
EMPLOYING PROPAGANDA METHODS TO AFFECT NATIONAL VALUES IN NEWS BULLETINS

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Abstract

The current study dealt with the propaganda contents in the news bulletins shown on the Al-Sharqiya, Al-Hurra, and Al-Hadath channels which are the research sample. It also dealt with how these channels employed these methods in order to affect national values. The problem of the study is about the following question: What are the methods of propaganda employed in news bulletins to affect national values?. The objectives of the study were represented in revealing the propaganda methods employed in the news bulletins in addition to identifying the methods of propaganda recruitment and the basic contents employed used in the news bulletin of the research sample channels to affect national values. The researcher used the descriptive survey method to achieve the research requirements, and to identify and explain phenomena and situations. In the current study, the researcher made use of a sample of 1602 news items including news, reports and many media materials, in two program periods for 6 months, from 1-6-2021 to 11-31-2021. In conclusion, the researcher reached a number of conclusions, as follows:

1. The methods of focusing on the positives and focusing on the negatives were the most widely used ones. The first works on the issue of normalization, while the other works on spreading chaos within the country.
2. The methods of normalization and encouragement to emigrate had a high rank among the vocabulary of the nullifiers of the values of loyalty, while the category of focus on the exacerbation of conflicts and the category of sectarianism occupied advanced ranks in the nullifiers of the values of identity.

Introduction

The implicit objectives of media are to be attained through attempting to sway the people in order to broadcast pre-written messages aiming at influencing the general public's beliefs and impressions of a problem, event, or group. Therefore, it makes use of all aspects of the medium. The concept of national unity remains the constitution, which cannot be breached or debated. The local and TV media of any country must not cope with it, as it is one of the constants whose manipulation will cause dire consequences. On the other hand, decision-makers must impose power and force on everything that affects the higher interests of the state and of societies. The research falls into three sections that included the first (the methodological framework), the

second topic (the theoretical framework), and the third topic (the applied framework), as well as the research results, conclusions and recommendations.

Keywords: News bulletins, propaganda methods, national values.

First: Research problem:

The researcher summarizes the research problem by the following question: What are the propaganda methods employed in the news bulletins to affect national values?. Through this question, several sub-questions arise, including:

1. How are national values affected by propaganda?
2. What are the propaganda methods employed in TV bulletins?

Second: Research importance:

The importance of the study arises from the importance of the topic that the title deals with, as it deals with the issue of propaganda methods and how they are employed to affect national values through news bulletins.

Third: Research Objectives:

The research aims at:

1. Revealing the propaganda methods employed in the news bulletins.
2. Getting to know the national values that affect propaganda.

Fourth: Type and Method of Study:

This study belongs to the descriptive analytical studies, in which the researcher made use of the content analysis tool to analyze the propaganda contents in the news bulletins.

Fifth: The research community and sample:

The research community represented in the TV channel was fully represented and then confined to three TV channels: Al-Sharqiah, Al-Hurra, and Al-Hadath. The researcher chose the regular random sample.

Sixth: Research Tools:

1. Observation: The researcher used the observation tool in formulating the general idea and structuring of the analytical study, in collecting data and formulating the main and sub-categories in the content analysis form.
2. Content analysis form: The researcher relied on the analysis form tool to reveal the public's opinions about changing national values in their society.

Seventh: Research domains:

1. The temporal domain: The researcher determined the temporal domain of the research in the period in which the forms were distributed, extending from (1/6/2021 to 31/11/2021), which is the most important period as it included political events and the adoption of crucial and important laws in the country.
2. The objective field: represented in the TV channels, the research sample.

Eighth: Previous studies:

The first study: News coverage of the Kurdistan referendum crisis on Iraqi TV channels and its reflection on the national identity (Al-Shujairi, 2019). The research problem

revolves around a kind of ambiguity about a particular topic, or contradictory trends, or the absence of convincing explanations and reasons. The research problem must be interesting which is expressed very precisely and clearly. Some of the main objectives of the study are:

- 1- Knowing the extent of coverage of the Kurdistan referendum crisis in the two TV channels.
- 2- Exposing the topics covered by the news coverage of the crisis in the Iraqi TV channels.
- 3- Investigating the nature of the TV news channels handling of the Kurdistan referendum through the ideas and issues raised.

The second study: The role of TV channels in promoting national values (Al-Shujairi, 2016). The researcher identified a study problem with the following main question: What is the role of TV channels in promoting national values? This study belongs to the descriptive studies. The researcher adopted the descriptive approach for the analytical study, and adopted the methodological comparison. The researcher relied on the quota sample method.

The objectives of this study were as follows:

1. Investigating the various contents of the Iraqi TV channels that promote national values.
2. Investigating the Iraqi satellite channels that are preferred by the components of the city of Kirkuk

First: Propaganda Methods:

The goal of propaganda is to affect people's beliefs, mental perceptions, and behavioral attitudes toward a certain subject or group. Propaganda tries to affect people's minds and attitudes. This indicates that it is a habit that was purposeful and planned, rather than being spontaneous or unplanned. Those in control are eager to attain certain objectives and get the necessary results. The propaganda organizers employ a selection of methods that are directed towards the public's affection directly, to obtain an emotional response far from the judgments of the mind, including responding to a pre-drawn propaganda scheme.

First: Propaganda Methods: (Concept, Evolution, and Development)

Concept of propaganda

1- Linguistically:

The word "dieaya "propaganda" is derived from the same verb "da'aa" "called, invites, and propaganda" (Al-Asqalani, 1379 AH, p. 38). In other words: to persuade, entice, endear, urge, and spread values and principles (Ibrahim, 1985, pages 25-27). "dieaya" Propaganda" in its linguistic origin is "the call to a doctrine or opinion by writing or rhetoric and the like" (Ibn-Manzur, 1414 AH, p. 1386). It is "calling for something and encouraging this thing, or in other words, make a propaganda for it" (Al-Arabiya, 1980, p. 287).

