

Political media and its Role in Activating Political Reform - Theoretical Study

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Abstract

In light of the great changes that the world is witnessing today, especially at the political level, it is clear that the media has a very important impact on the course of events, the research aims to identify the political media, as well as to identify the names of political programs provided by satellite channels, and revealing the topics that the political programs focused on through the political goals set for them.

The researcher dealt with the problem of research in the questions raised by the researcher, namely: What is the position of the political function of the political media in directing mass communication in modern societies in general and Iraqi society in particular? How does the political media do that? While the importance of the research sheds light on the media as the most influential, widespread and rapid in the modern era in influencing the masses politically, they are superior to other mass communication means, by producing the elements of meaningful and successful media work.

The most important conclusions reached by the researcher said that the level of influence of political media lies in the motives of exposure to watch Iraqi satellite channels, and the level of the most important issues addressed by the political media in the Iraqi satellite channels was influential. The most important recommendations are the need for political media to build bridges of trust with the viewer, respect his mind, and work to restore his interest in Iraqi television, as well as develop media strategies that allow the production of the elements of meaningful and successful media work.

Introduction

Political media is the backbone of the perpetuation of modern media, which works to follow events as they happen or after they happen, because news and political analysis are the material for him, the concept of specialization in media is based on two rules: the audience and content, and according to them, so the political media is located within the framework of specialized public media and the prevalence

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of knowledge, and follow the rule of interest in a particular field does not negate the character of specialization in general or scientific, even if so There would be no sports, artistic or other media.

Political media is the media that is dominated by the stamps of politics, thought, propaganda and advocacy and aims to change, stabilize, bias or neutralize the attitudes of the public by increasing interest in the course of political events. However, this view varies from country to country. It may be entrusted with the task of correct political awareness that arouses the interest of the citizen towards the political truth, or informing people of the course of events and their developments. Specialized satellite channels represent one of the most important forms of political media, and its tools and means of political guidance, and for this reason most countries are interested in this type of satellite channels, which are unique to most of their programs for political affairs.

As for political reform, it emerged within the framework of efforts to improve the performance of the state in various fields by ensuring freedoms and political and cultural pluralism through transparency and oversight of legislative, judicial and media institutions. Political reform differs from the revolution in that it seeks to make adjustments and correct mistakes without prejudice to the basics of the system, while the revolution aims to change the regime and turn it upside down despite the dangers of chaos.

The first topic: research methodology

Importance of study

It has become the most influential, widespread and rapid media in the modern era, as it surpasses other mass communication means, by combining all its advantages, using sound, image, movement, color and other artistic means of illustration, as well as its superior capabilities to spread, and being part of the great technological revolution that the world is witnessing in the twenty-first century.

The interest of researchers in the media has focused on raising many questions about its real impact on the life of modern man, and its repercussions on his social behavior, including political behavior.

If one of the researchers has described the means of communication as ((the nervous system of the government or the authority in society))(1). We find another researcher who describes satellite channels as ((channels of power)) (2). This name came from the realization of the reality of the role played by satellite channels in political life, until our current era has become called (political media).

Problem of study

The media are considered to have a distinct and influential public effectiveness in broadcasting and promoting political topics and content, through the roles they play in the areas of political upbringing and mass mobilization.

As it works through the political materials that it broadcasts to express the political function drawn for them, as a media device linked legally, administratively and financially, one of which is to the state and to serve the public interest of the state, and the other to the private sector, and thus seeks to spread political awareness, and spread political concepts stemming from the interests of the country and educate public opinion. The problem of research lies in the form of a main question as follows:

What is the position of the political function of the political media in directing mass communication in modern societies in general and Iraqi society in particular? How does the political media do that?

Objectives of study

The aims:

1. Identify the political media and how to employ them politically, as well as diagnose these programs and evaluate them according to scientific criteria to come up with conclusions and proposals that can contribute to activating the political function of these programs.
2. Identify the names of political programs provided by satellite channels.
3. Reveal the topics that the political programs focused on through the political goals set for them.
4. The research also aims to provide recommendations to workers in the field of satellite broadcasting to enhance the positive aspects of the political function and overcome the negatives that can be diagnosed in this regard.
5. Identify the role of satellite channels in shaping the image of the Iraqi politician.

