance dimension (ethical standards), with a mean of (2.80), then the roles and functions of social responsibility with a mean of (2.76), then the professional standards with a mean of (2.55). The study concluded that talk shows should uphold the principle of serving the public and society, raising the level of freedom of opinion and expression, ensuring that talk shows serve as a platform for thought and criticism within their social responsibility, their role as constructive and positive critics in society, and their oversight function in expressing public opinion.

Keywords: media ethical standards, professional values, media functions, political communication, media discourse

1. Introduction

The media has been associated with an influential role in the upbringing and awareness of the audience by providing media content related to various topics in society, which contributed to influencing its attitudes and opinions on various political, social, economic, and other issues (Abuhasirah et al., 2023; Abuhasirah & Al-Gharaibeh, 2023). Therefore, the theory of social responsibility came to determine the responsibilities and functions of the media by setting principles, standards, and values that contribute to serving members of the audience and helping in the development of society.

The social responsibility of the media focuses on three main dimensions: the functions and roles that the media should perform, ethical standards, and professional values, and these dimensions are the principles or standards that promote the principle of social responsibility of the media by providing comprehensive coverage of events, focusing on issues of interest to society and its interests, adherence to ethical charters and codes of professional practice, and commitment to objectivity, accuracy, balance and truthfulness of information (Khalifa & Ahmed, 2020; Amer, 2012). Hence, social responsibility is linked to media controls, as the political Authority determines the scale of the media practice, through laws and media legislation governing the conduct of the information process framework that is not beyond the direction of the State's political system. In doing so, it defines the communicator's role, function, and influence in the media environment. The tight legal and legislative controls contribute to a decline in the cap on media freedoms, and often to the restriction of media professionals' exercise of their function to convey the truth to the public in its full dimensions.

In Jordan, the media profession is based on a comprehensive media strategy involving an ethical and professional system developed through the stages of media development and development, legislation regulating media work in various media organizations, and involving all parties involved in producing media content (Abuhasirah & Salameh, 2023). This system frames the limits of media work, affecting the contact person's professional performance and primary function in transmitting and presenting events, issues, and subjects to the public.

Based on the preceding, political talk shows on Jordanian satellite channels are among the most prominent forms and

modes of programming on the channels' screens, given their wide dissemination and success in communicating messages and media content to the public. This content represents an important and influential media speech in shaping public attitudes, building public attitudes and views on political issues within the framework of essential regulations and rules governing the functioning of these programs, and an information policy consistent with the interests and political and ideological orientations of the speech's producers (Oreqat et al., 2023; Ahmad, 2023; Salameh, 2019). As the importance of these programs in dealing with and discussing political issues, this article monitors and analyses the social responsibility dimensions of these programs in dealing with the parliamentary functioning of the 19th House of Representatives as one of the instruments of persuasion and influence in shaping and developing public concepts and values, and in strengthening political participation to bring about political change and reform in society.

The article deals with an important issue represented by knowing the role of the social, ethical, and professional responsibility dimensions of the talk shows in shaping the audience's attitudes and views toward the functioning of the House of Representatives. and by analyzing this topic, it is possible to Contribute to the development of professional and ethical practices for talk shows; To ensure the promotion of Jordanian media organizations. The article's results will help identify shortcomings in dealing with political issues in a way that enables those in charge of these channels to avoid such deficiencies, improve performance, and achieve societal development.

With the first session of the 19th House of Representatives convening on December 10, 2020, Jordanian satellite channels devoted many episodes in their talk shows to dealing with parliamentary performance by hosting officials, specialists, and political experts to talk about legislative issues and the constitutional entitlements of the House of Representatives. These talk shows seek to uphold their social responsibility by balancing the audience's right to know with the interest of society and the right of the media to exercise its profession with the utmost freedom. In the context of the preceding, the problem appears in the need to identify the importance and dimensions of the Jordanian satellite channels' talk shows, in dealing with legislative issues related to the performance of the 19th House of Representatives. Accordingly, it will identify three dimensions of functions and roles, media performance standards or ethical standards, and professional standards for talk shows during dealing with the parliamentary performance of the House of Representatives. The main question is: What dimensions of the social responsibility of Jordanian television talk shows deal with the parliamentary performance of the 19th House of Representatives?