2- Terminologically

Propaganda in the term has several definitions, most notably: “da’ayia” Propaganda” is defined in the terminology as: “the attempt, efforts, or activity by which the communicator aims to control the views, attitudes and actions of others by influencing their previous beliefs by means of messages designed extensively to attract and provoke their emotions or irrational aspects” (Shafiq, 2011, p. 18). Propaganda is “the organized effort to disseminate opinions, beliefs, ideas and principles from the plan point of view, with the aim of influencing the opinions, emotions, attitudes, and behavior of individuals and groups to serve the plan’s goal, whether militarily, economically or politically” (Abu Al-Nasr, 2010, p. 51).

Methods of propaganda

Opinions concerning the difference between style and technique in propaganda varied. There are those who differentiate between them on the basis that the method is closer to the strategy, while the technique is a practical application of the same strategy, but in different forms. In this regard, some researchers say, “the technique is the executive element of the style, it is an auxiliary and executive factor in the applying and intensifying the particles or units of the artistic style, while the style is a group of elements capable of creating a specific intended reaction in the future.” (Ellul, pp. 120-130). In the following illustration, the basic propaganda methods that are common in media practice will be presented.

Catch-up style.

It is a style that is based in achieving its goals on the innate tendency of individuals towards belonging to the group and keeping pace with the prevailing trend. It has several names, such as the herd instinct and the chorus (Boaz, 2016).

Conversion or linking style.

Some symbols, texts, and characters have a positive or negative publicity (fame) load. Therefore, the propagandist associates this fame with a specific idea or issue with the aim of persuading the public to accept or reject it. In other words, it is to employ the value of a particular thing and link it to something else, so that the latter is classified according to the significance of the former for the public. (institute for propaganda analysis, 2017, p. 217)

The flashy generalizations style.

It is a style which is based on evoking feelings of love, belonging, and acceptance in the public, by encapsulating a person, group, event, believer, or action, with positive labels that are generally accepted. In the sense that they are words related to values and beliefs of high value that carry the power of persuasion, as they seek love for the homeland, peace, freedom, and others. Here, the publicist wraps his propaganda campaign with lofty concepts, by using terms denoting them, with the aim of

prompting the public to recognize and accept them without the need for evidence and proofs (Al Bahish, 2012, pp. 40-66).

Label release style.

It is also called "substitution of names," and aims at provoking feelings of hatred, fear and rejection in the public by naming a person, group, idea, belief, or policy with negative connotation names. In other words, the propagandist uses labels that are not related to the things they indicate, which pushes the public towards adopting rulings that reject and criticize them, without relying on evidence and proofs (Institute for propaganda analysis, 2017, p. 3). Fascism, dictatorship, terrorism, extremism, radicalism, brotherhood, gangs, militias, Anti-Semitism, the Holocaust and many others are among designations terms used by this method.

Using the image for propaganda:

The concept of a media image refers to the characteristics and qualities that distinguish the media of one country or people via the information and programming it presents about those peoples and nations. The media image in particular leaves a more intense and deeper psychological impact. If the other images in all their folds carry an artistic dimension that leaves the recipient with a sense of comfort due to the beauty and artistry of the image, the media image, because of what the whole world knows of tensions on all political, economic, social, psychological and health levels security, would create a feeling of constriction, fear, anxiety and anger at the same time for the recipient of the image. By using propaganda in the image and in the body language of the communicator, these recipient's feelings and emotions have become the main goal of the communicator. The concept of the media image differs greatly between the actual reality and the symbolic reality presented by these means through the possibility of forming the media to the minds of the public through the perceptions they present about countries and peoples and related issues. These developments are based on certain concepts related to issues that the media seeks to publish, highlight and promote on a mass scale and link those masses to a specific development towards the issues of those peoples, and here is the propaganda. That is, it highlights what does not exist and falsifies facts, whether positive or negative. The press media is basically an image in the mind of the media decision maker who controls the media outlet, who draws the features of the media in broad lines that are directly proportional to the extent of the decision maker's control over the media. (Radi, 2008, p. 9)

That is, the propaganda operator expresses his policy through the images that he broadcasts in his medium. The image is the visual expression of what the propagandist wants to say. The visual expression is a directing vision of the maker of the artwork that comes through employing the elements of the audio and visual medium and treating them artistically with a feeling and emotion in the manner in which these elements are organized in the emotional and emotional impact on the viewer through the strength of the contents presented in the work. (Abdul-Jalil, 2017, p. 145). There

are three basic criteria for defining the characterization of a visual formation as the production of meaning. They are: (Issa, 2020, pg. 139).

The first criterion: Quality:

It means how to employ the image while achieving the greatest return or effect with the least effort, so that the image processing would be easy.

The second criterion: Effectiveness:

That is, the intensity of the impact of the image and its effect on the recipient so that the depth of processing is available and the strong contribution to achieving the goal of the image maker.

