

# Propaganda styles in talk shows on Iraqi satellite channels: Analytical study in the game of chairs program on Al-Sharqiya News Channel

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## Abstract

Talk shows occupy great importance in satellite channels in general and in Iraq in particular, especially after the great development that took place in the means of communication represented in satellite broadcasting, which helped the producers of these programs to host various personalities of different affiliations, which helped the viewer obtain information from its original sources in a way direct and continuous. Based on the foregoing, we determined the topic of the research. Addressing a program broadcast on an Iraqi channel to learn about the propaganda styles used in it. Through a comprehensive inventory method for all episodes of the program (Game of Chairs) on Al Sharqiya News Channel for the period from 10/25/2020 to 01/25/ 2021. This is the period that witnessed several crises and important political, economic and social events in the Iraqi issue that were dealt with by Iraqi channels. The total number of episodes that were subjected to analysis reached (91) episodes in Al-Sharqiya News Channel. The content analysis method in preparing the analysis form to analyze the program's episodes, with its two parts (what was said) and (how was it said).

The research came out with several conclusions, the most important of which are:

Most of the topics that the program focused on were about the economic, political and regional crises, including the demonstrations and the demands of the demonstrators, and did not focus on how to treat them. It indicates the absence of well-studied plans by the concerned authorities. It was also emphasized by the hosted personalities, especially the governmental ones, on the issues concerned with uncontrolled weapons and political money used by militias affiliated with political parties. It indicates that the purpose of addressing such issues is to weaken the government and the prestige of the state in implementing the law. As well as emphasizing the methods of incitement and misinformation with false information in some episodes presented by the program to change the public's attitudes about some of the issues raised.

## Keywords

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## Introduction:

Television programs play an important role in clarifying the trends of satellite channels, especially in light of the great development that has taken place in the means of communication represented by satellite broadcasting, which has helped the human and civilized rapprochement between peoples, by directly transmitting events and facts. Television had a great impact on the audience from other means of communication, due to its distinction in the composition that combines text, sound and image together, and this distinction made it an important means for presenting many topics and in various aspects of social, political and economic life.

Through television programs that came in the forefront of talk shows, which are among the most programs that work to provide the viewing audience with information of common interest. In addition, to exchange views by conducting interviews with various professional personalities and opinion-holders who have in-depth and multi-minded visions on various important topics. In the hope of attracting the audience in light of the wide media competition, it became an important and main method used effectively in satellite channels. It became dominant and occupies the largest area of the daily satellite broadcast, so there was a need to study (propaganda styles in talk shows on Iraqi satellite channels) and the content of the episodes of the (Game of Chairs) program was analyzed on Al Sharqiya News Channel for the period from 10/25/2020 to 25 1/2021 in order to find out the propaganda methods that were dealt with in the program's episodes.

## The research methodology and procedures

### First, the research problem:

The problem of the research is to identify the methods of propaganda in talk shows by presenting them to the current political, economic and social issues that arouse the public's interest by conducting television interviews with officials, specialists and activists, which is supposed to contribute to providing explanations and information to viewers as well as its endeavor to change attitudes and attitudes among viewers of the public. In view of the role that television contributes to simplifying the perceptual process of the audience because it possesses the ingredients that made it at the forefront of the means of communication. It is represented by sound and image together. The research problem here is embodied in the following questions:

1. What are the propaganda styles included in the "Game of Chairs" program on Al Sharqiya Channel?
2. What is the time period occupied by the propaganda methods in the talk show in question?
3. What are the characteristics of the characters that were hosted in the program in question?
4. What are the technical templates used in managing the dialogue in the program in question?
5. What are the forms of managing dialogue in the talk show in question?
6. What are the locations of the hosted characters in the program in question?