2. Literature Review

This article is based on the theory of social responsibility of the media, which emerged with the release in 1947 of the report of the Commission on Freedom of the Press (Hutchins Commission), entitled "A Free and Responsible Press," which established five main grounds for socially responsible media: Provide an honest and comprehensive description of daily events, act as a medium of exchanging constructive comments and criticism, present a realistic picture of constituent groups in society, present and illustrate society's objectives and values, and provide the public with access to daily information (Nee, 2014). The basic idea of the social responsibility theory is that the media must be honest, accurate, fair, and balanced in performing their functions with the utmost commitment towards the community interest and have the right to criticize the government and various institutions while maintaining their responsibility to inform the audience appropriately and respond to the needs, requirements, and interests of society. This theory has led to the development of the journalism and media profession by defining the principles of professional practice and establishing codes of professional conduct in many media organizations, issuing professional charters of honor to protect media work, legislation, and laws that limit the media's monopoly (Khan et al., 2020).

McQuail (2010) who developed the theory, considers that the foundation of social responsibility is an inherent charter between media freedom and responsibility to society; Such means should avoid unethical behavior related to journalistic performance, such as bias, excitement, violation of privacy, misinformation, and misinformation, breach of public taste standards and exclusion of information materials that may not be in the publisher's interest.

Based on the previous, the article deals with three main dimensions of media's social responsibility: First dimension: The functions to be performed by the media in society, including political, educational, and news, so that social responsibility requires telling the truth to reveal the depth that enables the audience to identify fundamental issues by themselves rather than reducing them to financial and administrative problems set by politicians (Ingenhoff & Koelling, 2012). As well as provide comprehensive news reports that contextualize issues and events, provide an opportunity to exchange views and ideas for discussion and interpretation, provide better coverage of all categories of society, and clarify society's objectives and values (Campbell et al., 2017). Second dimension: Media performance standards or ethical standards that promote the principle of social responsibility include ethical responsibilities of the audience, standards and ethical documents of media organizations, charters of honor designed to encourage responsible behavior by their members, and standards imposed by laws and legislation in society. Therefore, the media must focus on issues of concern to society and its interests, preserve its values and traditions, and observe public morals

(Amer, 2012). Third dimension: the principles of professional conduct or values and standards journalists adopt in performing and controlling their media functions. These values reflect the professional nature of the work of the media. Professional values are objectivity, impartiality and excitement, the sincerity and clarity of information, the balance, the defense of public rights, the proportion of information to its sources, respect for individual privacy, and the preservation of professional autonomy (McQuail, 2010).

Therefore, communication scientists and researchers were interested in determining the dimensions of the social responsibility of the media, which was a topic of discussion for them. Khalifa and Ahmed (2020) analyzed the social responsibility dimensions of Bahraini television. The study results showed that the talk shows are committed to developing the intellectual and cultural skills of the audience, providing an in-depth analysis of the legislative authority's performance on complex issues and streamlining them, and committing to defend society's right to know what is happening within the corridors of the legislative authority's, as well as to objectivity, impartiality.

Meyers (2020) concluded that the fundamental criterion for responsible journalism is a commitment to the public's right to know through honest and comprehensive reporting and adopting an observer role, making influential people and institutions answerable. Morally responsible journalism is journalism in which media professionals are skillfully committed to conducting interviews and dialogues and who can put stories in their historical and political context. At the same time, most press correspondents agree that achieving objectivity in media work is difficult. However, the objective criterion has become the main criterion in news coverage. The best reporters also make professional mistakes, but with their transparency and responsibility, they overcome them by accurately explaining them to the audience and trying to correct them. The study confirmed that achieving ideal objectivity is unnecessary for responsible journalism as long as it adheres to fundamental ethical and professional standards in journalistic work.

Bahri (2020) explained the importance of media ethics and adherence to the principles of social responsibility in the Egyptian private newspaper through in-depth interviews with the communicators in Al-Khabar and Al-Shorouk newspapers. The results showed that the newspaper communicators had a comprehensive knowledge of media ethics and were aware of the importance of establishing a responsible, ethical discourse in the newspapers to ensure its independence and achieve practical commitment to ethics in the profession. In the same context, bent et al. (2020) studied press criticism of news coverage of the US presidential election by analyzing (315) Articles in American newspapers. The study results showed that American journalists do not have sufficient moral autonomy, as they rely on other people's reports, sacrifice their independence, and automatically convey pollsters' results. Moreover, American journalists should abide by their professional responsibility that would lead to accurate journalism, and the balance in the transmission of different perspectives became a persistent problem for journalists as they covered political topics.