Third Criterion: Appropriateness:

What is meant by appropriateness is the proportionality to the requirements of the situation with the degree of applicability of the criteria for producing meaning to the images studied. Here, we enter into the dialectic of image and language, and does the image express the thoughts of the sender as well as the language, or is the image more informative and more important?. Professor Hasna Al-Hassani says that the value of the message in the letter is from the value of the sender, but the image is from the value of what appears in it. That is, the sender here is the one shown in the picture. The letter expresses the state of the sender, while the image expresses its state, but is more fluent and eloquent than the sender himself. (Al-Hassani, 2019, p. 38)

The media tries to convert the written text as much as possible into images, as it contributes greatly to consolidating the recipient's idea and concept, who in turn transforms this image into visual thinking and a set of visual ideas or mental images that are stereotyped images of a specific topic that the propaganda media tried to convey to the recipient. The image has many levels that can be manipulated in publicity, as shown in the following figure:

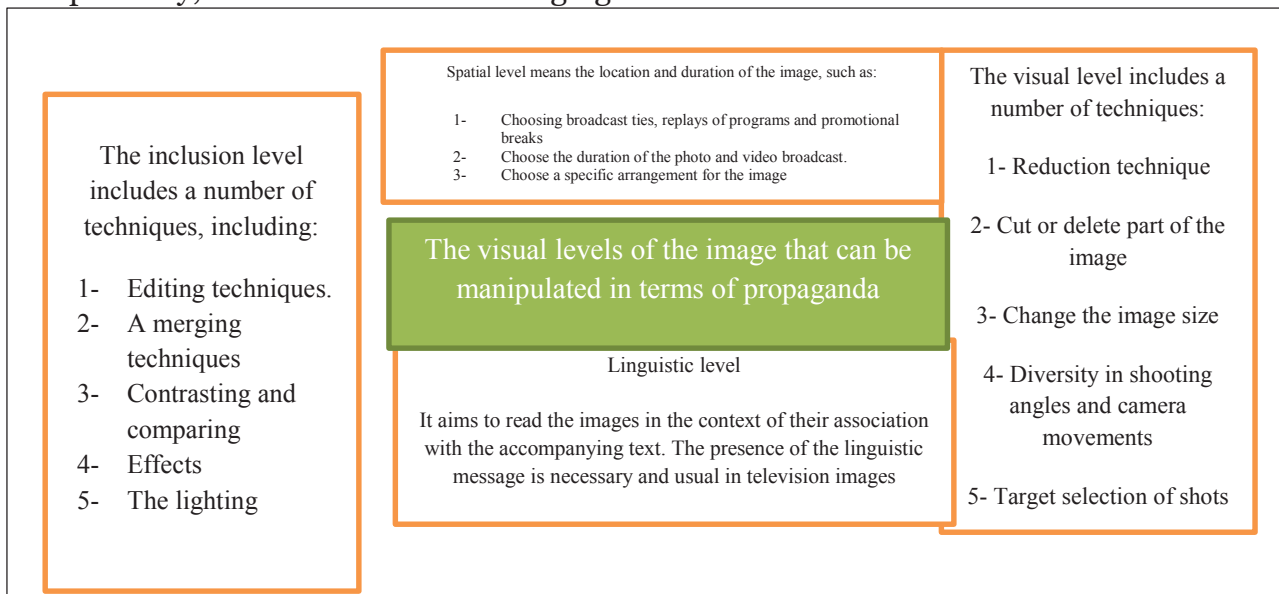


Figure No. (1) Levels of dealing with images in news bulletins, inspired by the researcher from a number of sources

How are the values affected?

Since the media are regulated by rules that force them to give up their impartiality and professionalism and become propaganda sources instead of media outlets, they target a wide range of values to further the goals of the means and those in charge of them. Of these values, it is very necessary to affect national values because of their importance within societies and because of their ability to cohesive these societies. The importance of national values is due to the deepening of patriotism and a sense of responsibility towards society and its various issues in the hearts of young people. The importance of citizenship values are determined in creating a good citizen for himself and his country. According to the values of citizenship in the education and refinement of the souls of educated young people. It also plays an instrumental role in shaping their personalities and preparing them for a bright future according to sound scientific and educational foundations. (Qumra, 2017, pp. 74-75)

The most recent phase of the Iraqi conflict, which began in April 2003, depicts acts of treason and a shift in the country history, including all the occasions and changes that have occurred since the creation of the current Iraqi state in 1921. The challenges and complexities that Iraq faced as a person and as a nation have always seemed to be concentrated on that stage. As soon as this stage appeared, the features of the danger that were hidden in the events of April 2003 and the subsequent changes were politicized and orchestrated by one party or a group of external and internal parties for the purpose of creating creative chaos and destroying values within Iraqi society. (Al-Amara, 2006, pg. 4). After this, the concept of citizenship provided since ancient times was an intense fragrance of its theoretical and practical connotations to go beyond its narrow scope where the individual has the right to political participation based on the criteria of freedom and the ability to assume responsibility. All this led to a wide field for the emergence of many challenges to national values in Iraq, including: (Al-Mamouri, 2011, p. 53)

- 1- An unbalanced connection between those who grant democracy and the institutions of civil society, which yet require care, support, and direction. This is what has caused the effective national values restoration efforts to lose both their history and soul.
- 2- The occurrence of the premises of national values under the influence of the personalization of change, as the political process and its activities have made democracy a societal choice that fluctuates in direction and intensity until the society has a politicized awareness
- 3- The ambiguity of the prospects for political change, which is based on the wrong construction of the Iraqi state, and based on ignoring, excluding and marginalizing basic components in Iraqi society.
- 4- The modernity of the political and partisan experience in Iraq
- 5- The growing phenomenon of mistrust in the Iraqi political class
- 6- The multiplicity of politicized media sources

The media disinformation of public opinion is, in fact, nothing but an expression of the best propaganda phenomenon.

First: Analyzing the results of the content analysis form:

This section includes the results of the content analysis form.

1. Tv channel:

Al-Hurra channel was ranked first by the highest reiteration (767) with a rate (47.87%). Al-Sharqiya channel was in the 2nd rank with (651) reiterations at a rate (40.63%). The (Al-Hadath) channel was 3rd and the last rank with (184) reiterations at a rate (11.48%).

