The Role of the Economic TV Programs (Shows) in Promoting Financial Inclusion

El rol de los programas de televisión en economía financiera para la promoción de la inclusión

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ABSTRACT

The present research seeks to reinforce the role of economic TV. shows in promotion for the financial inclusion concept within the Iraqi Central Bank strategy of the years (2016-2020). It aims at finding out different levels of exposure to economic TV. shows, and their patterns. It also aims to obtain information of the data, which these shows introduce to reinforce the concept of financial inclusion and their contribution in reducing poverty rates and creating security and economic stability.

Keywords: Economic programs, financial inclusion, tv shows.

RESUMEN

La presente investigación busca reforzar el papel de los programas de economía en la televisión, para la promoción del concepto de inclusión financiera dentro de la estrategia de los años 2016-2020 del Banco Central Iraquí. Su objetivo es descubrir el nivel de exposición a los programas de economía financiera y sus patrones. También tiene como objetivo obtener información de los datos que estos programas presentan para reforzar el concepto de inclusión financiera y su contribución en la reducción de las tasas de pobreza y la creación de seguridad y estabilidad económica.

Palabras clave: Inclusión financiera, programas de economia, shows de tv.

INTRODUCTION

Education and teaching are among the important jobs that mass media have in social interaction. So most countries depend on mass media and communications in delivering their strategic programs and plans to citizens. This is performed through supporting the economic topics in these countries and emphasizing these media. What is more is their ability to news coverage of events and economic issues. They also introduce a highly professional and active media processors or treatments for these events and economic issues through preparing effective and professional strategies that support the economic base and perform its national targets.

Economic TV. shows are considered by audience as one of the most exciting and attractive programs due to the various voices and figures cooperated within them. In addition, there are various views, experiences and cultures that satisfy the cognitive needs of audiences and keep them in continuous contact with daily life problems and situations.

Since the concept of financial inclusion is regarded as an essential factor that helps in reducing poverty and fulfilling economic growth for both the citizens and nation, the researcher has attempted in his search to highlight the role of the economic TV. programs in promoting the concept of financial inclusion.

The problem of the research lies in the attempt to show the role of economic TV. shows in promoting the concept of financial inclusion especially in the light of economic financial crisis that Iraq suffers from after the end of terrorism-groups war in 2016, a matter that has led the Iraqi Central Bank to establish a special strategy for financial inclusion of the years 2016-2020 through which security and economic stability of Iraq might be obtained.

In this context, the Iraqi Central Bank has worked to find and establish financial and banking organizations that contribute in providing their financial products for all Iraqi-society classes mainly for the economically weak classes. Here lies the role of economic TV. Programs in creating financial and economic culture among the Iraqi audience that effectively helps in fulfilling the financial inclusion. In a net shell, the problem of the research can be expressed in the following question "What is the role economic TV. Shows in fulfilling financial inclusion?"

The importance of this research stems from the investigating the relation among the economic TV. shows in fulfilling financial inclusion among the Iraqi audience. Financial inclusion, in turn, works to reinforce prosperity, reduce poverty and obtain security and economic stability. As a result, the financial and banking organizations work on creating and expanding the procedures that lead to obtaining financial services and protecting consumers to ensure the provision of responsible financial and banking services.

Aims of the Research

Methodologically speaking, the present article aims to reinforce the knowledge concerning the role of economic TV. shows in promoting financial inclusion within the Iraqi Central Bank strategy for the years 2016-2020. To achieve this it was necessary to find out how much the audience is exposed to economic TV. Shows; monitor the audience's viewing rate of programs; investigate time duration the public spends on watching economic TV. shows; explor the favorite times the public prefer for watching these shows; identify the information these shows present that help audience understand the financial inclusion; find out how confident the audience of economic TV. shows is about the banking sector; find out the financial services suitable for the audience of economic TV. shows; determine the confidence of financial products introduced by banks through the economic TV. shows; the contribution of the economic TV. shows in reducing poverty and obtaining security and economic stability, lastly to explor the interest of these shows in social classes that are economically weak.

METHODOLOGY

The present article is among the descriptive researches that focus on studying Iraqi people to obtain the required information and data and know their trends and opinions concerning the economic TV. shows and their role in promoting financial inclusion in order to get beneficial results. The research is dependent on the survey method which is considered as an organized scientific effort that depends on collecting realities and data, analyzing and interpreting information and finding out the relation, which the Iraqi people form, between the economic TV. Shows and financial inclusion.