The second topic: the theoretical framework

The concept of political media

Political media is one of the branches of political science, which imposes the need to deal with the concept of political science briefly as an illustration. "Political science is one of the social sciences and it

is interested in learning, perceiving, and understanding facts, and there is a close relationship between political science and other sciences such as history, history helps the political scientist to understand political events, taking into account historical development, historical precedents, as well as law, his students are interested in politics and political students are interested in law, the government is interested in drafting and implementing laws. There is also a relationship between political science, ethics and philosophers."(3).

The opinions of researchers in the field of media and politics differed on a specific definition of the term political media as a type of media that needs a lot of diligence to define it (4).

Some of these definitions are as follows:

Fouad Ali Ahmed says that "political media is telling any content that has a political dimension or meaning, as the word media literally means telling any news about something, and it was stated in one of the definitions that what is meant by news or media is to inform people of what concerns them and is related to their public and private lives, whether in their internal society or in the global community. Political media is one of the important and necessary branches of media, a methodology and process aimed at disseminating news, news, and facts to individuals for expression and awareness." (5).

Schudson (1995) defined it as: "Any transmission of a message intended to influence the use of power or public promotion in society." (6)

Denton and Woodward define it as "the general debate about power and sources of public income in society." (7)

Meadow defined political media as(8): "symbols and messages exchanged influenced by or influenced by the political system."

Phillipdavison defined it as(9): "The way in which political conditions shape the quality and quantity of communication on the one hand and on the other hand is the way in which media conditions can shape politics." Dominique Welton asserted: "Political media is a vast space in which opposing discourses from three actors who possess part of political and democratic legitimacy – politicians, journalists and public opinion – are exchanged through probing opinions." (10).

As for Abu Samra, he defined it as: one of the types or branches of media that aims in particular to deliver a media message from the state or its institutions to achieve influence on the masses and to achieve purposes that serve the general policy of the state or its orientations in the political field. (11).

We conclude from the above that the political media is the backbone of the media process, and it is purposeful media related to politics, and if the media is effective, reduce the possibilities of error in making decisions, which are the summit and goal of political action.

The importance of political media

The importance of political media in contemporary political life lies in the large size of the recipients, whether from the public or members of the political elites, and it also enjoys the confidence of the receiving public in the information and news it provides, as well as its continuous endeavor to attract the public through various forms of media arts, which are not without political connotations, and with the increase in media messages, the vision provided by the media becomes necessary to realize the real positions. (12).

Ali Abdel Fattah believes that "the importance of political media has increased in the current era widely, as it has become necessary, as it is an authority capable of influencing and changing, because it plays a distinctive and effective role in the political awareness of society by its various means, as it promotes political and social awareness, whether at the national or international level, and helps bring about a radical change in society, and the importance of political media lies in times of war, peace, elections, and political campaigns, in developed societies; Information and its flow from the political elite to the public."(13)

Objectives of political media

The political media has specific goals set at the national and international levels, when the politician speaks to the public through the media, he looks for opportunities to exercise power, because of its influence on public opinion, and at the same time, individuals who participate in the political process use the same means to express their opinions and issues, aware of the extent to which information flows from the media to opinion leaders in society. (14).

The objectives of political media at the national level are to influence attitudes, exercise control over government actions, as well as educate and market politics. As well as strengthening loyalty and support between the sender and the receiver, consolidating a sense of loyalty and crystallizing the national culture, confronting foreign propaganda, and working on consensus and behavior within society. (15).

