

# Comparative Analysis of Political Content in German and Egyptian Newspapers

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## Abstract

Like never before, there was excellent political and amusing communication in the 1990s. A new political content reality is becoming clear through a kind of communication that is distributed through the public and mass media and in which political players, topics, processes, and identities are generated. The realm in which ordinary citizens understand politics and where citizens are created by this new reality. Progressively becoming a part of political culture. In the era of mediatization, digitization, globalisation, and Americanization of politics, politics has become more significant. The first media to use Politainment were TV programmes and tabloids. To garner greater attention, political magazines' and news shows' traditional models have to adapt.

**Keywords:** Newspaper • Political entertainment • Soft news

## Introduction

According to Prior, "political entertainment" refers to the entertaining, shocking, or scandalous aspects of politics. "Soft news" provides individuals with an alternative that maximizes their utility by combining entertainment and information. Politainment writes about celebrities' scandals, fashion choices, and lifestyles. In contrast to more conventional hard news formats, several new news formats that combine information and entertainment have emerged over the past two decades. These formats are referred to as "soft news." Political life would make more sense and be easier to implement if citizens had no direct contact with the complications of political life and systems. Politainment assists citizens in focusing on political themes and developing a universally applicable model of perception and meaning. It strengthens and enhances political norms, which may contribute to the development of a political culture. Are you familiar with Thomas Mayer's concept of Mediokratie. The media system's colonization of the politics system... Mayer is the ideal counterpart to Dorner's politization concept [1].

## Literature Review

The term "infotainment," which refers to the combination of information and entertainment, served as the foundation for the study of "politainment." At the end of the 1990s, research on political "infotainment" specifically emerged. Television studies were the first field of study in academia, followed by journalism and Internet studies. Scholars were interested in examining readers' preferences and their choice of news, as well as how reality is presented as a "show". The term "Politainment" was coined to combine the two important roles that the media plays-informing about politics and providing entertainment. It is a mixture design like infotainment (a blend of Data and diversion); soaps that combine fiction and reality; Faction (a combination of fiction and fact); DokuSoaps, which combine soaps and documentation;

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**Received:** 01 February 2023, Manuscript No. jmcj-23-93063; **Editor assigned:** 03 February 2023, Pre QC No. P-93063; **Reviewed:** 15 February 2023, QC No. Q-93063; **Revised:** 20 February 2023, Manuscript No. R-93063; **Published:** 27 February 2023, DOI: 10.37421/2165-7912.2023.13.508

Education and entertainment in the form of edutainment; Advertorials, which combine editorials and advertisements, and infomercials, which combine news and commercials [2].

## Discussion

Two subterms are included in politics: political entertainment and politics that entertain. The manner in which the entertainment industry addresses political issues through a variety of entertainment formats is referred to as political entertainment. Politics, on the other hand, is about "how political actors capitalize on their celebrity.... to promote certain causes and enhance their images. Politics that entertains "turns statesmanship into showmanship"; it also signifies that significant political decisions and events are becoming "useful subjects for anecdotes" and that it is "where the wall between fact and fiction has come down". Politicians attempt to appear as entertainers. Infotainment and Politainment were made possible by the appealing format of political programs and a lack of time to provide readers with all the necessary information. In order to attract more readers and viewers, political magazines and news programs had to adapt their traditional formats over time. Politicians also try to attract readers and viewers by acting as media activists or entertainers [3,4].

Politainment has contributed to the development of novel media formats and altered the nature of popular culture by incorporating political subjects. Scholars disagreed about how politics affected readers and audiences. Some people think that Politainment prevents readers from getting accurate information about political issues, which can lead to poor political decisions. Others think that Politainment is a way to get readers' attention to political issues that are often overlooked. Politainment supporters believe that it can reach a large number of people regardless of their education level, encouraging them to debate and discuss in public. Politics would be of assistance to citizens who do not have direct contact with politics, particularly those with lower levels of education, in comprehending and appreciating politics [5].

Politics education has the potential to strengthen political norms and contribute to the development of a political culture and democracy. The unequal distribution of participants' and opinions' presence in the media, which are influenced by money, power, and reputation, is one of Politainment's drawbacks. Personalization, emotionalization, and shortening of political data occur. In developing nations like Egypt, political education may result in an emotionalized society that stands in the way of progress and political knowledge. By describing the role of the yellow press in the transitions from authorization to democracy in the case of Jordan, Jones questioned whether politainment is a return to modernity and lack of differentiation [6].

The studies conducted by Dörner are significant contributions to the study of politics. He compared politics in German and American media in 2002 and came to the conclusion that politics is the primary medium through which political culture, traditions, and norms are transmitted. According to Doerner, Politainment depicts what constitutes "us" and "them" as well as "normal" and "abnormal". Doerner examines the connection between polis and culture in another study. Politition may contribute to "societal agenda-setting" and combat "fragmentation in socially differentiated societies." The effects of Politainment may assist viewers in transforming their media experiences into interactive and communicative ones [7].

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## Conclusion

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## Acknowledgement

None.

## Conflict of Interest

None.

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**How to cite this article:** Wong, Leong. "Comparative Analysis of Political Content in German and Egyptian Newspapers." *J Mass Communicat Journalism* 13 (2023): 508.