See Table No. 12 and Figure No. 6

Table No. (12) TV channels

Channel	Rank	Rate	Reiteration	Average
Al-Hurra Iraq	1	%47.87	767	%1.64
Al-Sharqiya	2	%40.63	651	
Al-Arabiya Al-Hadath	3	%11.48	184	
Total		%100	1602	

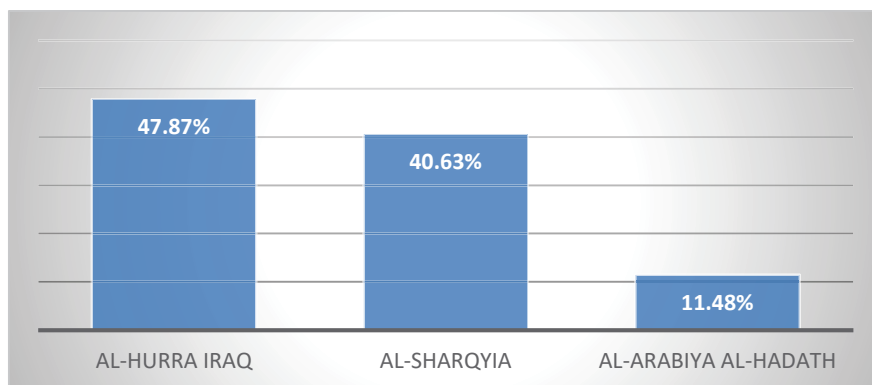


Figure No. (6) TV channels

2. Propaganda methods:

The propagandas (focusing on positives, support, winning friends, spreading fear and chaos) were ranked first with the highest reiteration (211) at a rate (13.17%). An example of the method of provoking chaos was the Al-Arabiya Al-Hadath channel (photos for demonstrators stormed the Zafaraniya power plant and carried out acts of sabotage), followed by the propaganda (focusing on the negatives) with a reiteration (154) at a rate (9.61%). In the 6th month, Al-Hadath channel casted only one positive news about Iraq, which was the transfer of a group of corrupt real estate companies in Najaf to integrity, corresponding to 15 negative news in the same month. It was followed by the propaganda (emotional arousal) with (140) reiterations at a rate (8.73%). The propaganda (direct accusation or insinuation) was in the 4th rank with (107) reiterations at a rate (6.67%). On Al-Hurra Iraq, the guest concludes by saying

(The end result is that everyone knows who is firing the missiles, and they are loyal militias affiliated with Iran).

In the 5th rank, the propaganda (showing strength) had (87) reiterations at a rate (5.43%), as in a report on the Ain Al-Assad base in Iraq shown by Al-Arabiya Al-Hadath channel, then followed in the 6th rank by the propaganda (the method of hitting the wedge) with (73) reiterations at a rate (4.55%). There was a news report by Al-Hurra Iraq about (Qassem Al-Araji blaming the forensic evidence team, as they detonated the second projectile targeting Al-Kadhimi's house without taking fingerprints). Moreover, (Al-Arabiya Al-Hadath channel linked the electricity problems in Iraq as they are caused by Iran). The method of hitting the wedge can be compounded with two successive reports, such as (an offer of aid from the central government of Kurdistan because of the floods, followed by news about the high prices of animal feed in Basra due to water scarcity and the spread of mines).

In the 7th rank, the propaganda (mental solicitation and citing reliable sources and statistics) had (69) reiterations at a rate (4.30%), while the 8th rank was the propaganda (exaggeration, method of selecting information and bias) with (68) reiterations at a rate (4.24%) for each of them. The method of selection was clear, as in the selection of specific clips of conversations and interviews that the channel conducted with personalities earlier, by cutting a specific clip intended to confirm the news in a propaganda way, according to what was reported. In the 9th rank, the propaganda (justification) had (67) reiterations at a rate (4.18%). An instance of justification propaganda was that Al-Hurra channel justifying the Turkish side when bombing Iraqi lands that it had been pursuing the Kurdistan Workers Party, which is classified as a terrorist. Concerning the Iranian bombing, it states that Iran is pursuing opponents on Iraqi soil.

In the 10th rank, the propaganda (the method of diverting attention) had (58) reiterations at a rate (3.62%), then the 11th rank was the propaganda (lying and distorting or casting doubts on certain positions) with (49) reiterations at a rate (3.05%). Al-Arabiya Al-Hadath channel uses the method of questioning the news related to legal articles and the rulings of the government and the country, and everything related to official decisions makes it completely skeptical and questionable. An instance of Al-Hurra channel was the news with the intent of lying and casting doubt on the number of missiles that targeted the Ain Al-Assad base between the government statements and the statements of the US forces. In the 12th rank, the propaganda (establishing the sectarian events) had (48) reiterations at a rate (2.99%). Al-Hurra channel mentioned the phrase (disputed areas) after each area under attack. In one of Al-Hurra news, although the reporter said that there was an agreement between Baghdad and Erbil on the formation of a security force to protect the disputed areas, the CG (Common Gateway) wrote the opposite, in an attempt to exploit the sense of sight as it was stronger than the sense of hearing. In the 13th rank, the propaganda (false linking and comparison) had (38) reiterations and at a rate (2.37%), such as a news broadcast on Al-Arabiya Al-Hadath channel entitled ("A 40-year-old

car transports Iraqis previously to the battlefields and transports them on polling day to the centers" and named it as "parliament member's car).