As for the objectives of political media at the international level, they are to support the foreign policies of countries or their issues at the international level, and to create positive images and impressions of the state and its institutions among recipients in other countries, and this role is played by radio and television channels directed abroad and

the study of media policies, as "information and communication policies differ from one country to another, as well as achieving a kind of cultural overlap of the state or group of countries communicating within the state and supporting the culture of the state or regional organization that represents the group of countries." (16)

Political media theories

Many researchers and experts in the field of media and politics point out that some political theories are the basis on which political media theories are built, the most important of which are:

1- Power theory

This theory appeared in England in the sixteenth century, and took the theories of Plato and Machiavelli as its basis, and holds that power belongs to the ruler. This theory defends the authority that monopolizes media permits, because the government monitors what is published, prohibits media from criticizing the ruling authority, and although the private sector is allowed to publish magazines, the media must remain subject to the ruling authority." (17)

2- The theory of democratic participation

This theory is one of the modern theories that emerged as a counter-reaction to the commercial and monopolistic nature of private media, and in response to the centralization of public broadcasting institutions founded on the criterion of social responsibility, and is especially widespread in capitalist countries, and this theory involves ideas hostile to the theory of mass society, which is characterized by complex organization and extreme centralization, and which fails to create urgent opportunities for individuals and minorities to express their interests and problems. (18)

This theory argues that the theory of the free press and the theory of freedom fail because they are subject to market considerations that strip or empty them of their content, and it considers that the theory of responsibility is inappropriate because of its association with the centrality of the state, and thus the main point of this theory lies in the needs, interests and hopes of the public that receives the media. The theory focuses on the selection and presentation of appropriate information, the citizen's right to use the means of communication, rejects the centralization or control of the government over the media; and encourages pluralism.

3- The theory of freedom

This theory appeared in Britain in (1688) and then spread in Europe and America, and saw that the individual has the right to publish his opinions through the media freely, rejecting censorship, or

confiscation of thought, and its goals are freedom to achieve material profit, through advertising, entertainment, and propaganda, but its main goal is to monitor the work of the government, and reveal its shortcomings, to open the way for the circulation of information between people without restrictions by publishing and broadcasting it through the media being a legitimate right for all. (19).

4- Social responsibility theory

The theory of social responsibility appeared in the USA after World War II. This theory is based on the practice of the media process freely based on social responsibility, and the proponents of this theory believe that freedom is a right, duty and responsibility, and from here the media must accept to carry out certain obligations towards society, and can carry out these obligations by setting professional standards such as honesty, objectivity, balance, and accuracy that the theory of freedom lacks, and the media must in this context to self-regulate its affairs in accordance with the law, and the media must be pluralistic to reflect the diversity of opinions and ideas. In society, in addition, media professionals must be responsible to society and their media institutions, and this theory aims to raise the collision to the level of objective discussion away from emotion, as well as to media, entertainment and obtaining material profit. (20).

5- Marxist theory

The main ideas of this theory are that it is the working class that has power, and in order to retain power, it must control the means of intellectual production of which the media is a part, so the media must be controlled by the Communist Party. Socialist societies, in the absence of the presumption of the absence of class struggle in socialist societies, the media should not be created to express conflicting interests so that disagreement does not cause danger to society. (21).

6- Developmental theory

It emerged in the eighties, and is based on the ideas and opinions contained in the report of the (Walk Braille) Committee on communication problems in the third world, and it comes out of the scope of the dimensions of censorship and freedom as a basis for classifying media systems, and the principles and ideas of this theory are important and useful for the countries of the developing world, because they oppose dependency and the policy of foreign domination, and allow only a small amount of democracy according to the prevailing conditions, but at the same time impose cooperation, and call for concerted efforts between various sectors to achieve development goals, which Make this theory gain independence among other media theories for its recognition and acceptance of inclusive development and social change.

Advantages and qualities of political media

Political media is interested in publishing and promoting what governments and politicians want, it is necessary for political media to have qualities and advantages to be successful media, and those advantages or qualities include the following (22):

1- Realism: The political media should convey the image of reality without falsification, exaggeration, or exaggeration, which influences public opinion and directs it towards the wrong path.

2- Neutrality: Impartiality is necessary for political media, in the sense that those in charge of political media stand and report political issues and news without bias to one particular party over another, without distorting the news or event, because this affects the opinions of the recipients and directs them to make wrong decisions.

3- Objectivity: The objectivity of political media is manifested in political media professionals who report news of wars, conferences, or any political event without distortion and with complete objectivity, aiming to put the recipients at the heart of the event, without seeking to influence them.