### Second: The importance of research:

The scientific importance of this research lies in the fact that it is one of the studies that deal with the propaganda aspect of television talk shows. It helps scholars and insiders to know the propaganda methods in these programs, and it constitutes a new supplement to the Iraqi and Arab media library alike. The social importance of research stems from the importance of television talk shows because they depend on presenting facts, information and people's opinions supported by credibility in the various political, economic and social issues and issues that are related to the public and how to address them. public about the issues at hand.

### Third: Research Objectives:

This research seeks to achieve a set of objectives as follows:

1. Disclosure of the propaganda methods used by Al Sharqiya News channel in its talk show in question.
2. Knowing the time space occupied by the propaganda methods in the talk show (Game of Chairs) on Al Sharqiya News Channel.
3. Determine the personalities of the talk show guests in question.
4. Determining the forms and methods of dialogue in the talk show in question.
5. Identify the artistic templates adopted by the talk show in question.

#### **Fourth: Type and Methodology of Research:**

To reach the goals that we seek to achieve, the survey method has been used, which is one of the most prominent scientific methods used in the field of research and media studies, which seeks to identify the phenomenon or event in terms of content and content. In addition, it is the most consistent curriculum with the requirements of the research, which focuses on propaganda methods in Iraqi satellite channels.

#### **Fifthly: the research community:**

The research community is represented by the Iraqi satellite channels, and the "Game of Chairs" program was selected, which is presented on Al-Sharqiya News satellite channel. 93) episode.

#### **Sixth: research Tools:**

The content analysis method was adopted, which is defined as "one of the forms of scientific research that aims to describe the apparent content in order to know the explicit content of the media material to be analyzed in terms of form and content." The importance of content analysis in media studies has emerged for its wide use in analyzing press, radio and television content, as well as analyzing speeches, messages, conversations and images to reach the mental knowledge behind this media and propaganda production to reveal propaganda methods and reveal political and ideological tendencies and trends through written and spoken expressions (Mashaqbeh, 2014) .

#### **Seventh: Procedures of honesty:**

Honesty means "the extent of the validity of the tool used to obtain research data and information and evidence of measuring topics and phenomena that the researcher wants to analyze and draw reliable results, and then work on. A preliminary analysis form was prepared that included the main and sub-categories and presented it to a group of (arbitrators and experts) in the field of media studies.

Accordingly, the percentage of arbitrators' agreement on the categories of analysis was calculated by extracting the percentage for each category of analysis and then extracting the percentage of the arbitrators' agreement on all categories of analysis, which amounted to (97.37%).

### **The second topic: Propaganda and its contemporary methods**

#### **First: Employing publicity in media content:**

The media and propaganda differ in their goals and means. The concept of media refers to two basic processes that complement each other. On the one hand, it works to obtain information, and on the other hand, it works on the way in which that information is transmitted. These two processes can only be done by means and media tools that work on reception and broadcasting. Media is an objective expression based on presenting ideas and facts based on numbers or statistics or both together. In other words, the media is built on news and information away from personal and biased news. In the sense that sound media is built on facts that express honesty in presenting information related to the subject of the media (Al-Dulaimi, 2012).

As for propaganda, it is an activity that aims to control public opinion by persuading people to

think in a certain way, using all available media and trying to change their social behavior in order to achieve the goals of those in charge of it (Hammoud, 2008). If the media convey facts and information to the public, then the propaganda aims to market the masses to a particular idea or political doctrine, using some facts that the media publishes. It is temptation and temptation regardless of the topic and the goal is to win the masses at any cost (Badr, 1998) and we can review the most important characteristics of propaganda that differ from media and my agencies (Al-Dulaimi, 2012, 165-166.).\

