
The role of Iraqi satellite channels in arranging students' priorities regarding issues of political awareness(Survey study of a sample of students of the College of Political Science - University of Baghdad as a model)

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Abstract:This research is descriptive research in its kind, and it uses the survey method in the context of what is related to allowing the target audience in the research in order to identify the students' opinions about the role of satellite channels in relation to issues of political awareness.

The research aims to reveal the most prominent issues of political awareness that the Iraqi satellite channels contributed to in arranging priorities for students, and to identify the most prominent satellite channels that contributed to the order of priorities, as well as an explanation of the job roles played by these channels regarding issues of political awareness.

The research required dividing it into three sections. The first topic dealt with the methodological framework of the research, which included the research problem, its importance, objectives and methodology, as well as the research community, its sample and fields. Practical research, which included the presentation and interpretation of the results of the analysis.

Keywords: political awareness

INTRODUCTION

Through the material presented to the viewer, the satellite channels have become a part of diversity in their content and various fields, and opened wide and wide horizons and increased human knowledge and closely acquainted with the world. .

Satellite channels work to exclude local and national cultures, replace them with foreign cultures, and highlight their hegemony because of their strong influence, as well as having a direct impact on social upbringing. They give the viewer many opportunities to choose from television programs and other types of satellite broadcasts, meet their diverse needs, and facilitate the exchange of information of all kinds.

The first topic

methodological framework for research

First / research problem

The research problem is represented in the following questions:-

1. What are the most prominent issues of political awareness that Iraqi satellite channels have contributed to in ordering priorities for students?
2. What are the most prominent Iraqi satellite channels that contributed to prioritizing issues of political awareness for students?
3. What are the most prominent functional roles played by satellite channels regarding issues of political awareness towards students?
4. What are the most prominent priorities arranged by the Iraqi satellite channels to understand political issues towards students?

Second, the importance of research

The importance of the research stems from the importance of the role of Iraqi satellite channels and the extent of their impact on the university youth category and their political awareness and the extent of their centrality in developing political awareness among the public, as well as the society covered by the research and the extent to which university students are affected by the surrounding variables that affect their future role in society, so that in At this age and school stage, the formation of their personality, attitudes and opinions begins.

Third, research objectives

The research seeks to achieve the following objectives:-

1. Uncovering the most prominent issues of political awareness that the Iraqi satellite channels contributed to in ordering the priorities for students.
2. Getting to know the most prominent Iraqi satellite channels that contributed to prioritizing students' political awareness issues.
3. A statement of the functional roles played by the Iraqi satellite channels regarding the students' political awareness issues.
4. Clarifying the most prominent priorities arranged by the Iraqi satellite channels in order to understand the political issues for the students.

Fourth, the research method

This research is descriptive research in its kind, and it uses the survey method in the context of what is related to the survey of the target audience in the research, in order to identify the students' opinions about the role of satellite channels in relation to issues of political awareness and in order to come up with specific scientific conclusions that answer the research questions, as well as His reliance on the questionnaire as a tiring research tool in this approach to obtain accurate and correct information from the sample members.

Fifthly, the research community and its sample

The research community is represented by the students of the College of Political Science at the University of Baghdad within the level of preliminary studies, both males and females, for the academic year (2020/2021). Specifically from the third and fourth stage students, as they are more mature, aware, and knowledgeable in information and enable them to answer the research form better than students from other stages.

Sixth: Research areas and limits

Research areas can be identified as follows:

1. The spatial domain: the spatial limits of the research were limited to the College of Political Science at the University of Baghdad.
2. Temporal domain: The temporal limits of the research were limited to the period during which the field research procedures were completed, by distributing the questionnaire form to the respondents, receiving it from them, unloading and analyzing it, which is the month of February of the year 2021.
3. The human field: The limits of human research were limited to male and female students of the College of Political Science at the University of Baghdad within the level of preliminary studies.

The second topic

Theoretical framework for research

First, the theory of priority ordering

Prioritization research is concerned with studying the reciprocal relationship between the media, and the audiences exposed to these means in determining the priorities of political, economic and social issues of interest to society. This theory assumes that the media cannot present all the topics and issues that occur in society, but rather those in charge of these media choose some topics that are highly focused on, and control their nature and content. These subjects gradually arouse people's interests, make them perceive, think, and worry about them, and consequently these subjects are of comparatively greater importance to the masses than other subjects not presented by the mass media (1).

Measuring audience priorities

It is done through the scanning method in one of two ways: (2):

1- Asking open-ended questions

Like what are the most important political issues in society? This method allows a great deal of freedom on the part of the respondents in identifying and arranging issues according to their personal perception. It is preferable to use this method with people who have the ability to verify and express their ideas.