Kurambayev and Freedman (2019) conducted a study analysis of Journalists' ethical and professional practices in Central Asia through in-depth interviews with (24) journalists. The study concluded that the media do not adhere to ethical and professional standards by providing information and news to the audience about what is happening in their countries regarding accuracy, honesty, and objectivity. Journalists consider the media as a machine for profit rather than serving the audience and that society's public interest comes after political loyalty. Moreover, the region's political environment forces journalists to adopt unethical methods to access information necessary to prepare their reports.

In their study on the critical evaluation of the theory of social responsibility, Obagwu and Idris (2019) stated that Nigerian media failed to implement social responsibility requirements due to the political and economic interests of Governments and private media owners and failed to provide the audience with the correct information to evaluate leaders' performance and to make informed decisions in the participatory pursuit of public interest and State-building. The findings showed that the Nigerian media did not adhere to social responsibility regarding ethical standards since they needed to regulate their media practice based on codes and principles of ethical conduct. The misinterpretation of the concept of social responsibility by leaders in Nigeria caused a decline in the freedom of expression and a lack of media commitment to professional values.

Jabbar (2019) aimed to analyze the degree of commitment of electronic news websites to social responsibility and ethical and professional standards by analyzing three electronic news websites (Al-Jazeera Net, BBC Arabic, and the Iraqi Media Network). The results showed that these sites did not adhere to social, ethical, and professional responsibility. The most prominent manifestations were lack of credibility, inaccuracy, focus on fake reality, incorrect information, and use the interpretable words.

Culver and Lee (2019) concluded that the American audience evaluates the social responsibility and performance of the media according to their ideological attitudes and political tendencies; where liberals view the media as adhering to ethical standards in its news coverage more than conservatives, the results confirmed that the audience's interaction with journalists on how the media adheres to professional standards promotes a positive concept of media freedom; Interactive and participatory methods between the public and the media contribute to correcting errors, adhering to

objectivity, avoiding bias in news coverage, and delivering public-service media discourse.

The previous study focused on dimensions of social responsibility: functions and roles, media performance (ethical standards), and professional standards, and relied on the descriptive and analytical methodology to determine the degree of media commitment to its responsibility towards the audience and society. Samples varied between the analysis of traditional and digital media and the data collection through in-depth interviews, analysis, and questionnaires.

3. Methodology

3.1 Method

The article adopts the descriptive approach that studies a particular phenomenon or issue to analyze and interpret them, thus obtaining results on dealing with these phenomena and predicting their future (Abuhasirah & Ismael, 2023; Abuhasirah & Salameh, 2022). Accordingly, content analysis methodology has been adopted through analyzing the "Kingdom Voice" (Sawt Al-Mamlaka) talk show to identify the social responsibility dimensions of Jordan's satellite channel talk shows in dealing with parliamentary performance.

3.2 Sample

The article sample included all episodes of the "Kingdom Voice" (Sawt Al-Mamlaka) talk show which airs on Al-Mamlaka Tv from Sunday to Thursday weekly. This program was chosen because it is one of the most watched talk shows in Jordan, and it is interested in dealing with current events, issues and developments in Jordan, especially political ones. According a survey conducting by the Center for Strategic Studies (CSS) Al-Mamlaka TV has most Jordanian Channels watching by Jordanians (Fengler et al., 2021). In this context, a comprehensive survey was adopted for all the episodes on the second ordinary session of the 19th Jordanian House of Representatives; the total number of episodes was one hundred twenty-six, including Thirty-one related to the parliamentary performance.