4- Credibility: This is calculated on the media and media professionals their credibility in reporting news, commenting on events, and investigating the reliable source of information, in order to attract recipients, because credibility has a strong and positive impact to gain the trust of the public, and accordingly honest and real public opinion is formed.

5- Appropriate timing and accuracy in political media: There is no doubt that the appropriate timing to broadcast the news, or its transmission affects the recipients, so they should take into account the appropriate and appropriate timing, for example, the transfer of the news at the moment of its occurrence to prevent the leakage of rumors about it, and accuracy has the importance and impact of public opinion, and directing it as required.

6- Integrity and respect for charters: The integrity of media professionals in general, and political media professionals in particular, is important in the political media, because the corruption of media professionals comes at the expense of their profession, and they should observe the media work charters and agreements, which preserve the honor of media professionals, and push them towards honest and ethical media, and all this affects the opinions of the public, which will have a bad image of the political system in the event of lack of integrity and failure to work in accordance with media charters.

Types of political media (23):

Political media is divided into many types, including:

1- Disleading political media

This type of media distracts attention from the truth or hides it from the public by using coloring, symbolism, or fragmentation in the transmission of information in a specific time period, and this type of media is not a fixed approach in any international media policy, as it is often needed in times of political crises and wars. (24).

2- Objective political media

In this type of media, the sender disseminates information through the media about a particular fact, and focuses his attention on finding the complete facts. There is a proportional relationship between objective information and the nature of the event that in one way or another affects the fact being consolidated, according to the communicator's vision and its impact on reconciliation. (25)

Political media

Political media takes multiple means and forms, direct or indirect, bilateral, individual, or come together all, and political media include: oral means, read means, and external visual means, and television is the most reliable means to achieve the goals of political media, as a more attractive, influential, and popular visual audio-visual means, as it is relied upon to raise important political issues. Political media takes a range of methods to control, control, and influence the behavior of the public to achieve its goals. (26)

The third topic: Political reform and its relationship to other types of reform

The effectiveness of political reform in societies is linked to a set of economic, social, cultural, and political variables, which in turn exert their influence in determining the mechanism and course of this reform.

These variables can reflect in one of their respects the elements that should be available collectively in the modern civil State, and they constitute accordingly (27):

1- Political components, as the political factor of the modern state: (elections, constitution, parliament, party pluralism, free media, the rule of law, an independent judiciary, and respect for human rights).

2- Economic components, as the economic factor of the modern civil state: a free market economy, supply and demand, wind and loss, individual initiative, and private property.

3- Social components, as the social factor of the modern civil state - a relatively large middle class, economically well-to-do, and mentally enlightened). Intellectual components, as the intellectual and cultural carrier of the modern state: (the dominance of rational, individualist, and secular tendencies).

This shows that the formulation of any project must be a comprehensive strategy in its entirety, economic, social and cultural, and that economic reform is political reform, which indicates the mutuality of the relationship between the modes of reform.

The essence of the problem of reform in the Arab region lies in the reform of a number of administrative and economic systems, and the parts of political reform for security reasons, as civil society institutions in the Arab region still lack such reforms despite the interdependence between the three fields.

While the mechanisms of control that these regimes have created in the Arab region since the sixties and seventies of the last century, have formed a cover for public corruption and economic stagnation, and have hindered rational dealing with economic and human resources.

This belief is reinforced by what MaxJet Weber argues when he asserts: "The task of the ruler to control any group necessarily requires the existence of an administrative organization whose main task is to implement orders, and therefore the administrative organs are in fact a link between the ruling group and the governed group, and the concept of control consists of two main elements: the first of which is the existence of a system of values and beliefs that legitimizes the nature of the power relationship prevailing in society, and the second is embodied: In the presence of administrative teams, or a strong administrative organization that implements the orders and decisions issued by the ruling class regarding the organization of the prevailing power relations in society(28).

This indicates that the desired administrative reform in our Arab societies cannot be achieved without a political reform of the governance system.