2- Asking closed questions

By providing the respondent with a selected list of topics that could constitute priorities, provided that the respondent arranges these issues according to his personal perception of each one. The advantage of this method is that it allows the researcher to ensure that all respondents have the same common terms.

The theory of priority ordering functions

1. The content of the mass media increases the awareness of the masses about the issues covered by this content.
2. This theory helps the public in general to identify the important issues among the issues presented by that content.
3. This theory at the end stage prioritizes the issues presented by the content (3).

The theory of priority ordering

1. This theory stems from the premise that the media have a great influence in focusing the public's attention towards specific topics, events and issues, and presenting visions that take into account gender equality that can lead to the public's interest in these issues.

2. This theory assumes that the media cannot present all the topics and issues that occur in society, but those in charge of these media choose some topics that are highly focused on and control their nature and content. These topics gradually arouse people's interest, make them realize them, think about them, and worry about them and therefore these topics are relatively more important to the masses than other topics presented by the media.
3. This theory focuses on that the media can change trends according to the direct influence model in early media studies, and this theory was ignored in the forties and fifties of the last century, but after forty years, researcher Cohen revived Lippmann's point of view when he claimed The media do not always succeed in informing the masses of what they think (attitudes), but they always succeed in informing them of what they should think (4).

Types of priority-setting research

(Shar) and (Martin) identified four types of measurement of the order of priorities, which are (5):

1. A model that focuses on measuring the priorities of public interests, and the priorities of media interests, based on aggregate information.
2. A model that focuses on a set of issues, but moves the unit of analysis from the macro level that relies on aggregate information to the individual level.
3. A model based on the study of one issue in the media, and among the public, based on the idea that the effect varies from time to time.
4. A model that studies one issue, and proceeds from the individual as a unit of analysis.

priority setting strategies

1. Studying a set of issues prevailing in the media and among the public over one or two periods of time.
2. The study of one issue over different periods of time, i.e. an extended study, and the method of content analysis is used to limit the topics that the media emphasize, and it is better that the content analysis includes all media such as: newspapers, magazines, radio and television, but researchers often focus on one medium Or two means at most, and television and daily newspapers are usually chosen, and comparisons are made between them (6).

Second: the satellite channel

It is a means of communication via satellite, and it is received by a satellite dish and a receiver. The dish refers to a specific satellite. The transmitted signals are transmitted within a specific frequency band, so that they are received by one of the receivers tuned to the satellite frequency band. The receiver re-broadcasts the signals to the Earth, but In different frequencies range, or those frequencies that are picked up by a specific satellite and transmitted from its broadcast center to everyone who receives it through a special dish (7), or it is the channel through which information is transmitted or transmitted between the sender and the recipient, the sender may use or The source of information is a modern means, a sophisticated technology in its delivery of information, in light of the conditions and factors created by such means. By modern communication technologies, we mean several electronic devices represented by (mobile phone, satellite broadcasting, the Internet, etc.) (8).

Advantages and disadvantages of satellite channels

Positives

1. Satellite channels have opened wide and wide horizons, increased human knowledge and closely informed the world, as they crossed borders and entered homes without permission and contributed to achieving development and education and speeding up the delivery of information to remote and isolated areas.
2. The satellite channels, through the material presented to the viewer, carry an aspect of diversity in their content and different fields.
3. Satellite channels contribute to allowing the viewer to obtain the most important and latest news, and what is happening in the world as they happen.
4. It gives the viewer many opportunities to choose from television programs and other types of satellite broadcasts and to meet his various needs.
5. Satellite channels facilitate the exchange of information of all kinds(9).

Negatives

1. Satellite channels work to exclude local and national cultures, replace them with foreign cultures, and highlight their hegemony because of their strong influence.
2. Satellite channels have a direct impact on social upbringing by entering them without permission into all homes and working to change social values and change the collective behavior of society.
3. Satellite channels affect the moral aspects by promoting pornographic culture and values and principles that are contrary to the behavior and beliefs of society.
4. It promotes aggressive behavior, violence and criminal behavior, through the films it shows that embody the execution of the complete crime.

5. It distorts some information and images and turns the facts in line with the ideology of the regimes controlling them (10).

The most important satellite channels

1- Al-Iraqiya satellite channel

After the Coalition Provisional Authority took over the political administration in Iraq, on April 23, 2003, the civil administrator of Iraq, Paul Bremer, issued a decision dissolving the Ministry of Culture and Information, dismissing its affiliates and suspending the issuance of all newspapers that were issued during the previous regime, and in July 2003, "Seamus Haslock" established the Iraqi Media Network with American funding, if the Pentagon (the US Department of Defense) contracts with the Science Applications Company to be owned by the Iraqi state, as the network's budget amounted to about six million dollars per month, and for its financing it relied on Iraqi funds frozen abroad, amounting to two billion dollars, while a number of American officials who want to make this network similar to (BBC) or public media agencies that receive funding through the government but have their independence, stated that at the same time, the Vienna Conference on the future of Iraqi media was held, which He reached the formulation of a regulation to organize the work of the Iraqi media, and from this the idea of a new structure for the media emerged through the drafting of two bills of Law No. (65.66) issued in March of 2004 to provide the ground for the law The appropriate role for organizing the Iraqi media.