3.3 Data Collection

To answer the article's question, the article relied on the content analysis guide to analyze Thirty-one episodes of the "Kingdom Voice" (Sawt Al-Mamlaka) talk show. During these episodes, one hundred fifteen paragraphs dealt with the parliamentary performance of the House of Representatives in the second ordinary session, which began on 13 November 2022 and ended on 7 May 2023. The following table shows the characteristics of the study sample:

Table 1. the characteristics of the sample

Talk show	Episode	A number of episodes dealt with parliamentary performance	The number of paragraphs analyzed	The analysis time	
				Hours	minuets
"Kingdom Voice" (Sawt Al-Mamlaka)	126	31	115	23	05

3.4 Analysis Unit

A coding sheet was designed and used to collect the data for this article. The main analysis unit is the paragraph unit. It was intended to analyze the phrases and ideas included in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show to identify the social responsibility dimensions of Jordan's satellite channel talk shows in dealing with parliamentary performance of 19th Jordanian House of Representatives. The coding sheet included the categories: dialogue form (one guest dialogue, multi-guest dialogue, direct talk), gender of guest (male, female), guest specializations, the attitude of guests in talk shows (positive, negative, neutral), type of issues related to the parliamentary performance (legislative, oversight), the degree of talk shows committed to social responsibility (functions and roles, ethical standards, professional standards). A three-point Likert scale for the category of the degree of talk shows committed to social responsibility was set as (3) high committed, (2) medium committed, (1) low committed, (0) not apply. The scale was calculated by subtracting the upper limit (3) from the minimum (0) and dividing the result by the number of required categories. Thus, the degree becomes as follows: 0-1.00 = low / 1.01-2.00 = medium / 2.01-3.00 = high. The coders' degree of accuracy and agreement was determined using Holsti's coefficient approach. The researchers discussed their differences. The data analysis outcomes, however, reflect the many viewpoints and interpretations brought to the data analysis by the researchers who coded the data. Intercoder reliability is the degree to which two researchers agree on how to code the same piece of content. When several researchers code the same piece of data, intercoder reliability makes sure that their interpretations are consistent. Intercoder reliability enables dividing the job and assigning each researcher a different data set since it gives confidence that the researchers can code the data reasonably and consistently. This will ensure that the data is coded consistently (Ahmad et al., 2023; Habes et al., 2023). To calculate intercoder reliability, researchers use holsti's intercoder reliability formula: $2M / (N1 + N2)$ N1, N2= the number of units being analyzed for each coder. M: number of agreed units between the two coders (Allen, 2017; Mao, 2017). In this

article, the reliability value after applying the formula was (92.7%), indicating high-level internal reliability in the categories and measures of the coding sheet. Therefore, the percentage of agreement between coders was high and within the acceptable range in media research.

4. Results

- The dialogue form in the talk shows dealing with parliamentary performance:

Table 2. The dialogue form in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show

Dialogue Form	Frequency	Percentage
Multi-guest dialogue	85	%73.9
Direct talk	29	%25.2
One guest dialogue	1	%0.9
Total	115	%100

The data above shows that the most form of dialogue in the talk shows dealing with parliamentary performance were multi-guest dialogue (%73.9), followed by direct talk (%25.2), followed by a dialogue with one guest dialogue (0.9%). This result is due to the nature of the Kingdom's Voice (Sawt Al-Mamlaka) talk show, which in its paragraphs hosts more than one guest to discuss and analyze topics related to parliamentary performance to express all views. Also, the first paragraph is always devoted to reviewing the most important developments of the House of Representatives.

- The gender of guests is on talk shows dealing with parliamentary performance:

Table 3. The guest gender in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show

Guest Gender	Frequency	Percentage
Male	154	%82.4
Female	33	%17.6
Total	187	%100

The data above shows that most guests' gender in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show dealing with parliamentary performance was male (%82.4), followed by female (%17.6). This result indicates that the talk show pays more attention to male than female guests, depending on the issues it deals with in the talk show paragraphs.