A number of methods and scientific tools has been used in the field survey or context of this research. These methods and tools are as follows:

1-The Questionnaire: the researcher has designed a questionnaire form which is then applied to teaching-staff members of the Finance and Banking Sciences Departments in Governmental universities situated in Baghdad to get the suitable answers for the research inquiries and fulfilling research aims. A group of questions has been formed related to the general data and the subject of being exposed to economic TV. Shows and their role in fulfilling financial inclusion.

2-The Scale or Standard: studying any phenomenon requires the researcher to establish a standard for understanding this phenomenon and its relation to other phenomena. The accuracy of this scale depends on the process of preparing the scale items and how accurate these items are in representing the criterion they measure. As a result, the researcher has formed the financial inclusion Scale-items which are (11) items with threefold answer-options namely (agreement, neutral, disagreement) which are marked as (3, 2, 1) respectively for the positive items and the opposite for the negative ones.

The researcher has used the suitable statistical tools that substantiate the aims of his research. Having collected the data of the field study, the researcher has treated them statistically via using (SPSS) program as follows:

-Simple repetitions and percentages.
-Factor Analysis.
-Principal Component Method (PCM).
-Eigen Value.
-Loading
-Rotation
-Kaiser Meyer Olkim Test (KMO).
-Bartlett Test
-Varimax Method
 Research Society

The teaching staff members of the Finance and Banking Departments in Governmental universities in Baghdad represent the research society. The study has been applied to a sample of (60) examinees or members belonging to Baghdad, Mustansiriyah and Iraqi universities. This sample has been chosen after reviewing the previous media-studies, i.e. they are teaching staff members who follow and watch the Economic TV. Shows.

ECONOMIC TV. SHOWS

Economic TV. Shows reflect the economy situation of countries through introducing a thorough vision for those who are interested in economy and decision makers in addition to projects owners, investors and various economic classes. Now, economy has a great importance in human life, as compared with previous periods in which the economic media audience was relatively small, a matter that led most TV channels to focus on financial market only (www.albayan.ae) but now Economic TV. Shows present a vivid viewpoint. They seek the audience's interest, so such shows do not superficially tackle the economic theories as presentation of mathematical numbers, instead, they consider bread, for example, as the backbone of economy in building up the TV communicative message for audience.

TV shows are regarded as one of the most important and influential of mass media since TV has been of great effect on audience. They introduce a special content supported by sound, image, colors, actions, various types of effects, quality and size of screens and their ability in communicative technique and the techniques of high clarity. (www.Almoshar.ae) to add more is that TV. Is available for all. Audience does not need great effort to get it. He/she can relax and watch TV. Programs.

Economic TV. Shows are classified according to the job they perform, the content they introduce to the audience and the nature of audience, periodicity of broadcasting and presentation, the time of presentation, language used, and the artistic template or figure in which they are presented. The great majority of specialized TV. makes the good preparation among the most important factors of the shows- success and continuity of these shows.

Since economic TV. Shows have a relative importance among audience mainly after the global financial crisis in 2016, those who are in charge of these shows have paid close attention to the artistic templates in a way that suits the audience's needs to understand and be acquainted with the economic issues. Among the important templates are: (www.Almoushar.ae).

1-Economic Magazine: is a TV template periodically shown. It includes various economic items unified by subject unity. It is presented in a way that gives it the criteria of a printed magazine such as cover titles, openings and the magazine-issue character. The TV magazine collects the other small TV template such as talk, dialogue, news and report.

2-Interview and Dialogue Program: is the one that shows a dialogue or conversation, between two persons, which has economic objectives. Dialogue is divided according to its aim into:

-Information Interview: is introducing economic information taken from an economic character that is regarded as the source of this information or is familiar with it.

-Opinion Interview: is the economic character's standpoint concerning some economic issues or the views of ordinary people concerning an economic issue.

-Personality Interview: makes the audience be acquainted with an economic well-known or unknown figure.

FINANCIAL INCLUSION

Organizations and individuals including those with low income and big or small companies have the ability to get a benefit of the suitable financial services and products which the formal financial and banking organizations introduce "with high quality and reasonable prices" such as (accounts, deposits, payment and transfer services, insurance, monetary credit services or bonds). This should be performed under a suitable legal and systematic environment (CGAP and Arab Monetary Fund (2017). "Financial Inclusion Measurement in the Arab World". Working paper, January 2019).