In a number of Arab countries, the army or military leaders revolted, and the military took the reins of government in them, and entered the civilian ministries, resulting in a tangible transformation in the work of the government apparatus, due to the nature of the military organization, and what characterizes the work in the armed forces, as the interest was clear in the sovereignty of military organizations and

methods, and this resulted in a number of problems, including how to transform the patterns of civil administration in the direction of change that took its place in society, and to create a kind of adaptation and common understanding between Military commanders and their civilian colleagues, the situation related to the extent to which the military accepts the opinions of civilian experts and advisers, and other problems.

It increases the importance of linking political reform with the rest of the reform patterns as "the administrative system is the gatekeeper of the political system, and that it has become a criterion for classifying political systems, and that a large number of political systems have collapsed, due to the inappropriateness, efficiency and weakness of their administrative organs in general.

This is why those who advocate the priority of economic and administrative reform should realize that the success of the components of the reform project requires a free media and a watchful civil society, pointing to error and corruption at the time they occur, which can be prepared for political reform based on the abolition of all restrictions on democratic freedoms and the call for the independence of the judiciary and the rule of law, as well as the foundations of the democratic system as a whole.

This requires the reproduction of the political system in a way that establishes a democracy, which constitutes the basis of the reform project at all levels, economic, social and political, within the framework of the modern state, which adopts the aforementioned components, and is based on the foundations of the separation of executive, legislative and judicial powers, and society's control over the authority of the state and the subordination of the authority of the state itself to the laws it enacts, as the state is seen as a field that reflects the contradictions of the social structure and the balance of power in it.

Administrative reform

Administrative reform is defined as: the process of restructuring the structure of the administrative apparatus and its function in various state institutions, and other administrative formations in different sectors, and preparing this apparatus for a new civilized role, and the realistic vision of this type of reform is essential to take note of administrative corruption - which means, inter alia, what it means:

Wasting a real opportunity for reasonable investment of resources, both financial and human, and trying to besiege it, to the extent that it constitutes a set of measures to limit its spread and contain it.

The need for an element of comprehensiveness in the administrative reform process, and not to be limited to a fragmented aspect of state agencies, institutions, and other sectors, requires addressing all the foundations of the administrative organization, in terms of structure, structure and the human element working in it, and then supporting methods of work, as well as the means of this work of tools, equipment, and equipment, and it is necessary to adhere to clear plans to bring about a change in the government administrative apparatus first, and reduce bureaucracy.

However, this comprehensiveness also does not mean simply adopting calls to change administrative organizations, or adopting a specific model for administrative bodies alone, because reforming the administrative structure and structure, with all its tasks and powers, must be built on the urgent need within the available capabilities and capabilities without excess or negligence.

In developing countries, despite the importance of administrative reform, many of these countries do not put it at the forefront of priorities, especially those facing war, or exposed to internal divisions, civil wars, famines, or economic collapses, in which talking about administrative development, selection systems, job classification, time and movement study, or performance budget has become a kind of extravagance, or luxuries, while administrative reform is one of the effective means to confront the basic problems that these countries suffer from it.

Ways to develop mechanisms to promote administrative reform and to circumvent the environment conducive to administrative corruption have been discussed in various conferences and researches, resulting in recommendations to enhance the adequacy of administrative performance, which focused on the following points:

1. Activating the role of external oversight bodies and their formations over the executive authority, and those bodies that carry out oversight tasks in Iraq, for example(30):

1. Public Integrity Commission.
2. Inspectors General.
3. The legislative and judicial branches.
4. Media.
5. Civil society organizations.
6. Stakeholders and beneficiaries of public service.

2. Develop a complete system for evaluating the performance of public service employees, with the aim of following up the performance and work of the employee.
3. Classifying the public service, determining its salaries, dividing jobs into categories and ranks, requiring specific qualifications and knowledge from their occupants, and conducting comparative studies of similar jobs in the public and private sectors.
4. Ensure the chain of responsibility of managers or superiors, and exercise control, effective and strict under penalty of arranging their responsibilities.
5. Establishing and activating citizens' affairs offices, as well as establishing departments specialized in the central inspection, and activating their supervisory role to take note of the elements of administrative corruption and its environment.
6. The need to accompany administrative reform efforts, political and economic reform, as well as educational or educational reform, taking into account the ability of the educational system to provide specialized competencies and qualifications, to provide administrative bodies with technical and administrative teams, capable of achieving and implementing the objectives and programs in public services.