1. Propaganda differs from the media in that it seeks to disseminate information, facts and ideas after distorting them by making some modifications to their contents in a way that serves the propaganda goals, and there are those who use incorrect information, lies and rumors to achieve propaganda goals.
  2. Propaganda is a subjective process that expresses the interests and tendencies of those in charge of it in a manner that leads to achieving the desired results.
  3. Propaganda differs from the media in that it is not concerned with seeking to enlighten public opinion and supplying it with all the information, opinions and directions it needs, correct and not malicious, but rather it seeks to achieve goals that depend on influencing trends and opinions and thus the behavior of the targets according to the desires of those in charge of them.
  4. Propaganda is described as a kind of influence, control and constant urgency that seeks to entice the acceptance of the views, opinions and ideas of those who carry out propaganda.
  5. Propaganda is an art of persuasion, as it seeks to push the target audience to behave influenced by the propaganda methods used.
  6. Propaganda depends on mental and intellectual distraction, which leads to imparting a kind of ambiguity that facilitates the process of convincing the target of the idea presented to him, and this leads to not giving the individual the opportunity to think in his own logic.
- Propaganda experts have exploited the nature of man by seeking to create a mental image that achieves his purposes by controlling the information that people know to create trends they want to publish. The set of values and principles to which the individual is exposed stand as an obstacle to imposing trends that the individual rejects (Abu Al-Saeed, 2014).

## **Second: The importance of styles in advertising work:**

The importance of using the method in propaganda work comes from the necessity of completing the semantic structure of information and ideas, in order to create a specific reaction in the audience and try to persuade them to respond quickly. So that it leads through emotional and cognitive influence to convince the target audience and then achieve the aims of the propaganda expert. These elements include persuasive systems that hide behind an expressive system at the same time, meaning that language becomes a channel for the stylistic phenomenon. It leads to differentiating between emotional contexts and cognitive contexts, in other words, the methods are neither purely psychological nor rational, but rather they mean harmony and overlap between the two contexts (Al-Alam, 2007).

The style is one of the important and basic issues in the study of advertising, because of the scientific consideration, the importance can be considered a summary of the interaction between the communicator "the preacher" and the content of the communication "the propaganda message", and it is also considered one of the effective and important factors in increasing the impact of the advertising message on The target audience, highlighting the importance of the advertising method for the "communication-based" propaganda scheme. When developing and preparing a detailed plan in advertising, which requires defining goals and the content of the message, and many other material and human requirements, taking into account the methods, which help increase the effectiveness and impact of advertising and contribute to its success. The importance of the method is also included in the study and analysis of counter-political propaganda, which requires the use of the propaganda methods most closely related to it. The methods that refute this propaganda and help in confronting it, and it is necessary when preparing the plan for political propaganda to develop the propaganda methods capable of delivering the propaganda message to the target audience (Hamilil, 2007). The researchers considered a lot of propaganda styles to conclude that the power of propaganda does not lie in the large number of these styles, but rather in the way they are

practiced . They affect all segments of society, starting from the simple person and ending with the official who occupies important positions in the state (Moawadh, 2000). Based on the foregoing, the propagandist may sometimes resort to using certain propaganda styles to achieve persuasion, because the main goal of propaganda is to influence the behavior of the public, but the process of changing the behavior of the masses is not an easy thing.

Therefore, those in charge of advertising work to collect all the information related to changing behavior, especially since the receiving audience is not exposed to a single message, but to multiple propaganda messages, some of which may be anti-content of the source message. Therefore, the process of advertising analysis is one of the processes that requires a study of the content of the messages. Propaganda and the means used in its dissemination, as well as studying the methods through which it is possible to reach an integrated understanding of propaganda (Milvn & Rokich, 1993).

### **Third: Propaganda Persuasion on Television:**

Persuasion is one of the ancient arts that were used to influence the thoughts and behavior of others, and the human voice was the only means of communication that was used to persuade people to change their thoughts and beliefs. For the Greeks and Romans to use it in courts and political discussion forums. At the present time, propaganda has depended on the means of mass communication (Hammond, 2010)., and television came at the forefront of it, due to its ability to spread various propaganda activities in different persuasive ways. The minds of people, individuals and groups, after they have received more information and ideas from him than they receive from school seats, so that the world today speaks the language of the image that represents the civilization of the current era, and what increases the importance of television is considering it as one of the political tools where governments tend to use it in employing its propaganda methods in persuasion operations . Therefore, those who in charge of propaganda work to support their persuasive messages through media content on television programs that include factual information. The recipient has the opportunity to deduce the goal himself.