The importance of the financial inclusion lies in the important role it plays in improving the economic performance of the state on one hand, and realizing the financial stability which the financial and banking

institutes are after on the other. Thus, some states have increased their efforts for preparing and applying a special strategy for this purpose. They have applied a number of homorganic financial, banking and media strategies in order to increase the financial and banking edification and awareness. In 2010, more than (55) states have promised to perform the financial inclusion, and more than (30) ones have announced and prepared a national strategy for this purpose and have regarded the date of (4/7) as the Day of Financial Inclusion (The World Bank (2014). "Global Finance Development of Financial Inclusion", P-21).

According to the Global indicator (FINDEX) which is prepared by the International Bank, 38% of the total percentage of adults all over the world do not obtain the banking services. To add more is that according to the partial indicators of financial inclusion, Iraq occupies (13) rank among Arab Nation Countries. It has loaned at about 12% of adults, and those who have reserved are about 13% of adults. As far as those who have financial accounts are concerned, they form about 13% of adults (www.World Bank.org/global findex). In Iraq, the Iraqi Central Bank have established a special strategy for performing financial inclusion for the years (2016-2020) under the condition that this strategy must include: (The Strategy of Iraqi Central Bank of the years (20116-2020)

1-Defining the financial inclusion with the number of bank customers whether they are real customers or just normal shoppers who are trying to get banking services.

2-Raising financial inclusion throughout increasing the banking density and developing electronic payment-tools and building up (Q-Card) company and giving 30% of its capital to Al-Rafidain and Al-Rasheed Banks.

3-The Iraqi Central Bank must give licenses for the companies of electronic cards and allow for placing (ATM) and the use of smart-cell phones.

4-Increase the people's trust in banking sector. This can be achieved through the polite dealing with the customers and helping them get the financial services and products very easily and with low suitable costs. In addition to that, they must be provided by the financial and advisory information to increase their financial culture and abilities.

5-Financial inclusion must guarantee that all the economically weak classes of nation can get the financial and banking products suitable for their needs and economic circumstances. This will lead to increasing their incomes and reducing unemployment level, a matter that will be reflected on realizing social peace and security stability.

The strategic plan has also insisted on the attention that must be given to the media aspect mainly the TV. Through preparing and paying attention to the economic TV. Shows since TV plays a crucial role in promoting the financial inclusion, making the audience get the financial culture and increasing their financial abilities. This helps them understand the nature of these financial services and products, which in turns, encourages banks and financial institutes to innovate useful financial products related to the audience's needs.

THE FIELD STUDY DATA DESCRIPTION

To get the information and data concerning the understanding of the role of economic TV. Shows in promoting the concept of financial inclusion, the questionnaire form has been used. It has been designed and divided into three axes[*].

-First axis: General Data of the Research Society
-Second axis: Economic TV. Shows
-Third axis: Financial Inclusion

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[*] For more information, see the Appendix.

The open and closed questions-selection and the scale in the three axes in the questionnaire have been evaluated by a jury members**(**)** for the adoption of its final version. The questionnaire has been distributed among the teaching staff members in the Financial and Banking Departments at the Governmental universities situated in Baghdad as stated before. In this way, the researcher has covered all these Departments and their teaching staff members as shown in Table 1.

Table 1 General Data of Research Society

No	University	Sex		Certificate		Scientific Title				Sum
		Male	Female	MSc	PhD	Asst. Inst	Inst.	Asst.Prof.	Prof.	
1	Baghdad	13	6	4	15	0	6	13	0	19
2	Mustansiriyah	10	10	8	12	5	8	7	0	20
3	Iraqia	14	7	7	14	5	8	8	0	21
Total		37	23	19	41	10	22	28	0	60
Percentage		61%	39%	32%	68%	18%	36%	46%	0%	100%

First Axis; General Data of the Research Society

Research society, as stated before, is represented by the Finance and Banking Departments/ Colleges of Administration and Economics at the Governmental universities. A sample of (60) teaching staff members who represent a thorough coverage of all members of the universities under study. Such a sample is usually used in media studies.

