

Political Contents on the Electronic Websites of Iraqi Satellite Channels

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Abstract

The political contents of the electronic websites of the Iraqi satellite channels. This study dealt with the political contents of the websites of the Iraqi satellite channel. The study problem revolves around the following question: What are the political contents of the electronic websites of Iraqi satellite channels. The objectives of the study were as follows;

- 1.Revealing the political content of the electronic websites of Iraqi satellite channels
- 2.Identifying mechanisms for displaying political content on the websites of Iraqi satellite channels.

The researcher used the analytical survey method to complete the requirements of the study, to identify and explain phenomena and situations. In the analytical study, the researcher used a partial enumeration of the research community represented by all the news contained in the three sites of satellite channel, the Sumerian, Dighlah, and Ittijah during three months (90 days), which is January, February and March, i.e., the period from (1/1/ until (31/3/2021)

At the end of his study, the researcher reached a number of conclusions, as follow;

- 1.We conclude from the obtained results that the websites of the Iraqi satellite channels were concerned with the political implications represented by the political differences about the Federal Court Law.
- 2.The collected results proved that the electronic websites of the Iraqi satellite channels focused on the voting sessions to pass the budget, and the region's share of it as a result of the public's anticipation of approving the budget to get rid of the problem of salary delays and the stability of the exchange rate.

At the end of his study, the researcher recommends the following:

- 1.The administration of satellite channel websites must present the political content to the public objectively, transparently, impartially, and professionally, and not focus on one aspect over the other in publishing political contents and other contents, in order to pass the political agenda.
- 2.It requires, that electronic websites must expand their publications to include regional and international news to enhance the public's knowledge of the external environment and its position on it.

Keywords

Electronic Websites, Satellite Channels

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Introduction

Satellite channels formulate their messages in various forms, including professional, objective, and impartial, and others bear the frameworks and ideologies of the communicator. On both sides, there are multiple and varied ways through which these messages reach the target audience, and among these are the ways of the arms of the electronic channels represented by (the channel's website on the "Website"), its homepages on multimedia, and its applications on mobile phones), in addition to its screen on satellites. The researcher divided the research into three topics, the first topic included the (the methodological framework) and topic two (the theoretical framework), and the third topic (the applied framework) as well as the research results, conclusions and recommendations.

Methodological Framework

The research problem

The research problem is defined as "a situation, an issue, an idea, or a concept that needs research and scientific study to find out its introduction and build relationships between its elements and current results and reformulate them through the results of the study and put them in a sound scientific framework" (Abdul Hamid, 2015 :70) The researcher summarizes the problem of his research by the following question: What are the political contents of the electronic websites of Iraqi satellite channels? From this question, several questions arise, including the following?

- 1.What are the political contents that the Iraqi satellite channels are interested in on their website?
- 2.What are the ways to display political content on the websites of Iraqi satellite channels?

The importance of research

The importance of the study comes from the importance of the topic addressed by the title of (Political contents on the electronic websites of Iraqi satellite channels), which is characterized by modernity, and discusses a realistic problem related to identifying the contents of the websites of Iraqi satellite channels, in addition to the fact that the research is one of the research that keeps pace with the changes that occur on the modern media phenomena; Which provides an important material in the media library, especially in knowing the relationship between media variables and others.

Research Objectives

The research aims to;

- 1.Disclosing the political contents that the Iraqi satellite channels are interested in on their website.
- 2.Getting acquainted with the ways of displaying the political contents on the electronic websites of the Iraqi satellite channels.

Type and Method of Study

This study belongs to the descriptive analytical studies, and the researcher used the analytical survey method, and this method is to know the political contents of the websites of the satellite channels chosen by the researcher and their technical forms in these sites.

The research community and its sample;

The research community represented the websites of the Iraqi satellite channels represented in Alsumaria TV website, Diglah channel website and the Ittijah channel, and researcher used a partial enumeration of the research community represented by all the news contained in the three sites of satellite channel, the Sumerian, Diglah, and Ittijah during three months (90 days), which is January, February and March, i.e. the period from (1/1/ until 31/3/2021)

Research tools

Observation

The researcher used the observation tool in formulating and drawing the general idea and structure of his analytical study, and in collecting data and formulating the main and sub-categories in the websites of the Iraqi satellite channels represented in the website of the Dijla, Attijah and Sumerian channels, as well as noting the technical shapes used in presenting the political contents in those sites.

The (content analysis) form

The researcher relied on the analysis form tool to reveal the political content on the websites of the satellite channels under study. The researcher designed the questionnaire based on observation in building the questionnaire with its main and sub-categories, as well as reviewing previous studies and the theoretical framework of the research.