Studies have shown that the total number of recipients whose opinions have changed in line with the media contents of the television programs that were presented with clarification amounted to half, compared to the contents that were presented without explanation or clarification, in addition to the fact that the content coupled with evidence and evidence contributes to creating a positive impression on the public. The recipient, especially the educated public, who deals with the contents and presents the pro- and opposing viewpoints, in contrast to the audience, which is characterized by a low educational level, which accepts the content in proportion to its convictions.

An American studies concluded that the individual spends many hours of time watching political, social and economic television programs, as well as following up on political figures as they present their opinions and ideas regarding issues of concern to society . Therefore the process of persuasion is an integrated work that does not stop at presenting ideas and points of view Which is sent by the sender, but requires the receiver to understand these ideas and tend towards them and thus adopt them, then it can be said that the process of persuasion has been successfully completed (Qabalan, 2008).

Today, television is the propagandist and persuasion front for many political regimes that are based on the production of incitement programs used to destroy the psychological state of hostile armies and weaken their morale. It deals with many social problems and contributes to finding solutions to them through negotiation and persuasion through various talk shows and politics, and its viewers feel control and domination over the course of events around the world by transmitting them in an instant and from the scene of the event (), and there are some persuasive methods in the field of television, some of which are It belongs to the presenter and the other relates to the texts used in the persuasion process, which are as follows :

#### **Broadcaster or presenter:**

One of the basics of the persuasion process is to know the audience and study their divisions and societal nature, . The presenter must be familiar with social psychology, which qualifies him to identify the natures and emotions of souls, what provokes and calms society, and what satisfies or

angers him, as well as being convinced of what he says because it reflects the process of persuasion on viewers Likewise. The presenter must master the method of standing or sitting and making it commensurate with the material he is presenting, as well as using the movements of the hands, head movement and facial expressions, for their great role in the process of persuasion and influencing the viewers.

### **The effective style in drafting texts:**

The writer or preparer seeks to use academics when writing their media texts to benefit from presenting their investigations and news opinions, as well as the television seeks to use the element of excitement and suspense in the process of persuasion by presenting statements that have weight, especially in the political field. This leaves the viewer with a sense of the credibility of the TV channel.

The most persuasive programs depend on facts and statistics and the use of various scenes and images, which is one of the good styles of confirming information and persuasion, as well as good directing style, which has a large and influential role in the process of persuasion. There are some television programs that differ in their content and forms, which seek to Finding a balance between information, education and entertainment and the desires of viewers, which are as follows :

**A. Direct talk:** It is one of the oldest forms of programs on television, as this type deals with various political, economic, social and religious topics through the spoken word that makes up sentences and phrases. The goal is to influence public opinion as well as guidance and guidance through news bulletins and political programs.

**B. Programs for seminars and discussions:** they are usually an extension of talk shows, but of a special nature. The discussions depend on covering a phenomenon that aroused the public's interest, and then let the audience decide what they want. Also, these discussions are characterized by different points of view among the participants in the program that may sometimes reach conflict and tension. As for the seminar programs, the topic is presented to the participants to be discussed in an attractive and exciting way for the audience.

**C. Highlighting programs:** It is one of the programs that deals with a person or an issue and is discussed from all sides, through discussions and interviews. This type of program falls between news and comments and is deeper than television investigations.