Economic reform

The World Trade Organization (WTO) and the International Monetary Fund (IMF) believe that the definition of the term economic reform revolves around measures related to the internal liberalization of the economy, the liberalization of its external relations, and its unrestricted opening to the movement of goods, services and foreign capital.

Arab researchers have criticized the view of major economic, commercial, financial and international organizations of the concept of economic reform, to accurately reflect the prevailing trends of economic globalization, which aims to open borders without any restrictions to the global economic movement in all its components and aspects, as well as neglecting the factors and components of building self-bases for continuous growth, or the fairness of income distribution, and the fight against poverty, which is a mechanism to ensure the growth of demand and the expansion of the market, thus stimulating new investments continuously.(31).

In their view, the term economic reform means: a set of measures aimed at removing the imbalances in the economy, developing internal rules for continuous self-growth, raising the employment rates of the labor force and capital in an economy whose structures

and productivity are being developed, facilitating the procedures for establishing businesses in it, while developing its integration into the global economy on equal and fair terms that take into account its level of development, and at the same time aimed at distributing income fairly, combating poverty, and building mechanisms to prevent and combat economic corruption.

The need to take effective steps in economic reform to achieve integrated growth in societies is becoming increasingly important as the issue of economic corruption begins to be addressed alongside the issue of poverty.

An international study on the impact of economic corruption on developing countries showed: "Some societies have been able to overcome corruption in developed countries, but this phenomenon is still exacerbated in the poorer and more suffering world of the South, and this is what also pushes - i.e. rampant corruption - to take decisions contrary to the requirements of the actual reality, and thus chaos prevails in the rest of life (32).

According to Transparency International, the diagnosis of the South as the most affected by economic corruption is not determined by local factors only, but is also the result of the policies of countries and their companies.(33). Due to the growth of international trade and the adoption of corrupt methods by these companies, including bribing negotiators to win contracts at the expense of their competitors.

The International Monetary Fund indicates in a report that these bribes are offered in the form of commissions that are scheduled within the fees and taxes of those companies that pay them, and that their criminal nature is often negated if paid by employees in other countries required by the interests of these companies.

Among the reinforces these efforts is the secrecy surrounding these contracts, which leads to the loss of the required transparency, and makes the game confined between the supplier and the corrupt import authorities, whose corruption is aided by the withholding of these contracts and deals from customs and tax control as well.

As part of the efforts to reform corruption in all its aspects, including economic corruption, the demand comes to adopt transparency, which is one of the modern terms in circulation, to express the need to inform the public about the approach of public policies, how to manage the state, and important sectors by those in charge of it, aims to reduce the various undeclared policies that are ambiguous, and accordingly, any government is obliged to announce its economic policies and programs, as economic policies and decisions that do not enjoy transparency can tend to create distortions in resource creation and exacerbation of inequality, which can lead to corruption.

Conclusions and recommendations

First: Conclusions

1. Increasing interest in the motives of exposure to the political media through Iraqi satellite channels to develop a political opinion on the motives of political reform.
2. Paying attention to the level of issues raised in the political media to shed light on the problems of political reality and form the collective mind.
3. Exacerbation of the level of cognitive effects resulting from reliance on political channels in front of increasing political awareness.
4. The increasing emotional effects resulting from increasing political awareness through political channel programs.
5. Relapse of the level of behavioral effects resulting from reliance on political channels and their impact on increasing political awareness.

Second: Recommendations

1. The need for the media (print, audio and visual) to show great interest in the issue of political participation and political knowledge to educate the recipients.
2. The importance of spreading a political culture that increases the degree of political awareness among segments of society, which motivates them to exercise their political rights and active community participation.
3. The need for political parties to pay great attention to the youth segment and their issues because of their active role in the future of the political process, and to support young people in addressing the issues and challenges they face, especially unemployment and others.

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