In the 14th rank, the propaganda (sarcasm) had (28) reiterations at a rate (1.74%), such as the news that was shown on Al-Arabiya Al-Hadath channel about (drugs in the Arab world). The news of Saudi forces announcing the arrest of a large drug shipment in boxes of grapes, immediately followed by news about Iraq that it imported 30 million pills of drugs through Iran, also news of mockery of the Iraqi government ability to provide services to citizens). In the 15th rank, the propaganda (threat) had (19) reiterations at a rate (1.18%), such as the news that Iraq has resorted to international organizations to solve the water crisis in the event that the Iranian side does not share the damage like the Turkish side. In the 16th rank, the propaganda (method of citing religious sources) had (16) reiterations at a rate (0.99%). In the 17th rank, the propaganda (the method of generalization and launching labels) had (15) reiterations at a rate (0.93%). The 18th rank was the propaganda (the use of terms and names) with (14) reiterations at a rate (0.87%), among the vocabulary that the labels are called. (the bread basket of Iraq).

In the 19th rank, the propaganda (interrogative style) had (12) reiterations at a rate (0.74%), then the 20th rank was the propaganda (taking ambiguous positions) with (11) reiterations at a rate (0.68%). An instance of such propaganda was the news on Al-Arabiya Al-Hadath channel that talked about (meeting Al-Fayyad, Secretary of the Iranian Supreme National Security Council, who described the Iraqi elections as a battlefield), as well as the TV channel support for Sadr as "the arm of Iraqi reform." The 21st rank was the propaganda (spreading rumors) with (7) reiterations at a rate (0.43%), such as a news broadcast on Al-Hadath channel (the method of rumors such as the following headline: Iraqi militia leader stating "We may resort to violence in order not to lose Iran's influence in Iraq). The propaganda (the use of symbols and stereotypes) was in the 22nd rank which was the last rank, with (4) reiterations at a rate (0.24%). Al-Sharqiya relies on very clear propaganda methods to create sedition, emotional excitement, or support for a particular party, as in the following titles: "Baghdad breadwinners work under max heat of the sun" and "Al-Kadhimi addresses the politics of 18 years". It was also supportive and biased towards the election results in a very clear propaganda way for the recipient, at a time when the media should be neutral. As for Al-Hurra, it is often neutral in the news and biased towards a certain party in the report that follows the news, such as the reporter's saying (the Iraqi environment is not suitable for large investors, as it is an environment that expels investment). We note from the previous details that one of the most used methods in TV newscasts is the method of creating chaos. The matter surely includes rumors, sectarian strife and sectarian and national discrimination.

See Table No. (13) and Figure No. (7)

Table No. (13) Propaganda Methods

Promotional Methods	Rank	Rate	Reiterations	Average
Establishing sectarian events	12	%2.99	48	%11.19
Threatening	15	%1.18	19	
Showing strength	5	%5.43	87	
Focusing on the positives, supporting and making friends	1	%13.17	211	
Emotional arousal	3	%8.73	140	
Direct accusation, or allusion	4	%6.67	107	
Focusing on the negatives	2	%9.61	154	
Using terms and names	18	%0.87	14	
Exaggeration	8	%4.24	68	
Lying, distorting, or casting doubt on certain positions	11	%3.05	49	
Spreading rumors	21	%0.43	7	
Mental grooming and citing reliable sources and statistics	7	%4.30	69	
Taking ambiguous attitudes	20	%0.68	11	
Using symbols and stereotypes	22	%0.24	4	
Sarcasm	14	%1.74	28	
Diverting attention style	10	%3.62	58	
Generalization style and labeling	17	%0.93	15	
Spreading chaos and intimidation	1	%13.17	211	
The method of selecting information or bias	8	%4.24	68	
Creating the enemy	14	%1.74	28	
Hitting the wedge style	6	%4.55	73	
Method of citing religious sources	16	%0.99	16	
Interrogative style	19	%0.74	12	
False linking	13	%2.37	38	
Justification	9	%4.18	67	
Total		%100	1602	