The research results have shown that the male members are (37) who form (61%) of the sample size. 14 members of them are from the College of Administration and Economics- Iraqi University. The female members, on the other hand, have been (23) members who form (39%) of the sample size. Most of them are from College of Administration and Economics-Mustansiriyah University. The research results also indicate that those who have PhD are (41) ones. They form (68%) of the sample size. The majority of those (41) members are from College of Administration and Economics- Baghdad University, i.e. (15) ones. Whereas those who have MSc. Degree are (19) members who form (32%) of the sample size. (8) of them are from the College of Administration and Economics-Mustansiriyah University.

The results of the research have also shown that (28) members have a scientific title of Asst. Prof. They form (46%) of the total sample size and they have occupied the first rank among the others. (13) members of them are from the College of Administration and Economics- Baghdad University. The second rank has been occupied by those who have the scientific title of (Instructor). They have been (22) ones who form (36%) of the total sample size. Among those (22) members, there are (8) for each of the Iraqi and Mustansiriyah Universities. The third rank is devoted to those with Asst. Inst. Scientific title. They are (10) members who form (18%), (5) members of them have been from the Iraqi University. The last rank is given to those with the scientific title of Prof. since it has been (0).

Second Axis: Economic TV. Shows

The factors and effects of this axis and which are related to the economic TV. Shows can be described as the variables that are included in the Factor Analysis the researcher has made using (SPSS Program) and Principal Components Test (PCT), for solution and the Varimax Method for obtaining the results. These component have been symbolized as follows:

-VAR1: watching and facing the Economic TV. Shows
-VAR2: watching average of the Economic TV. Shows
-VAR3: time duration required for watching these shows.
-VAR4: Favorable time for watching these shows.
-VAR5: the information which these shows introduce to help in understanding financial inclusion.
-VAR6: Economic TV. Shows take part in increasing trust in the banking sector.
-VAR7: Economic TV. Shows help in learning about the suitable financial services.
-VAR8: Economic TV. Shows are regarded as a source of trust for the financial services these banks introduce.
-VAR9: the information which these shows introduce are misleading as far as the concept of financial inclusion is concerned.

To test whether there are partial links among the small factors, (KMO) Scale and Bartlett Test have been used. The minimum of (KMO) Scale is (0.50). If its value is near to (1), this means that sample size is sufficient and the vice versa is then correct. The results have shown that its value equals (0.561) which is greater than (0.50). This means it is possible to depend on the factors that are obtained out of the Factor Analysis and pass a judgement concerning the sufficiency of the sample size. To find the probable value of Bartlett Test at (0.50) an insignificant level, with a freedom degree (36) which equals (P-Value=0.000) which is less than (0.50). This indicates that there is a correlation among the factors and the correlation matrix is not unilateral.

Table (2) shows the total explained variance of the second axis related to economic TV. Shows and their relation to financial inclusion concept.

Table (2) Total Variance Explaining the Second Axis

Components	Initial Eigen Values			Rotation Sums Squared		
	Eigen Value	Percentage of Variance of each factor	Cumulative Value	Eigen\Value	Percentage of Variance of each factor	Cumulative rate of variance
VAR 1	2.601	28.905	28.905	2.272	25.248	25.248
VAR 2	1.958	21.753	50.658	2.134	23.715	48.863
VAR3	1.325	14.718	65.376	1.477	16.413	65.376
VAR 4	0.969	10.764	76.140			
VAR 5	o.723	8.029	84.169			
VAR 6	o.561	6.236	90.407			
VAR 7	0.450	5.001	95.408			
VAR 8	0.252	2.805	98.214			
VAR 9	0.161	1.786	100.000			

Table 2 explains the total variance that clarifies the second axis that is related to the economic TV. Shows and their relation to the concept of financial inclusion:

-First column: represents the factors that tentatively equal the variables included in the research.

-Second column: represents the Initial Eigen Values that keep the factors in the analysis through the attaching of imaginary values of the correlation matrix. In other words, all the factors will be kept and total values greater than one facing them. This column is made of the following:

1-Eigen Value: is the root values for each factor and its summation equals the number of variables under study, i.e. (9=....1.958+2.601). The values of this column show that there are three factors that have total Eigen Value greater than one. They really affect the role of economic TV. Shows in promoting the concept of financial inclusion and at the same time the exclusion of other factors since their Eigen Values are less than one.

2- The percentage of variance for each factor has been calculated as follows:

Variance rate of any factor = (Sum of Eigen values divided by number of variables)*100

As such, the first factor has got the highest variance rate which is (28.905%), the second one (21.753%) and the third is (14.718%) of the total variance. The same has been noticed with other factors that are gradually decreasing.