- The job titles of hosted guests in the talk shows dealing with parliamentary performance:

Table 4. The job titles of hosted guests in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show

Guest Job Title	Frequency	Percentage
Member of Parliament	90	%48.2
Industrial/Commercial Representative	18	%9.6
Senators	17	%9.1
Economist	11	%5.9
Member of Union	10	%5.3
Minister	6	%3.2
Journalist	6	%3.2
Parliamentary Expert	6	%3.2
Legal Expert	6	%3.2
University Professor	5	%2.7
Mayor Of Municipality	3	%1.6
Development Expert	3	%1.6
Government Representative	3	%1.6
Political Activist	3	%1.6
Total	187	%100

The data above shows that most of the interviews conducted in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show

dealing with parliamentary performance focused on "Member of Parliament" (48.2%), followed by "Industrial/Commercial Representative" (9.6%), followed by "Senators" (9.1%), followed by "Economist" (5.9%), followed by "Member of Union" (5.3%), followed by "Minister," "Journalist," "Parliamentary Expert," "Legal Expert" by (3.2%) each, followed by "University Professor" (2.7%), followed by "Mayor Of Municipality," "Development Expert," "Government Representative," "Political Activist" by (%1.6) each.

- The attitude of guests in talk shows dealing with parliamentary performance:

Table 5. The attitude of guest in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show

Guest Attitude	Frequency	Percentage
Positive	93	%49.7
Negative	80	%42.8
Neutral	14	%7.5
Total	187	%100

The data above shows a relative convergence between positive and negative guests' attitudes in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show dealing with parliamentary performance. The positive attitudes were (%49.7), followed by negative attitudes (%42.8), followed by neutral (%7.5). This result indicates that the talk show is diverse in hosting guests who express different opinions and ideas.

- The types of issues related to parliamentary performance that talk shows deal with:

Table 6. The issues related to parliamentary performance

Issues Related to Parliamentary Performance	Frequency	Percentage
Discussion, approval, or rejection of draft laws	40	%40.8
Jordan's political reform project	20	%20.4
Legislative Discussion and consideration of laws and amendments transmitted by the Government to the House of Representatives	18	%18.4
Proposing a new law for the administration of various State institutions	14	%14.3
Discussion of the adoption or rejection of laws relating to international treaties and conventions	6	%6.1
Total	98	%100
Oversight Oversight of the executive authority in the implementation of plans and strategies	15	%29.4
Submission of recommendations of parliamentary committees on societal issues	12	%23.5
General discussion, exchange of views and advice between the Parliament and the Government	10	%19.6
Asking the Government and discussing interrogations	8	%15.7
Parliamentary questioning and verification of specific facts	6	%11.8
Total	51	%100

The data above shows that the most types of legislative issues related to parliamentary performance that talk shows deal with were: discussion, approval, or rejection of draft laws (40.8%), followed by Jordan's political reform project (20.4%), followed by discussion and consideration of laws and amendments transmitted by the Government to the House of Representatives (18.4%), followed by proposing a new law for the administration of various State institutions (14.3%), followed by a discussion of the adoption or rejection of laws relating to international treaties and conventions (6.1%). The oversight issues were: oversight of the executive authority in the implementation of plans and strategies (29.4%), followed by submission of recommendations of parliamentary committees on societal issues (23.5%), followed by general discussion, exchange of views and advice between the Parliament and the Government (19.6%), followed by asking the Government and discussing interrogations (15.7%), followed by Parliamentary questioning and verification of specific facts (11.8%). These results are logical because the second ordinary session of the House of Representatives included fifteen legislative and four oversight sessions. This result confirms that the Kingdom's Voice

(Sawt Al-Mamlaka) talk show discussed and analyzed all issues related to the parliamentary performance by the parliamentary sessions and the resulting debates.

- The degree of commitment of talk shows to the dimensions of social responsibility in terms of functions and roles in dealing with the parliamentary performance of the House of Representatives:

Table 7. The dimensions of social responsibility in terms of functions and roles

Functions and Roles	High Committed		Middle Committed		Low Committed		Not Apply		Mean	level
	F	%	F	%	F	%	F	%		
	Inform the audience and provide information on what is happening in the parliament	103	%90	8	%7	4	%3	0		
In-depth analysis and streamlining of complex issues	101	%88	9	%7.8	5	%4.2	0	%0	2.83	high
Explanations of the resolutions and laws discussed	100	%87	8	%7	7	%6	0	%0	2.81	high
Developing the audience's knowledge of legislative issues	98	%85.3	7	%6	10	%8.7	0	%0	2.77	high
Monitor deficiencies in the functioning of the House of Representatives	94	%81.7	12	%10.5	9	%7.8	0	%0	2.74	high
Average									2.80	high