Research Areas

The temporal domain

The researcher identified the temporal domain of the study for the period from (1/1/2021 to 31/3/2021), which is the most important period as it included political events and the adoption of crucial and important laws in the country.

The objective field

According to the requirements of the study, the objective area is represented by all the electronic websites of the Iraqi satellite channels.

Previous Studies

Majeed Study 2020: (Majeed, 2020)

The researcher identified the study problem with the following main question: To what extent do Monte Carlo and Sawa radio stations employ interactive tools in their electronic websites, and what are the manifestations of this interactivity that they use to attract the audience? The objectives of the study were determined by a number of objectives, as follows;

1. Identifying the method and forms of interactive communication in Iraqi affairs with the websites of Monte Carlo and Sawa radio stations.
2. Uncovering editorial interactivity (interactive as a communicative process) in Iraqi affairs on the websites of Monte Carlo and Sawa radio stations.

This study belongs to descriptive studies, and the researcher resorted to the survey methodology, relying on a partial comprehensive inventory, and the researcher reached the following results;

1. The study proved that the public's interaction with the security contents regarding Radio Monte Carlo and the political contents with regard to Radio Sawa.
2. The editorial interaction was in the form of a word more than other methods, and came first with a percentage of (99.7%) on Radio Monte Carlo and (100%) of Radio Sawa.

Al-Rubaie Study 2016: (Al-Rubaie, 2016).

The researcher identified a study problem with the following main question: What are the interactive tools provided by satellite TV websites and their pages on social networks, and what is their role in promoting freedom of opinion and expression among the public? The objectives of his study were as follows;

1. Uncovering the interactive tools provided by the satellite channels, the research sample, on their websites and pages on social networks, to achieve the dimensions of interaction and comparison

between them.

2. Investigate the reasons for the audience's preference to interact with the sites and pages of the channels of the research sample, to the exclusion of other channels.

This study belongs to descriptive studies, and the researcher used the survey and descriptive methodology for the analytical and field study, and the researcher relied on using three types of samples: multi-stage, intentional sampling, and quota sampling, and the researcher reached the following results;

1. The results proved that the interactive tools provided by the satellite channels, the sample of the research on their websites and pages on social networks, have a plurality of options and high media.

2. The study proved that the reasons for the sample's preference for websites and their pages over websites are because of obtaining information easily. (Al-Khazali Study 2018: Khazali, 2018)

The researcher determined the problem of his study with the main question represented by the limits of framing Iraqi electronic news sites for issues of political conflict and its ways, and its relationship to the formation of the image of the Iraqi political process among the Iraqi academic elites, and set the objectives of his study as follows;

1. Determining the framing mechanisms adopted by electronic news websites related to issues of political conflict, independently for each website at one time, and for the three websites together at other times.

2. Disclosure of the relationship between the type and use of news frameworks and the ownership of electronic news sites.

This study is one of the descriptive studies in which the researcher adopted the survey method, both descriptive and analytical, and the sample of the study was an intentional sample, and the results of the study were as follows; The issue of the Popular Mobilization, as the most prominent issues of the political conflict, ranked first in dealing with it through the three electronic news websites, in the matter of research, with a percentage of (49.46%), which qualifies it to be in the front of the issues of the political conflict. The Kurdistan Region referendum issue came second with a rate of (30.65%), and the national settlement issue ranked third and last with a rate of (19.87%).

Theoretical Framework

The concept of the website

The websites of satellite channels are defined as "a group of elements or what can be called a page, and each site consists of a group of pages and vice versa, and it is called the sites of different interests (World Wide Web) (Hassan, 2016; 114) Websites are distinct and highly adaptive types, which are forms of presentation and organization of information on the Internet, or separate pieces of information that a person can access automatically (Colin, 2017; 315) Another definition of websites is "they are files on the Internet that are similar and related to each other and that have been designed by an individual or group of individuals or institutions to serve their interests or to represent them electronically (Zaid, 2018; 385) Websites are an easy-to-use and inexpensive communication medium and a contemporary style of communication that the public looks up to and closely follows (Kandilji, 2015; 343), which has a communication feature, i.e. the integration between (audio, image, video, graphics), and leads to different styles of interaction between groups (Atcheson & Lewis, 2009; 78)

Political contents on the websites of satellite channels

A number of researchers indicated that the political implications are political, security, economic and social issues that occur as a result of the problems that accompany political systems or weakness in the political process due to the struggle to achieve personal and partisan interests between the ruling groups and the opposition and also occur as a result of chaos or the absence

of strict laws that limit it (Abu Ramadan, 2019 The political contents emerge in an interesting way by highlighting them by satellite channels and their websites, addressing them through news and programs, and giving them a wide space compared to other events (Al-Toukhi, 2014; 230) Websites deal with sensitive political issues impartially and objectively for two main reasons: (Skdsen, 2010: 93)

1. Because she fears that her license will be withdrawn from work, or harassment in field work, or that she will be withheld by the government, in addition to the lack of legal protection and cover for her.