3- Cumulative Variance Rate: is the collective variance rate of the column which is explained by the extracted value of the total variance (65.376%).

-Third Column: is the rotation Sums squared. It includes the same registers found in the second column, but only for the factors that have been extracted. After rotating them, we get the variance rates, which the factors that have been extracted, explain after equivalently distributing them. They have got (65.376%) of the variance that occurred among the factors.

The total Eigen Values that face the factors clarify that these values start appearing at the first factor and they fading after the third one because their value is less than one, as a result, the first three factors are kept as shown in figure(1) .

Figure (1) Total Eigen Values of Economic TV. Shows-Factors
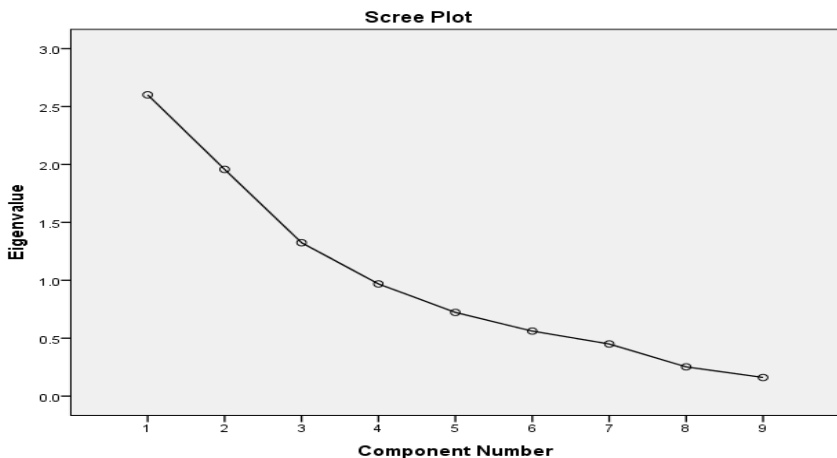
After rotating the matrix of the three factors, the saturation of any variable upon any factor is valid, i.e. the value of simple correlation factor among the factors and variables from the three factors that have been extracted as explained in Table (3):

Table (3) Matrix of the factors related to Economic TV. Shows

Rotated Component Matrix^a

	Component		
	1	2	3
VAR00001	.894	.133	.161
VAR00002	.856		.167
VAR00003	.693		-.113-
VAR00007	.194	.799	.105
VAR00006	-.127-	.747	.167
VAR00005	.362	.722	
VAR00009	-.267-	.613	-.365-
VAR00008		.131	.819
VAR00004			.754

Table (3) clarifies that:

*The first Factor (being exposed to economic TV. shows) is ranked first and is regarded as one of the essential factors for promoting the concept of financial inclusion with a value of (28.905%) of the total variance and it includes the following variables:

1-VAR 2 (economic TV. shows watching rate) with a saturation of (0.865).

2-VAR 3 (time- duration of watching economic TV. shows) with a saturation of (0.693).

This means that the more exposing to economic TV. shows as a result of increasing the watching rate and time duration of this watching, the more promotion of the concept of financial inclusion.

*The Second Factor (watching rate of the economic TV. shows) which has been ranked second among the essential factors of promoting the financial inclusion with a value (21.753%) out of the total variance has included the following variables:

1-VAR 7 (economic TV. shows contribute in discovering the suitable financial services) with a saturation of (0.799).

2-VAR 6 (economic TV. shows contribute in increasing the trust in the banking sector) with a saturation of (0.747).

3-VAR 5 (the information which the economic TV. shows introduce helps in understanding the financial inclusion) with a saturation of (0.722).

This indicates that the watching rate of the economic TV. shows greatly contribute in learning about the financial services suitable for the audience, a matter that leads to trust-increasing in the banking sector and understanding the financial inclusion.

*The third Factor (time duration for watching the economic TV. shows) which has been ranked third and it explains (14.718%) of the total variance. It includes the following variables:

1-VAR 8 (economic TV. shows are regarded as the trust-source for the banking products which banks offer) with a saturation rate of (0.819).

2-VAR 4 (the favorable time for watching the economic TV. shows) with a saturation rate of (0.754).