**D. Talk shows:** These are programs that are characterized by spontaneity, spontaneity and improvisation in the manner of presentation and asking questions by the announcer or presenter, which he believes revolve in the viewers' minds and that he needs to know answers about them. Talk shows are characterized by their ability to create a rational space for dialogue by presenting opinions openly in front of the audience on the TV screen. The guest is one of the popular personalities that are characterized by mass acceptance, which is in harmony with the ideology of those in charge of talk shows and who seek to favor an idea or opinion at the expense of another opinion. The discussing core issues that emphasize the interests of viewers, such as political elections, unemployment, and laws related to their standard of living . This is done by exchanging views and ideas on the topics and issues raised in order to enrich them from their multiple aspects so that the content is clear that the majority of the audience can understand and deal with. This content gives an influential force on the public's perceptions as well as re-change their convictions about the topics raised for discussion, and the dialogue is more lively and spontaneous than a direct talk.

### **The third topic: the results of the analysis of the game of chairs program on Al-Sharia News channel**

**First: (Categories of what was said) and include:**

**Main categories (styles):**

**Table (1)**

Shows the main categories (stylistics) of the program (Game of Chairs) on Al Sharqiya News Channel

No.	Main category	Frequency	%	Rank
1	Selective choice of facts	235	25.38	First
2	intimidation	139	15.01	Second
3	agitation	114	12.31	Third
4	misinformation	78	8.42	Fourth
5	launch labels	76	8.20	Fifth
6	justification	73	7.88	Sixth
7	exaggeration	55	5.94	Seventh
8	the irony	51	5.51	Eighth
9	Character citation	48	5.18	Ninth
10	distortion	34	3.67	Tenth
11	religious factor	23	2.48	eleventh
	total	026	100	Twelfth

It is clear from the results of Table No. (1) that the method of selective selection of facts ranked first and in a very large proportion, This confirms that most of the episodes prepared by the presenters in this program depended on presenting the facts that occur in the current events and discussing them with the program's guests directly in front of the public, and dealing with political and economic crises and other important topics. The style of intimidation came in second place, as it is emphasized in this style to influence the conscience of the recipient by promoting some attitudes and ideas in a negative way to push the recipient to make a decision about these ideas. Then the method of incitement came in the third place.

Here notice this method addresses the emotions of the recipient and motivates him to adopt an action that is consistent with the goal of the advocate to change the status quo. As for the method of misinformation, which came in fourth place, we see that this method works to present unclear and unreliable facts to reach the goal, and sometimes it is confused It contains two or more concepts to mislead public opinion from the original concept. The style of launching labels, in which some specific labels are given to some concepts and events, and the purpose of this is to convince the recipient and change his behavior in proportion to the goals of the propaganda maker. With regard to the justification method, which ranked sixth, we see that this method works to justify some positions logically as stated in its categories, and with regard to the method of exaggeration and amplification, which came in the seventh rank, we see that this method attempts to exaggerate and exaggerate the facts, which leads to the formation of a false impression on the recipient by presenting a side of the truth, then begins with exaggeration and amplification, then comes in the eighth rank, the style of irony, which In which some personalities are underestimated in some situations, and as mentioned in the sub-categories of this style. The style of personalities citing come in the ninth rank, in which trusted personalities are cited by the recipient such as leaders and political figures. The style of distortion comes in the tenth rank, as this style distorts the image of people and entities that do not conform to the ideas and directions of those in charge of propaganda work. According to what is stated in its sub-categories the religious factor approach ranked eleventh and last, and it is noticeable that this style was the least in terms of employment in the program.

### Duration of the main categories:

**Table (2)**

Shows the time taken by the main categories (methods) for the Game of Chairs program (Al-Sharqiya News Channel)

No.	Main category	Duration of the talk( m,s)	%	Rank
1	Selective choice of facts	95.33	22.86	First
2	intimidation	72.11	17.25	Second
3	agitation	54.43	13.02	Third
4	misinformation	39.32	9.40	Fourth
5	launch labels	35.22	8.43	Fifth
6	justification	28.88	6.91	Sixth
7	exaggeration	25.97	6.21	Seventh
8	the irony	22.77	5.45	Eighth
9	Character citation	17.02	4.08	Ninth
10	distortion	15.65	3.75	Tenth
11	religious factor	11.23	2.64	eleventh
	<b>Total</b>	<b>417.93</b>	<b>100</b>	<b>Twelfth</b>