2. In order not to lose its professional value and destabilize the public's confidence in it

Application Framework

Analyzing the results of the analysis form

This topic includes the results of content analysis of the websites of satellite channels (Sumeria, Diglah, and Al Ittijah) for a period of three months from 1/1 to 31/3/2021. The researcher analyzed the three websites to find out the political contents published in them (in form and content), and the results of the analysis of the websites were as follows;

The political content of (the Federal Court Law) in the three sites.

Through table (1) we infer that the websites of satellite channels are interested in the differences and conflicts over the representation of minorities in the Federal Court Law and the affiliations of its members, in addition to the voting category for the legislation of the Federal Court Law more than other groups, as it attracts the public's attention as a media material on one hand, as well as concerning the focus on sectarian and national issues in the Federal Court Law and giving this issue more importance than the law itself, and the extent to which it is related to crucial issues such as the conduct of elections, resolving disputes and conflicts over contentious issues in the overlap of powers between local and federal governments, as well as between Baghdad and the region, and between the executive and legislative authority, and the interpretation of the articles of the constitution on the other hand, see Table (1)

Table (1)

shows the political contents of (Federal Court Law) in the three channel sites.

S/N	Political contents	Al Sumaria		Dijlah channel		Al etejah channel		Calculated value of χ^2	Significance
		Repetitions	%	Repetitions	%	Repetitions	%		
1	Disagreements and conflicts over the representation of minorities in the Federal Court Law and the affiliations of its members	37	35.9	35	26.3	13	33.3	2.63	Not significant
2	Constitutional Violations in the Federal Court Law	15	14.6	16	12.0	2	5.1	2.38	Not significant
3	Agreements on the Federal Court Law and its Paragraphs	17	16.5	24	18.0	6	15.4	0.19	Not significant
4	Vote to legislate the Federal Court Law	28	27.2	45	33.8	13	33.3	1.28	Not significant

5	The link between the Federal Court Law and the Elections Law	6	5.8	13	9.8	5	1.8	2.09	Not significant
6	Total	103	100.0	133	100.0	39	100.0		

The political content of (Federal Budget Law for the year 2021) in the three channel sites.

Through table (2) it becomes clear to us that the three satellite channels sites represented by Alsumaria satellite channel site, Dijla satellite channel site, and Al-Ittihad satellite channel site focused on the voting session to pass the budget, and the region's share, as most of the Iraqi public is waiting for the approval and legislation of the federal budget law for the year (2021) for the stability of local markets, the social situation, knowledge of the exchange rate on which the budget is approved, and anticipation of the vote on it in the House of Representatives, which postponed it more than dozens of times, see Table (2) for more clarification.

Table No. (2)

Shows the political content of (Federal Budget Law for the year 2021) in the three channel sites.

S/N	Economic Results Framework	Al Sumaria		Dijlah channel		Al etejah channel		Calculated value of χ^2	Significance
		Repetitions	%	Repetitions	%	Repetitions	%		
1	Controversy over financial allocations	20	12.0	37	12.0	43	22.9	12.57	Significant
2	Budget discussions	19	11.4	45	14.6	22	11.8	1.31	Not significant
3	The region's share of the budget and outstanding problems	29	17.5	85	27.6	48	25.7	6.17	Significant
4	Constitutional Violations in Budget Texts	5	3.0	7	2.3	3	1.6	0.79	Not significant
5	Voting sessions to pass the budget	38	22.9	90	29.2	34	18.2	7.98	significant
6	Oil prices and the amendment of budget paragraphs	28	16.9	6	1.9	4	2.1	50.58	Significant
7	Calls to reduce the exchange rate of the dollar	6	3.6	18	5.8	5	2.7	3.10	Not significant
8	Withdrawals and boycotts of parliament sessions to pass the budget	6	3.6	9	2.9	8	4.3	0.65	Not significant
9	employee salaries	7	4.2	9	2.9	17	9.1	9.62	Significant
10	Job grades	8	4.8	9	2.9	3	1.6	3.12	Not significant
11	Total	166	100.0	308	100.0	187	100.0		

The technical form of political content on the websites of satellite channels

Through table (3), we note from the above that the category of a topic with a fixed image Caption outperforms the other forms in the three websites as a result of relying on news in the dissemination of political content and presenting it to the public in a reduced form, in addition to that the speed of its reading and participation with other sites, and the absence of text It is written to be read only because all satellite TV sites use a picture with the topic for clarification or for the person concerned with the published topic.