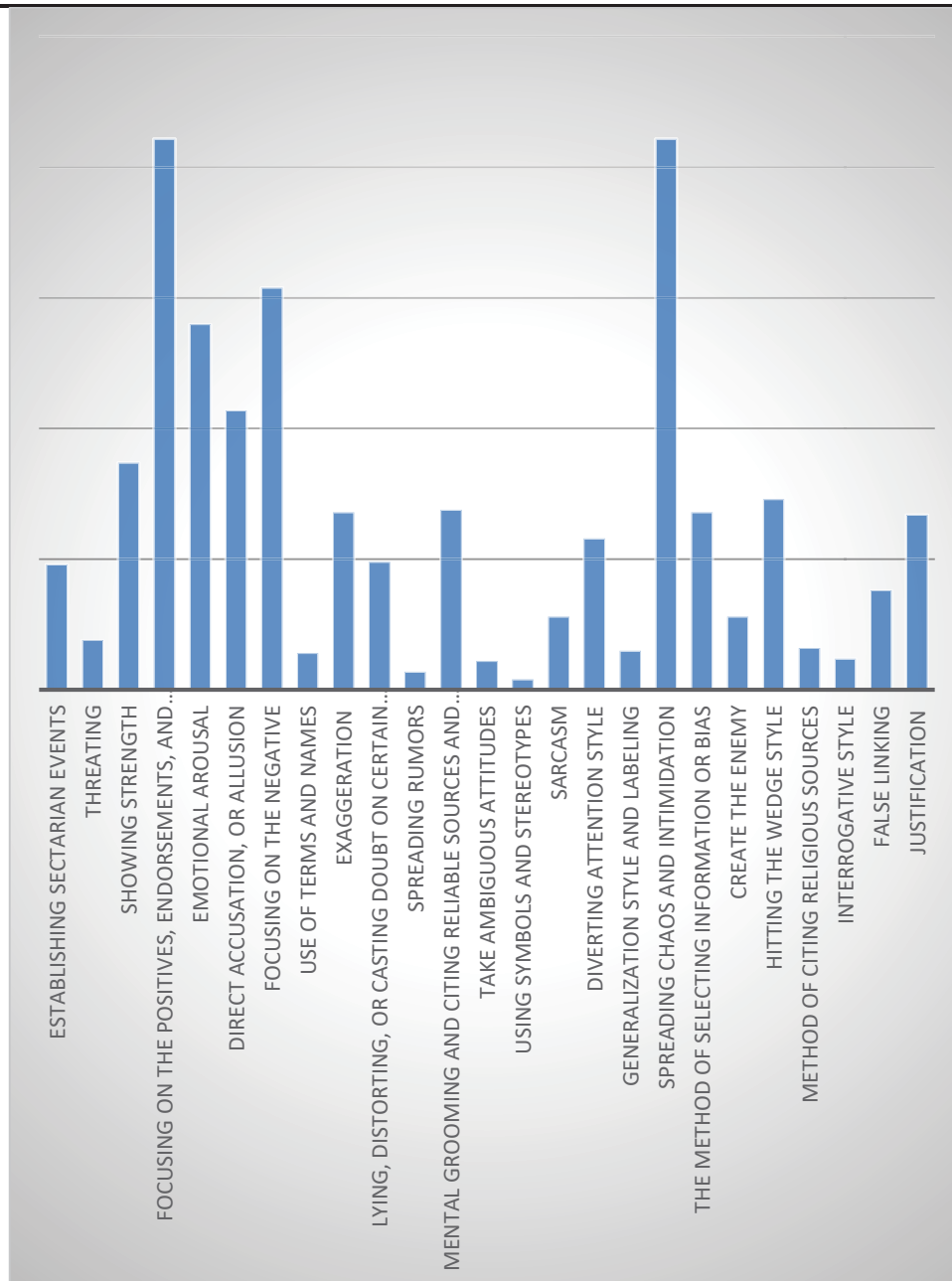


Figure No. (7) Propaganda Methods

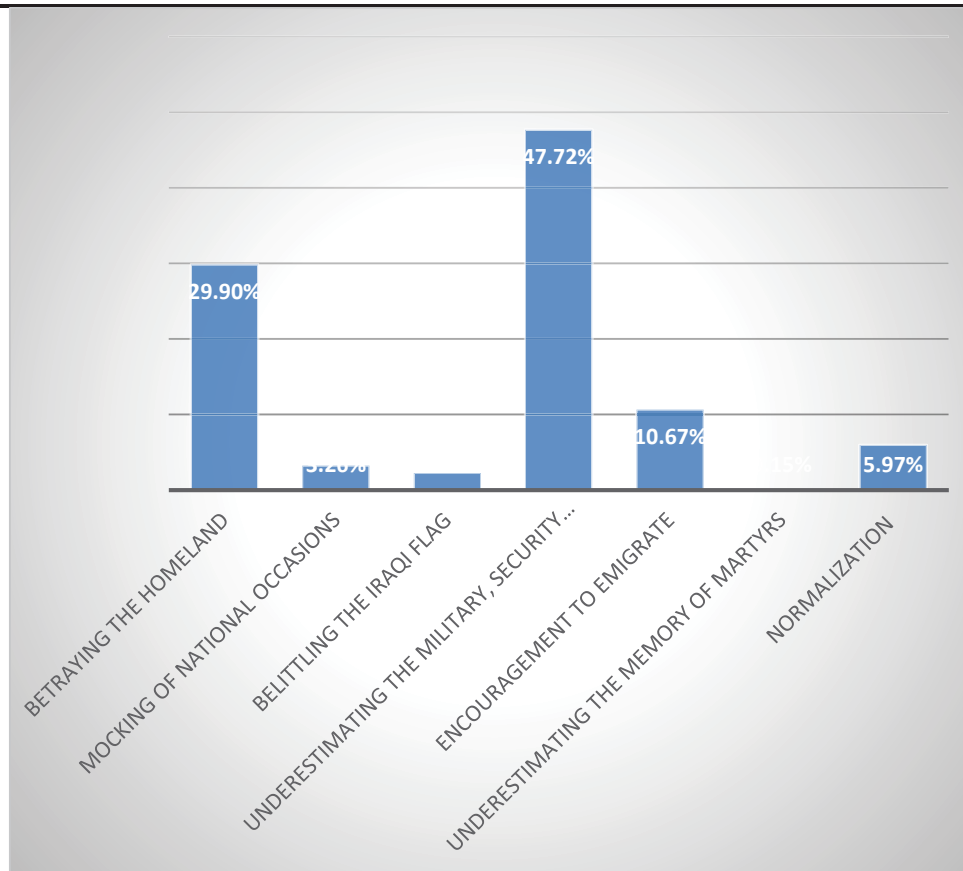
3. Loyalty nullifiers:

The category (underestimating the army, security forces and the government) was ranked first with (599) reiterations at a rate (47.72%) which was the highest reiteration. An instance of such category was represented in Al-Hurra channel focusing on displacement operations and giving inaccurate statistics about the presence of ISIS in the Muqdadiyah area in Diyala. In the 2nd rank, the category (Betraying the Homeland) had (376) reiterations at a rate (29.96%). An instance of such category was the question of the broadcaster of Al-Hurra bulletin, which is disrespectful and malicious when he told the guest, "Does the disclosure of investigations targeting US headquarters affect the government, embarrass the

government, or end the life of the government?”. The 3rd rank was the category (encouraging immigration) with (134) reiterations at a rate (10.67%). In the 4th rank, the category (normalization) had (75) reiterations at a rate (5.97%), then in the 5th rank, the category (mockery of national occasions and events) had (41) reiterations at a rate (3.26%). In the 6th rank, the category (underestimating the Iraqi flag) had (28) reiterations at a rate (2.23%). An instance of this category was the pictures that are presented in a way that undermines the value of the Iraqi flag. The category (Belittling the Memory of the Martyrs) was ranked 7th and last, with (2) reiterations at a rate (0.15%). Subsequently, we note that most of the nullifiers of loyalty talked about underestimating the symbols of the state and how it fails the homeland and gives priority to individual interests at the expense of defending the homeland and the people and focusing on the individual cases of citizens who betraying the homeland in some way and fabricating rumors and crises on this subject, and that See Table No. (14) and Figure No. (8)

Table No. (14) Loyalty nullifiers

Loyalty nullifiers	Rank	Rate	Reiterations	Average
Betraying the homeland	2	%29.96	376	%3.30
Mocking of national occasions	5	%3.26	41	
Belittling the Iraqi flag	6	%2.23	28	
Underestimating the military, security forces, and government	1	%47.72	599	
encouragement to emigrate	3	%10.67	134	
Underestimating the memory of martyrs	7	%0.15	2	
Normalization	4	%5.97	75	
Total		%100	1255	



4. National identity nullifiers:

The category (focus on the exacerbation of conflicts) was ranked first with the highest reiteration (381) at a rate (36.88%), by making individual cases social phenomena that occur in Iraq. In the 2nd rank, the category (abandonment of national identity), had (334) reiterations at a rate (32.33%). It shares the same category that talks about the homeland betrayal, as it advocates sub-identities or abandons the Iraqi identity. In the 3rd rank, the (sectarian) category had (122) reiterations at a rate (11.81%), by urging channels to differentiate and make sectarian trend between the folds of the vocabulary of the news article. In the 4th rank, the category (underestimating the Iraqi nationality) had (77) reiterations at a rate (7.45%), such as underestimating the Iraqi passport or the fact that the Iraqi nationality is the last in the world. In the 5th rank, the category (renouncing the good Iraqi customs and traditions) had (43) reiterations at a rate (4.16%), such as belittling religious and social occasions.

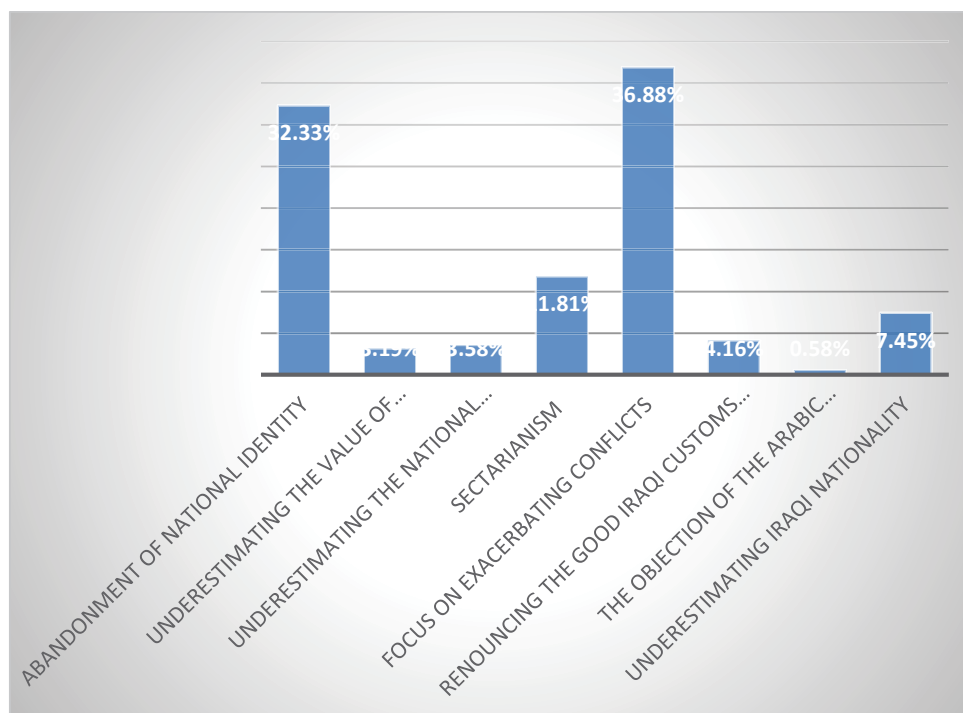
In the 6th rank, the category of (underestimating the national culture and customs) had (37) reiterations at a rate (3.58%). In the 7th rank, the propaganda (underestimating the value of historical, cultural and religious symbols) had (33) reiterations at a rate (3.19%), such as underestimating the teacher and doctor. The category (objection from the Arabic language and the Iraqi dialect) was ranked 7th and last, with (6) reiterations at a rate (0.58%), in very few news. An instance of such category was the news talking about the difficulty of the Arabic language exam for students and their complaints

about it, and showing some students complaining about the Arabic language and its importance.

See Table No. (15) and Figure No. (9).