It is clear from Table No. (2) that the category (selective selection of facts) ranked first with a time period of (95.33 d/s) per hour and a percentage of (22.86%), and this percentage indicates that the channel emphasizes raising topics and emphasizing on Knowing the facts through dialogue with the guests of the episodes directly, and the (intimidation) category came in second place with a period of time of (72.11 d / s) and a percentage of (17.25%), and this indicates that there is a focus on this method in the program, and the category of (Agitation) ranked third, with a time period of (54.43 d/s) and a percentage of (13.02%).

The category (Launching the labels) came in the fourth place with a time period of (41.32 d / s) and a percentage of (9.14%), and came in the fifth rank in the category (Deception), where it got a time period of (35.22 d / s) and a percentage of (8.43%). , followed by the (justification) category in sixth place with a time period of (28.88 d/s) and a percentage of (6.91%), then the (irony) category ranked seventh with a time period of (25.97). With a percentage of (6.21%), and the (exaggeration and amplification) category ranked eighth, with a time period of (22.77 d / s) and a percentage of (5.45%), and the (distortion) category ranked ninth with a time period of (17.02 d / s). d) with a percentage of (4.08%), and also the category (citing personalities) ranked tenth with a time period of (15.65 d / s) and a percentage of (3.75%), and the category (religious factor) comes in the eleventh and last rank with a period of time of (11.23 d/sec) with a percentage of (2.64%).

## Second: The category of the form in which the media material was presented (how was it said):

### Gender of hosted characters:

**Table (3)**

Shows the gender of the characters hosted in the Game of Chairs program (Al-Sharqiya News Channel)

No.	Gender category	Frequency	Percentage	rank
1	males	192	94.59	first
2	Females	11	5.41	second
	<b>Total</b>	<b>203</b>	<b>100</b>	

It is clear from Table No. (3) that the hosted personalities of the male gender ranked first with a frequency of (192) and a percentage of (94.59%), then the hosted personalities of the female gender came in second place with a frequency of (11) and a percentage of (5.41%). ); It is noticeable here that the percentage of females is almost non-existent compared to the percentage of males, and this is due to the great difference in the number of ministers,



representatives and party figures from men to women.

### Hosted characters:

**Table (4)**

Shows the characteristics of the characters hosted in the Game of Chairs program (Al-Sharqiya News Channel)

No.	Hosted character	Frequency	%	rank
1	Parliamentary deputy	53	<b>26.24</b>	First
2	Government official	46	<b>22.77</b>	Second
3	Security, economic and legal expert	23	<b>11.38</b>	Third
4	Media and political figure	19	<b>9.40</b>	Fourth
5	Party figure	18	<b>8.91</b>	Fifth
6	Academic figure	16	<b>7.92</b>	Sixth
7	Political analyst	8	<b>3.96</b>	Seventh
8	Civil activist	7	<b>3.46</b>	Eighth
9	Religious and tribal figure	6	<b>2.97</b>	Ninth
10	Scientific researcher	6	<b>2.97</b>	Ninth repeated
	Total	202	100	

It is clear from table No. (4) that the category (Parliamentary deputy) ranked first with a frequency of (53) and a percentage of (26.24%); This percentage indicates that most of the personalities that were hosted in the program during the study period were members of the current parliament and previous parliaments, then the category (government official) came in second place with a frequency of (46) and a percentage of (22.77%). It is noted in this category that the program emphasized hosting government officials because they are among the personalities contributing to decision-making. Possesses experiences that can be benefited from in the issues raised for dialogue, after which the category (media and political figure) comes in fourth place, with a recurrence of (19) and a percentage of (9.40%), and it is the category that represents media and political figures inside and outside the race. These personalities are hosted to discuss hot issues to know their views on them, the category (Party Personality) comes in fifth place with a recurrence of (18) and a percentage of (8.91%), which is the category that includes all the personalities representing political parties in the government and outside the government. After that, the category (academic personality) comes in sixth place, with a frequency of (16) and a percentage of (7.92%), which is the category that represents university presidents and professors, where they are hosted and dialogue with them on topics related to science and education, after which comes the category (political analyst) in seventh rank. With a frequency of (8) and a percentage of (3.96).