This indicates that the time-duration for watching the economic TV. shows has a strong linkage with the favorable time of watching these shows. As a result, this leads to increasing the trust in the financial products that the banks offer via the economic TV. shows.

Third Axis: Concept of Financial Inclusion

There are some questions placed in the questionnaire concerning the third axis and can be regarded as factors involved in the Factor Analysis. The (SPSS) Program and Factors-Method Test are used to analyze the

(PCA) and Varimax Test for obtaining the results. All the questions that are found in the scale have been marked and classified into (3) with "agree", (2) with "neutral" and (1) with "disagree" as shown below:

-VAR1: Financial Inclusion helps in economic growth and security stability.
-VAR2: Developing the financial institutes and the multitude of their financial products.
-VAR3: Financial Inclusion helps in offering cheaper financial products.
-VAR4: Taking care of the economically weak social classes.
-VAR5: Raising the standard of living of the economically weak social classes.
-VAR6: Reducing poverty rates.
-VAR7: Providing the audience with information.
-VAR8: Educating and raising the financial awareness of audience.
-VAR9: Contribute in making accurate financial decisions by the economically weak social classes.
-VAR10: Increasing the awareness of using the (ATM).
-VAR11: Increasing the banking density.

To clarify the relations among a group of variables for obtaining new variables called the factors, the Factor Analysis has been used for studying these variables that affect the concept of financial inclusion and its relation to economic TV. Shows. To test the sufficiency of the sample or finding the partial correlation links among the variables, the researcher has used (KMO) Scale and Bartlett Test taking into consideration that the minimum of (KMO) Scale is (0.50). If its value comes near to one, this will indicate that the sample is sufficient and the vice versa is correct. The results have shown that its value is (0.576) and it is greater than (0.50). This indicates that it is possible to depend on the factors obtained from the Factor Analysis.

The probable value of Bartlett Test at an abstract level about (0.50) and freedom degree (55) equals (P-Value=0.000) and it is less than (0.50), a matter that indicates there is a correlation among the factors and the correlation matrix is unilateral as well.

Table (4) Total Variance that Explains the Third Axis

Components	Initial Eigen Values			Rotation Sums Squared		
	Eigen Value	Percentage of Variance of each factor	Cumulative Value	Eigen\ Value	Percentage of Variance of each factor	Cumulative rate of variance
VAR 1	2.633	23.940	23.940	2.092	19.016	19.016
VAR 2	1.485	13.503	37.443	1.771	16.103	35.119
VAR3	1.334	12.130	49.573	1.590	14.455	49.573
VAR 4	0.997	9.060	58.633			
VAR 5	0.964	8.763	67.396			
VAR 6	0.872	7.926	75.322			
VAR 7	0.811	7.372	82.694			
VAR 8	0.691	6.278	88.973			
VAR 9	0.498	4.528	93.501			
VAR10	0.392	3.560	97.501			
VAR11	0.323	2.939	100.000			

Table (4) clarifies the total variance that explains the third axis, which is related to the concept of financial inclusion and its relation to the economic TV. Shows, as follows:
-First column: represents the factors that tentatively equal the number of variables included in the study.

-Second column: the Initial Eigen Values which are the values of the factors that remain under analysis through the imaginary roots of the correlative matrix. In other words, each factor, which will be kept and faced with Eigen values that are greater than one, is correct. This column is made of the following cells:

1-Eigen Value: represents the values of each factor and the summation of this cell equals the number of variables subjected to study, i.e. (11=......1.485+2.633). The values of this cell indicate the existence of three factors only that have Eigen Value greater than correct one. They really affect the concept of financial inclusion via economic TV. Shows and neglecting the other factors because their Eigen values are less than correct one.

2-The Variance percentage (% of Variance) that has been calculated according to the following formula:

Variance percentage of each factor= (the sum of Eigen Value divided by the number of variables)*100

Depending on the variance rate in this cell, the first factor has got a rate at about (23.940%), the second one is at about (13.503%) and the last one is at about (12.130%) from the total variance, and the same has occurred with the rest of factors that are gradually decreasing.

3-Cumulative variance ratio: the rising collected variance ratio appears here. They are values that are explained by the factors extracted from the total variance which form (49.573%).