The data above shows that the “Kingdom Voice” (Sawt Al-Mamlaka) talk show was committed to its social responsibility in dealing with the parliamentary performance of the House of Representatives in terms of functions and roles. The most dimension of roles and functions was to "inform the audience and provide information on what is happening in the Parliament," with a mean of (2.86), followed by "In-depth analysis and streamlining of complex issues," with a mean of (2.83), followed by "explanations of the resolutions and laws discussed," with a mean of (2.81), followed by "developing the audience's knowledge of legislative issues," with a mean of (2.77), followed by "monitor deficiencies in the functioning of the House of Representatives," with a mean of (2.74). The average mean is (2.80), at a middle level.

- The degree of commitment of talk shows to the dimensions of social responsibility in terms of media performance (ethical standards) in dealing with the parliamentary performance of the House of Representatives:

Table 8. The dimensions of social responsibility in terms of media performance (ethical standards)

Media Performance (Ethical Standards)	High Committed		Middle Committed		Low Committed		Not Apply		Mean	level
	F	%	F	%	F	%	F	%		
	Respect people's privacy	110	%95.7	3	%2.6	2	%1.7	0		
Non-defamation of people	109	%94.8	5	%4.3	1	%0.9	0	%0	2.93	high
Observance of public morals and respect for customs, traditions, and values of society	109	%94.8	3	%2.6	3	%2.6	0	%0	2.92	high
Commitment to serving the public good and avoiding excitement	108	%93.9	3	%2.6	4	%3.5	0	%0	2.90	high
The presenter's commitment to the ethics of dialogue with the guest	76	%66.1	8	%7	2	%1.7	29	%25.2	2.14	high
Average									2.76	high

The data above shows that the “Kingdom Voice” (Sawt Al-Mamlaka) talk show was committed to its social responsibility in dealing with the parliamentary performance of the House of Representatives in terms of media performance (ethical standards). The most dimension of media performance (ethical standards) was "respect people's privacy" and "non-defamation of people," with a mean of (2.93) each, followed by "observance of public morals and respect for customs, traditions, and values of society," with a mean of (2.92), followed by "commitment to serving the public good and avoiding excitement," with a mean of (2.90), followed by "the presenter's commitment to the ethics of

dialogue with the guest," with a mean of (2.14). The average mean is (2.76), at a middle level.

- The degree of commitment of talk shows to the dimensions of social responsibility in terms of professional standards while dealing with the parliamentary performance of the House of Representatives:

Table 9. The dimensions of social responsibility in terms of professional standards

Professional Standards	High Committed		Middle Committed		Low Committed		Not Apply		Mean	level
	F	%	F	%	F	%	F	%		
Commitment to credibility and facts	111	%96.5	3	%2.6	1	%0.9	0	%0	2.95	high
Commitment to accuracy in information	104	%90.5	7	%6	4	3.5	0	%0	2.87	high
Commitment to objectivity	94	%81.7	16	%14	5	%4.3	0	%0	2.77	high
Courage and ability to manage dialogue and ask questions	82	%71.3	4	%3.5	0	%0	29	%25.2	2.21	high
Commitment to balance in presenting points of view	61	%53	17	%14.8	8	%7	29	%25.2	1.95	Medium
Average									2.55	high

The data above shows that the “Kingdom Voice” (Sawt Al-Mamlaka) talk show was committed to its social responsibility in dealing with the parliamentary performance of the House of Representatives in terms of Professional Standards. The most dimension of professional standards was “commitment to credibility and facts,” with a mean of (2.95), followed by “commitment to accuracy in information,” with a mean of (2.87), followed by “commitment to objectivity,” with a mean of (2.77), followed by “courage and ability to manage dialogue and ask questions,” with a mean of (2.21), followed by “commitment to balance in presenting points of view,” with a mean of (1.95). The average mean is (2.55), at a middle level.