They are the personalities who are in contact with political events so that he can analyze the event through the experience he possesses in this field. The category (civil activist) comes in eighth place with a frequency of (7) and a percentage of (3.46), and they are the personalities who are active in demonstrations and sit-ins. Demanding rights to represent and speak on behalf of these protesters. Then, the category (religious and tribal figure) ranked ninth with a recurrence of (6) recurrences and a percentage of (2.97%), as this category includes religious and clan personalities who are hosted in the program and according to the issues raised for dialogue, and the category of (scientific researcher) is repeated in the same rank as It was preceded by the ninth with a frequency of (6) and a percentage of (2.97%), which is the category that includes personalities working in the field of scientific research.

## Presence location of the character

**Table (5)**

Shows the location of the hosted characters in the Game of Chairs program (Al-Sharqiya News Channel).

No.	Presence location of the character	Freq.	%	rank
1	Inside Iraq	195	91.55	first
2	Outside Iraq	18	8.45	second
	Total	213	100	

It is clear from Table No. (5) that the category of presence of hosted personalities inside Iraq ranked first with a frequency of (195) and a percentage of (91.55%), while the category of presence of personalities outside Iraq came in the second place with a frequency of (18) and a percentage of (8.45)%. These percentages indicate that the hosting of personalities inside Iraq came with the highest percentage of personalities outside Iraq. This is because the personalities inside care and follow events on a daily and continuous basis, except in some episodes in which personalities from outside Iraq were hosted, such as hosting the British Minister of State for Middle East Affairs James Clinverly from London, the researcher in Iraqi affairs Ahmed Al-Abyad from Washington, and the Iraqi politician Mithal Al-Alusi, this As well as hosting some personalities who are outside Iraq in an official and unofficial capacity.

## Language used:

**Table (6)**

Shows the language used in the Game of Chairs program (Al-Sharqiya News Channel)

No.	Language used	Freq.	%	rank
1	Both (colloquial& slang)	92	77.31	first
2	Slang Arabic	18	15.13	second
3	Colloquial Arabic	9	7.56	third
	Total		100	

It is clear from Table No. (6) that the common language category between the classical and colloquial language came in the first place with a frequency of (92) recurrences and a percentage of (77.31%), and the Arabic language category in the colloquial dialect came in the second place with a rate of (18) recurrences and a percentage of (15.13)%. As for the third place, the Classical Arabic language category came with a frequency of (9) recurrences and a percentage of (7.56%); It can be inferred from these results that the large proportion of the conversation was in the common language between the classical language and the slang language, which is an expected result because the nature of the talk shows is in this language so that it can be understood and also not to pressure the guest to speak in the classical language and to be easily understood by viewers.

## Artistic Templates Used:

**Table (7)**

Shows the artistic mold used in the game of chairs (Al-Sharqiya News Channel)

No.	Artistic mold	Freq.	%	rank
1	Dialogue and TV interview	72	<b>49.66</b>	First
2	Direct TV conversation	55	<b>37.93</b>	Second
3	Opinion survey	18	<b>12.41</b>	Third
4	TV report			
	Total	145	100	

It is clear from Table No. (7) that the category (dialogue and television interview) ranked first with a frequency of (72) and a percentage of (49.66%), which is the dialogue with the guest through the television interview inside the studio. This style is one of the most important methods of conducting dialogue and comes in second place in the category (live television talk) with a frequency of (55) and a percentage of (37.93%). In this category, the presenter of the program talks with the viewers directly in order to present the topic that will be discussed with the guests, then the category (opinion poll) comes in third place with a recurrence of (18) and a percentage of (12.41%). The category is to know the opinions of the guests on the issues discussed in the program, while the category (television report) did not get any repetition.