Table No. (15) National Identity nullifiers

National Identity nullifiers	Rank	Rate	Reiterations	Average
Abandoning the national identity	2	%32.33	334	%3.70
Underestimating the value of historical, cultural and religious symbols	7	%3.19	33	
Underestimating the national culture and customs	6	%3.58	37	
Sectarianism	3	%11.81	122	
Focus on exacerbating conflicts	1	%36.88	381	
Renouncing the good Iraqi customs and traditions	5	%4.16	43	
The objection of the Arabic language and the Iraqi dialect	8	%0.58	6	
Underestimating Iraqi Nationality	4	%7.45	77	
Total		%100	1033	



Citizenship nullifiers:

The category (destabilizing the security of the country) ranked first with the highest reiteration (311) at a rate (22.48%). The first objective of the channels is to create chaos in propaganda and destabilize security. In the 2nd rank, the category (the state does not provide citizens' rights) had (277) reiterations at a rate (20.02%). An instance for this category was the talk about the government not providing electricity in the southern governorates, or as the news in Al-Hurra TV, which was mentioned in the headlines (to focus on it) that Diwaniyah lacks entertainment and preservation. She responds that the most important thing is to develop services in the governorate to meet the needs of the people.

In the 3rd rank, the category (discouragement of patriots) had (191) reiterations at a rate (13.81%). An instance for this category was the news about (economic recovery in Iraq after paying part of the debt, followed by news about a severe oil crisis in Mosul, and the mayor of Mosul holds the government responsible for this crisis). In the 4th rank, the category of (undervaluing the electoral participation) had (133) reiterations at a rate (9.61%). The channels sometimes encouraged participation, but at the same time, they show eyewitnesses who do not want to participate or who underestimate the value of participation. In the 5th rank, the category (acceptance of the occupation) had (123) reiterations at a rate (8.89%), by defending the presence of US forces inside Iraq and justifying their presence by the three channels. In the 7th rank, the category (breaching laws and regulations) had (100) reiterations at a rate (7.23%), talking about individual cases as phenomena such as turmoil operations in the demonstrations. In the 8th rank, the category (suppressing the liberties) had (91) reiterations at a rate (6.57%), such as news of killing and arrest of activists and demonstrators. In the 9th rank, the category (disrespecting the constitution) had (29) reiterations at a rate (2.09%). The category (dictatorship) was ranked 10th and last with (12) reiterations at a rate (0.86%).

See Table No. (16) and Figure No. (10)

Table No. (16) Citizenship nullifiers

Citizenship nullifiers	Rank	Rate	Reiteration	Average
Destabilizing the security of the country	1	%22.48	311	%4.89
Encouraging the division	6	%8.38	116	
Discouraging the patriots' concern	3	%13.81	191	
Disrespecting the constitution	9	%2.09	29	
Breaching the laws and regulations	7	%7.23	100	
Suppressing the liberties	8	%6.57	91	
Underestimating the value of electoral participation	4	%9.61	133	
The state does not provide the rights of citizens	2	%20.02	277	
Dictatorship	10	0.86	12	
Accepting the occupation	5	%8.89	123	
Total		%100	1383	

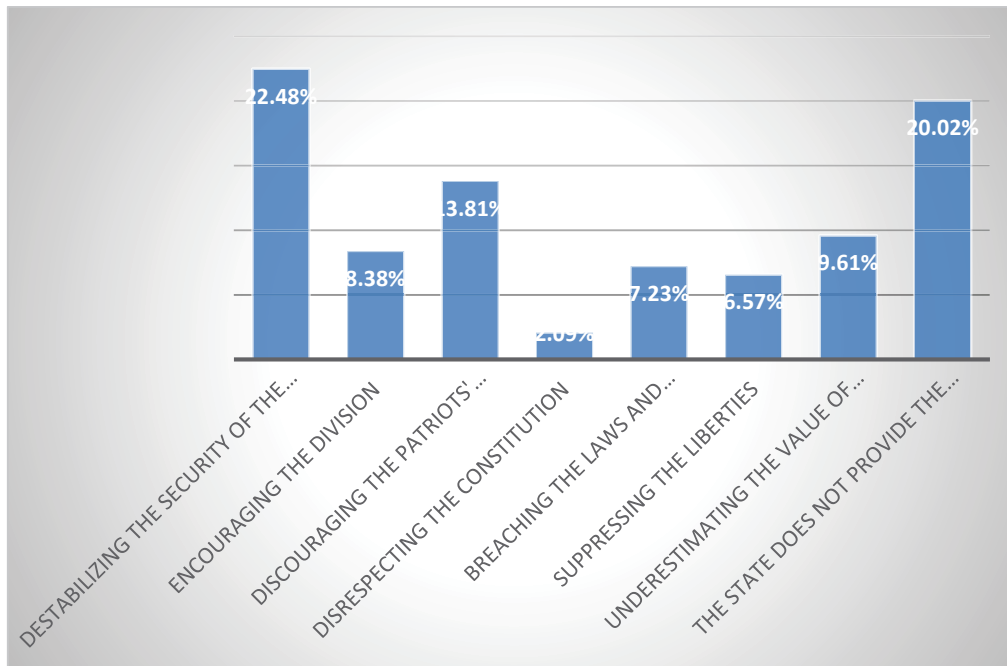


Figure (10) Citizenship nullifiers

Second: Research Conclusions:

Conclusions of the analytical study:

1. The news of the research sample was the highest for Al-Hurra Iraq, followed by Al-Sharqiya, then Al-Arabiya Al-Hadath, because Al-Hurra Iraq is specialized in Iraqi affairs, and Al-Sharqiya channel is a local channel.
2. The methods of focusing on the positives and focusing on the negatives were the most widely used ones. The first works on the issue of normalization, while the other works on spreading chaos within the country.
3. The methods of normalization and encouragement to emigrate had a high rank among the vocabulary of the nullifiers of the values of loyalty, while the category of focus on the exacerbation of conflicts and the category of sectarianism occupied advanced ranks in the nullifiers of identity values.

Third: Recommendations:

1. It is recommended that the role of public oversight must be activated by the Communications Commission and the Journalists Syndicate on local, regional and directed TV channels. Standards must be set for publication that do not affect the security, safety, sovereignty and national values of the country.

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