-Third column (Rotation Sums Squared: it contains the same cells in the second column but only for the factors that have been extracted after rotating them. It indicates that the variance ratio, which the extracted factors explain after equivalently re-distributing them, has got (49.573%) of the variance occurred in the factors. Out of the Eigen Values that face the factors, it has been found that there are values start appearing at the first factor and fading at the third because their values are less than correct one. Consequently, only the first three factors are going to be kept as show in figure (2):
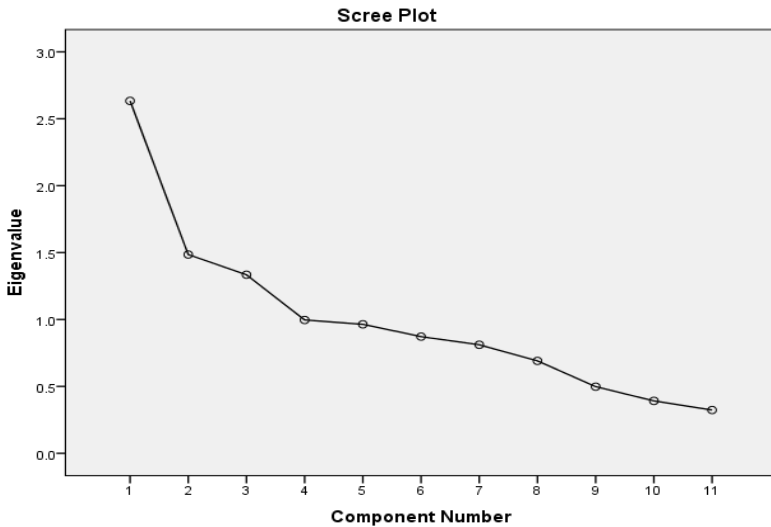

Chart (2) Eigen Values of Financial Inclusion Concept-Factors

When rotating the matrix of the factors extracted, the saturation for each variable over any factor appears, i.e. the value of the simple correlation coefficient among the factors and variables concerning the study from the three extracted factors as explained in Table (5):

Table (5) Matrix of the Financial Inclusion Concept-Factors

Rotated Component Matrix[a]

	Component		
	1	2	3
VAR00011	.742		.164
VAR00003	.735	.290	-.263-
VAR00007	.642		
VAR00009	.499		.456
VAR00006	.443	.427	.263
VAR00005		.737	-.212-
VAR00001		.647	.369
VAR00002		.518	
VAR00004	.155	.400	
VAR00010	.249	-.111-	.763
VAR00008	-.216-	.307	.668

Table (5) clarifies the following:

-First Factor (financial inclusion contributes in economic growth and security stability) which has been ranked first is one of the factors extracted for the role of economic TV. Shows. Its value has been (23.940%) from the total variance of the factors. It includes the following variables:

1-The variable VAR11 (increasing banking density) with a saturation at about (0.742).

2-The variable VAR 3 (financial inclusion contributes in offering cheaper financial products) with a saturation at about (0.735).

3-The variable VAR 7 (providing the audience with information) with a saturation at about (0.642).

This indicates that the financial inclusion contributes in increasing the economic growth and security stability throughout increasing the banking density and expanding the Bank-branches that offer cheaper banking products taking into account the audience's interest of the economic TV. Shows which, in turn, provide them with the required for understanding the concept of financial inclusion.

-Second Factor (developing the financial institutes and multitude of their financial products) which is ranked second is among the factors extracted for the role of the economic T.V. Shows with a value at about (13.503%) of the total variance of the factors. It includes the following variables:

1-The variable VAR 5 (raising the standard of living of the socially weak social classes) with a saturation ratio at about (0.737).

2-The variable VAR 1 (financial inclusion contributes in the economic growth and security stability) with a saturation ratio at about (0.647).

This indicates that the economic TV. Shows greatly contribute in raising the standard of living of the economically weak social classes in promoting the concept of financial inclusion, which in turn, helps in the economic growth and security stability.

-Third Factor (financial inclusion contributes in offering cheaper financial products) has got the third rank among the factors extracted for the role of economic TV. Shows in this. It has a variance value about (12.130%0 of the total variance of the factors extracted. It includes the following variables:

1-The variable VAR 10 (increasing the awareness of using the ATM) with a saturation rate at about (0.763).

2-The variable VAR 8 (educating and increasing the financial awareness of audience) with a saturation rate at about (0.668).

This indicates that the financial inclusion offers cheaper financial products that take into account the interest of the economic TV. Shows- audience, which in turn, work to increase the financial awareness and education concerning the use (ATM).