It is clear from Table No. (8) methods of managing dialogue that the category (Dialogue with one character) focuses on the guests in the studio, where it ranked first with a frequency of (32) and a percentage of (20%); This is due to the nature of the program, which depends on broadcasting from inside the studio, with the exception of some meetings that took place outside the studio, which came in second place with a frequency of (6) and a percentage of (3.75%). It came as follows: a meeting with the Minister of Interior Othman Al-Ghanimi, a meeting with Cardinal Louis Mako, the Chaldean Christ leader in Iraq, a meeting with Mr. Jamal Al-Dari, head of the Iraqi national project, a meeting with Mr. Rose Nuri Shaways, the former deputy prime minister, and a meeting with Mr. Iyad Allawi, Then the form of dialogue via electronic media ranked third, with a frequency of (5) recurrences and a percentage of (3.12%).

### Dialog management format:

**Table (8)**

Shows the ways in which guests participate in the Game of Chairs program (Al-Sharqiya News Channel)

No.	Format	Medium	Freq.	%	Rank
1	Conversation with one person	Inside the studio	32	20	first
		outside the studio	6	3.75	second
		Via E medium	5	3.12	Third
		Via phone	–	–	
		Inside the studio	71	44.37	First
2	Conversation with than one character		38	23.75	Second
		Via E medium			
		Via phone	8	5	Third
		Outside the studio	–	–	–
		<b>Total</b>	160		–

The dialogue over the phone did not get any repetition, then the category of dialogue management methods (dialogue with more than one character) and also the focus was on conducting the dialogue with the guests inside the studio, and it came first with a frequency of (71) and a percentage of (44.37%) The form of dialogue via electronic media ranked second with a frequency of (38) and a percentage of (23.75%). Finally, the form of dialogue over the phone ranked third, with a frequency of (8) repetitions and a percentage of (5%), while the form of dialogue outside the studio did not get any repetition, and we conclude from these results that the large percentage of dialogues were inside the studio and through electronic media. ; Whether these dialogues are with one person or with several personalities, this indicates that the program depends in its meetings on various personalities and in all disciplines.

## Conclusions:

1. Most of the topics that the channel focused on were about the economic, political and regional crises, including the demonstrations and the demands of the demonstrators, and did not focus on how to treat them, which indicates the lack of plans studied by the concerned authorities.
2. Emphasis by the hosted personalities, especially the governmental ones, on issues concerned with uncontrolled weapons and political money used by militias affiliated with political parties, which indicates that the purpose of addressing such issues is to weaken the government and the prestige of the state in applying the law.
3. The methods of incitement and deception with false information were emphasized in some of the episodes presented by the program to change the public's attitudes about some of the issues raised.
4. Many of the topics dealt with in the program are real topics such as problems and crises between the center and the region, corruption, demonstrations, regional conflicts and the emphasis on holding elections and others, but ways to focus on and employ them.
5. The channel has taken lightly the issue of the US-Iranian conflicts and their impact on Iraq, which gives a negative image of Iraq, as it links the future of the country to the US elections and the US presence in Iraq. Guests often say that the future of Iraq is linked to the US presence and who is the winning president in the US elections .
6. The program emphasized on hosting parliamentarians and government officials more than the rest of the other groups. This is due to the fact that the program is a political program, and hosting government officials is for discussing political issues and events, in addition to the fact that these personalities are close to decision-making places, and therefore The statements made by these personalities are considered among the sources that are taken into consideration because the program relies on live broadcasts, so it is not possible to refer to the statement taken from the official easily.

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