Table No. (3)

shows the (technical form of political content) on the three satellite channels' websites.

S/N	The art form of political content	Al Sumaria		Dijlah channel		Al etejah channel		Calculated value of χ^2	Significance
		Repetitions	%	Repetitions	%	Repetitions	%		
1	Written text	0	00	0	0.0	0	0.0	--	-
2	Read only Subject with LVO .	41	15.7	42	12.2	16	7.8	6.61	significant
3	Film Theme with still image	213	81.3	303	87.8	181	88.3	6.58	significant
4	Caption Film materia	4	1.5	0	0.0	8	3.9	13.46	significant
5	l only Motion graphic	4	1.5	0	0.0	0	0.0	8.44	significant
6	Video Graphics Total	262	100.0	345	100.0	205	100.0		

Methods of displaying political content on the websites of the three websites

Table No. (4)

shows the ways of displaying the political content in the three sites

S/N	View political content	Al Sumaria		Dijlah channel		Al etejah channel		Calculated value of χ^2	Significance
		Repetitions	%	Repetitions	%	Repetitions	%		
1	The news	240	88.2	274	79.9	181	10.0	43.59	significant
2	The report	16	5.9	0	0.0	0	0.0	31.64	significant
3	Investigation	1	0.4	0	0.0	0	0.0	1.9	Not significant
4	visual report	15	5.5	2	0.6	0	0.0	22.76	significant
5	Un urgent news	0	0.0	67	19.5	0	0.0	96.62	significant
6	Total	272	100.0	343	100.0	181	100.0		

Through table (4), we find that the websites of the three satellite channels have focused heavily

on the (news) category in presenting the political contents to the public, as a result of the speed of drafting the news and in order to achieve the scoop between the websites of satellite channels on the one hand, and between the websites of satellite channels on the one hand, and news agencies on the other hand, in addition to that, the wording of the news adopted by the sites according to the inverted pyramid template, in order to achieve the scoop through the applications of satellite channels used by the public, see Table No. (4)

Sources of political content adopted by the three sites

Through Table (5), we find that the websites of the three satellite channels, Sumeria, Dijlah , and Al Ittjah depend in the dissemination of political content on the site itself, being independent from the number of editors and correspondents, and it works in competition with other agencies and websites and with large and specialized cadres. The way of publishing news on the site differs from the way of displaying on the screen because the site relies on (a topic with a fixed image Caption) to publish political content and on the screen depends on the film material with the text and the voice of the announcer, see Table No. (5)

Table No. (5)

shows (sources of political content) adopted by the three channels websites.

S/N	Sources of political content	Al Sumaria Repetitions	%	Dijlah channel Repetitions	%	Al etejah channel Repetitions	%	Calculated value of χ^2	Significance
1	Reporters	40	13.4	0	0.0	2	1.0	70.54	Significant
2	News agencies	30	10.1	5	1.4	1	0.5	38.77	Significant
3	Official data	45	15.1	30	8.6	12	5.9	12.92	Significant
4	Social media (tweets)	8	2.7	1	0.3	1	0.5	9.02	Significant
5	government sources	32	10.7	23	6.6	7	3.4	10.02	Significant
6	Satellite channels	29	9.7	78	22.5	31	15.1	19.40	Significant
7	Press Conference	2	0.7	3	0.9	0	0.0	1.70	Not significant
8	Channel website	96	32.2	178	51.3	149	72.7	80.11	Significant
9	media offices	16	5.4	29	8.4	2	1.0	13.46	Significant
10	Total	298	100.0	347	100.0	205	100.0		

Second: Research Conclusions

- 1.We conclude from the obtained results that the websites of Iraqi satellite channels focused in their publications on the Federal Court Law and its repercussions, in addition to the Federal Budget Law /2021 and the accompanying events about its passage.
- 2.The results obtained from the websites of the Iraqi satellite channels proved that they depend on a topic with a fixed image Caption in the dissemination of political content more than other artistic forms.
- 3.We conclude from the obtained results that the websites of the satellite channels depend on independent sources (particularly the websites of the channel) in the dissemination of political content.

Recommendations

At the end of his research, the researcher recommends the following;

- 1.The administration of satellite channel websites must present the political content to the public with objectivity, transparency, impartiality, professionalism, and diversity by publishing content on their websites.
- 2.It is necessary for websites to expand their publications to include regional and international

news.

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