5. Discussion

According to the results above, the article concludes that the "Kingdom Voice" (Sawt Al-Mamlaka) talk shows committed to its social responsibility in all dimensions: functional and role, ethical, and professional in dealing with the parliamentary performance of the House of Representatives as follows:

Table 10. The dimensions of social responsibility

Social Responsibility Dimensions	Mean	level
Functions and Roles	2.80	high
Media Performance (Ethical Standards)	2.76	high
Professional Standards	2.55	high
Average	2.61	high

The results concluded that the "Kingdom Voice" (Sawt Al-Mamlaka) talk show was more committed to the dimension of media performance (ethical standards), with a mean of (2.80), then roles and functions, with a mean of (2.76). Professional standards, with a mean of (2.55). The average mean of the dimensions of social responsibility was (2.61), at a high level. These results are logical, as the basis of social responsibility is an inherent pact between media freedom and its responsibility towards society; Therefore, this talk show resorts to adherence to ethical standards in professional practices, objectivity, and accuracy, defend the public's right to know by discussing and interpreting opinions and ideas on issues related to parliamentary performance and focusing on the interests and goals of society.

This result confirms that the most important principles of dialogue in talk shows are to be based on respect and appreciation of different opinions and ideas and understanding of different attitudes by respecting guests and not undermining their dignity or by informing them about their private and confidential affairs, as well as non-defamation of persons and avoiding the use of offensive language during the interviews. In addition, the commitment of talk shows to ethical standards during dealing with parliamentary performance requires adherence to them, particularly concerning respect for individuals' privacy, since violation of this life would negatively affect the channel and cause the various damages that may result from the dissemination of information if it is proven wrong.

The results showed that the commitment of the "Kingdom Voice" (Sawt Al-Mamlaka) talk show to its functions and roles in dealing with the parliamentary performance of the House of Representatives came in second place, which can be explained in light of the importance of talk shows, as their importance stems from their responsibility towards the society, and this is achieved by providing the audiences with correct information that represents different viewpoints in a fair manner, as well as publishing what the individual expects from the community and what the community expects from the individuals, presenting the media message with the utmost professionalism possible for what is believed to be in the interest of society. The commitment of the talk show to its function and role by providing sufficient information about what is happening in parliamentary affairs, providing an in-depth analysis of complex issues and simplifying them, as well as providing explanations for the decisions and laws that were discussed within the House of Representatives contributed to the development of public perceptions of knowledge regarding parliamentary issues.

Professional standards ranked in third place. These standards, such as honesty, accuracy, and objectivity, are the most important standards to be committed to on talk shows during dealing with parliamentary performance, especially in political, economic, and social instability, where rumors and misinformation are widespread during these periods. Therefore, failure to adhere to professional standards will harm the communicator and the television channel's performance. In addition, professional standards reflect the professionalism of the talk shows; these are the principles of the talk show presenters' professional conduct in the media performance, and they seek to deal with parliamentary performance impartially and objectively, without prejudice or influence to personal wishes or external pressures, thereby providing an accurate and objective assessment of parliamentary performance.

The results indicated that legislative issues were at the forefront of the issues discussed in the "Kingdom Voice" (Sawt Al-Mamlaka) talk show in its episodes, such as: Discussing, approving or rejecting draft laws, Jordan's political reform project, and discussing and consideration laws and amendments transmitted by the Government to the House of Representatives, while the most oversight issues are: oversight of the executive authority in the implementation of plans and strategies and submission of recommendations of parliamentary committees on societal issues, general discussion, exchange of views and advice between the Council and the Government. These findings can be explained by the fact that the second ordinary session of the House of Representatives had fifteen legislative and four oversight sessions. This confirms the tendency of the talk show to be timely and current in presenting, discussing, and analyzing topics related to parliamentary performance by the parliamentary sessions and the resulting debates.

These results confirm that hosts are crucial in direction the conversations on talk shows. They must maintain neutrality, subjectively, balance, and present opposing viewpoints fairly, and ensure all voices are heard and ensure respectful exchange of ideas. Hosting skills, knowledge, expertise, and preparing for an interviews are important for facilitating constructive discussions. Guests contribute their perspectives and expertise, but their opinion and participation should uphold responsible media principles. This involves avoiding bias, misinformation, adhering to factual claims, and respecting dissenting opinions. By adhering to social responsibility dimensions, political talk shows can become valuable platforms for informed public discourse, holding parliamentarians accountable, and shaping a healthy media environment. However, achieving this balance requires dedication from both hosts and guests to prioritize responsible conduct and serve the best interests of the public.