QUESTIONNAIRE FORM

Dear Sirs,

The researcher intends to investigate "The role of Economic TV. Programs in Promoting the Concept of Financial Inclusion". This questionnaire form has been designed to make use of your wise view points and collect the necessary data. It is hoped that all the questions and items registered in this questionnaire will objectively, carefully and clearly be responded to. It is worth mentioning here that your responses have crucial importance for the researcher to reach scientific results that help in fulfilling the aims of the study.

With Sincere Regards

Researcher: Asst. Prof.Mohammed R. Alessa (PhD)

First: General Information:

      1-Gender: Male ( )   Female ( )

      2-Scientific level: MSc. ( )   PhD ( )

      3-Specialization: General ( ) Exact ( )

      4-Scientific Title ( )

Second: Economic TV. Programs "Shows":

      1-Do you watch Economic TV. Programs? Always ( ), sometimes ( ), rarely ( )

      2-Which channels do you prefer best to watch their Economic TV. Programs

      a- , b- , c-

      3-How much is the level of watching these programs? Daily ( ), weekly ( ), monthly ( )

      4-How much time do you spend watching these programs? Less than an hour ( ), an hour to two ( ), more than three hours ( )

      5-Your favorite time of watching: morning ( ), midday ( ), night ( )

      6-Does the information these programs introduce help the audience understand the Financial Inclusion? Always ( ), sometimes ( ), rarely ( )

      7-Economic TV. Programs increase the trust in Banking Sector: Always ( ), sometimes ( ), rarely ()

      8-Economic TV. Programs help in identifying the suitable financial services for the audiences: Always ( ), sometimes ( ), rarely ( )

      9-Ecoomic TV. Programs are a source of trust for you as far as the financial services the banks offer: Always ( ), sometimes ( ), rarely ( )

      10-The information which these programs present is misleading: Always ( ), sometimes ( ), rarely ()

Third: Financial Inclusion:

Items	Agree	Neutral	Disagree
Financial inclusion via economic TV. programs helps in increasing economic growth and financial stability			
Economic TV. programs contribute in developing financial institute and the variety of their financial products			
Financial inclusion offers, through the economic TV. programs, cheaper financial products that take into account the audience's interest			
Economic TV. programs focus on the economically weak social classes that could not get the official economic products			
Economic TV. programs contribute in raising the standard of living of the economically weak social classes via supporting the concept of Financial Inclusion			
Economic TV. programs help in reducing the poverty averages and fulfilling economic growth for individuals and the country as well			

Economic TV. programs provide the audience with all the necessary information of the financial inclusion			
Economic TV. programs contribute in educating and increasing the financial awareness of the audience			
Economic TV. programs contribute in making the accurate financial and productive decisions by the economically weak classes			
Economic TV. programs contribute in increasing the audience's awareness concerning the use of ATM			
Economic TV. programs contribute in increasing the banking density and expanding the banking branches-nets through promoting the concept of financial inclusion			

CONCLUSION

The research results have shown that all the Departments of Finance and Banking in Governmental universities in Baghdad do not have teaching staff members who have the scientific title of "Professor". This is an indication of the lack of specialized and advanced staffs in the field of Finance and Banking. Results also indicated that the patterns of being exposed to the economic TV. shows effectively contribute in promoting the concept of financial inclusion because it creates an increase in the ratios of watching and time-duration of this watch. In addition, they have shown that the promotion of the concept of financial inclusion via economic TV. shows takes part in fulfilling the economic growth and security stability through increasing the Banking Density and expanding the baking branches nets which lead to offering cheaper financial products that take into consideration the audience's interest.

Financial culture of the economically weak social classes is the backbone for achieving financial inclusion. This will not be obtained unless the attention given to economic TV. shows is increased through increasing time-duration of exhibiting these shows and using the artistic and directing templates which work to communicate financial information to the audience in a clear understandable procedure via the Iraqi TV. channels.

It is must to prepare plans and programs by the Iraqi TV. channels that go along with the strategy of the Iraqi Central Bank for achieving financial inclusion, giving greater role to the visual media mainly the TV. in the Iraqi Central Bank Strategy.

Finally, it must be encourage the Iraqi Satellite TV. channels to prepare and produce economic TV. shows by specialists in the field of Finance and Banking. In addition to this, the Governmental and private banks should also sponsor these programs and shows in order to fulfil the financial inclusion in Iraqi society.

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