These results are consistent with the study of Khalifa and Ahmed (2020) which concluded that the talk shows are committed to developing the intellectual and cultural skills of the audience, providing an in-depth analysis of the legislative authority's performance on complex issues and streamlining them, as well as to objectivity, impartiality. It also agrees with Meyers (2020) who concluded that the fundamental criterion for responsible journalism is a commitment to the public's right to know through honest and comprehensive reporting and adopting an observer role, making influential people and institutions answerable. as well as achieving ideal objectivity is unnecessary for responsible journalism as long as it adheres to fundamental ethical and professional standards in journalistic work.

These results are also consistent with the results of Bahri (2020) who concluded that newspaper communicators had a comprehensive knowledge of media ethics. They knew the importance of establishing a responsible, ethical discourse in the newspapers to ensure its independence and achieve practical commitment to ethics in the profession. It also agrees with the study of Culver and Lee (2019) which confirmed that the commitment to professional standards promotes a positive concept of media freedom; participatory methods between the public and the media contribute to correcting errors, adhering to objectivity, avoiding bias in news coverage, and delivering public-service media discourse.

However, these results differed from the findings of Bent et al. (2020) which showed that American journalists do not have sufficient moral autonomy, as they rely on other people's reports, sacrifice their independence, and automatically convey pollsters' results. Moreover, journalists should abide by their professional responsibility that would lead to accurate journalism, and the balance in the transmission of different perspectives became a persistent problem for journalists as they covered political topics. It also differed with Kurambayev and Freedman's (2019) which concluded

that the media do not adhere to ethical and professional standards by providing information and news to the audience regarding accuracy, honesty, and objectivity. Journalists consider the media as a machine for profit rather than serving the audience and that society's public interest comes after political loyalty. Moreover, the region's political environment forces journalists to adopt unethical methods to access information necessary to prepare their reports.

These results also differed with the Obagwu and Idris (2019) which stated that the Nigerian media failed to implement social responsibility requirements due to the political and economic interests of Governments and private media owners and failed to provide the audience with the correct information to evaluate leaders' performance and to make informed decisions in the participatory pursuit of public interest and State-building. Moreover, the misinterpretation of the concept of social responsibility caused a decline in the freedom of expression and a lack of media commitment to professional values. These results differed from the results of the Jabbar (2019) which emphasized that the electronic news websites did not adhere to social, ethical, and professional responsibility. The most prominent manifestations were lack of credibility, inaccuracy, focus on fake reality, incorrect information, and use the interpretable words.

6. Conclusion

In the social responsibility theory, freedom is a subject that is linked to laws and legislation that regulate media work. Therefore, the theory provided solutions for the self-regulation of the media profession, by enacting laws and legislation associated with a professional code of ethics to protect journalists' freedom and ethical and professional practice in media organizations. The laws and code of ethics establish the foundation for the freedom of the media and the interest of society and promote social responsibility. Accordingly, talk shows on Jordanian television channels have a role in discussing topics and issues related to the preservation society's values, culture, customs, and traditions with the public, society, and the state. To satisfy the public's needs and desires, hold a leadership position, exercise a supervisory role in society, and take care of its interests, material, and moral abilities without regard to political or economic pressures. Overall, Jordanian talk shows can be powerful tools for informing, engaging, and empowering the public.

7. Recommendations

Based on the results and the specificity of the media environment of talk shows on Jordanian television channels, The article recommends that talk shows should adhere to their social, ethical, and professional responsibilities and uphold the principle of serving the public and society, in particular, those relating to the parliamentary performance of the House of Representatives, which prepares the legislative authority for all laws and legislation relating to the interests and problems of citizens. In addition, all Jordanian television channels must have a code of ethics that mandates media professionals to perform their functions and role responsibly. It also guarantees that the media profession follows professional practice ethics and advances in a climate of responsible freedom for the media profession. Finally, raise freedom of speech, allowing talk shows to serve as a platform for opinion and criticism within their social responsibility, their role as constructive and positive critics, and their oversight function in expressing public opinion.

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Authors contributions

Dr. Ramez and Dr. Rasha were responsible for the article design and revision. Dr. Ramez was responsible for data collection. Dr. Ramez drafted the manuscript, and Dr. Rasha revised and proofread it. All authors read and approved the final manuscript.

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