Al-Iraqiya is an independent channel tasked with disseminating information and has the status of a legal personality and enjoys all the necessary rights for that. Newspapers and publications in the Iraqi General Authority for Broadcasting and Transmission (11).

2- Alsumaria satellite channel

Alsumaria satellite channel was established on the twenty-seventh of September 2004 for its owner, businessman "Shafiq Thabet". The same to start the official broadcast of the channel, which is an Iraqi satellite channel characterized by showing the value of Iraq as a country and as individuals, and attention to the aspects of the Iraqi individual and dealing with the political issues raised.

The process of official broadcasting and organization of the Iraqi satellite channel Alsumaria began on October 15, 2004, which coincides with the first day of Ramadan, 24 hours a day, via the Nilesat satellite. In addition to registering the channel with official governmental and international bodies, the channel obtained a license on 1/11/2005. Regarding the channel's direction, the content of its communication message, and the goal of its emergence, it is working, according to her, for a primary goal of "a better tomorrow for one Iraq" and seeks to contribute in spreading hope to the Iraqi citizen through its slogan "We broadcast life," and this appears on the channel's screen during its daily broadcast (12).

3- Al Sharqiya satellite channel

The channel is considered one of the "independent" satellite channels as it declares itself, and the channel was able to advance over other Iraqi channels within a short period, and the channel sought to be neutral and does not represent any political, partisan, national or religious party, and always gets a high viewership in Iraq. The channel broadcasts on Nilesat, Arabsat, Hotbird, and Australian satellites at the top of every hour, a bulletin and a news summary, and successively. On March 6, 2011, the Independent Media Group launched a new satellite channel called "Al-Sharqiya News" broadcast on Arabsat, Nilesat and Hot satellites. Baird is from the studios of Al Sharqiah Channel One in London, and on the frequency, 10892, and deals with the Iraqi issue in particular in the forefront of its news bulletins and political programs with analysis and commentary, and also deals with Arab and international news. Media outlets and their studios in London and Jordan after the closure of its headquarters in Baghdad after the channel provoked the Iraqi parliament when it described the Regions Law that Parliament was discussing for approval as a law that leads to the division of Iraq and temptation This led to the Council issuing a statement asking the Prime Minister to intervene to close the channel, which was actually achieved, when the government accused it of spreading false news (13).

4- Al-Rasheed satellite channel

It is an independent satellite television channel that was opened in 2009, when its studios and broadcast center were opened in the capital, Baghdad. Al-Rasheed channel, Mr. Saad Asim Al-Janabi, head of the Iraqi Republican Gathering. Al-Rasheed TV has its own radio station, Al-Rasheed Radio, which covers the capital, Baghdad, and a number of other provinces (Basra, Mosul, Kirkuk).

Al-Rasheed satellite channel is considered a secular channel that does not represent any party that has a position or authority in the new Iraqi government, as well as being a diversified neutral channel that includes news, entertainment, accuracy in transmitting news and verifying the authenticity of the transmitted news to prove the channel's credibility(14).

The third topic

Practical framework for research

Presentation and interpretation of the results of the analysis

This part of the research includes presenting and interpreting the results of the questionnaire data analysis according to the following:-

Table 1: shows the relative gender distribution of the respondents

rank	sex	Repetition	percentage
first	Mentioned	25	50%
the second	feminine	25	50%
	the total	50%	100%

It was found from the data of Table (1) that the study sample was distributed equally among males at a rate of (50%), with a frequency of (25), and for females at a rate of (50%) and with a frequency of (25). From this, we conclude that the sample is half male and half female, meaning equal in gender.

Table 2: shows the age groups of the respondents

rank	Age group	Repetition	percentage
first	18-28	29	85%
the second	23-26	14	% 28
the third	what more – 27	7	% 14
	the total	50%	100%

It was found from the data of Table (2) that the age group (18 - 22) got the first rank with a rate of (58%) and a frequency of (29) and that the age group (23 - 26) got the second rank with a rate of (28%) and a frequency of (14) either The age group (27 - or more) ranked third with a percentage of (14%) and a frequency of (7). We conclude from this that the age group (18 - 22) is the most aware of the issues of political awareness.

Table 3:shows the most prominent Iraqi satellite channels that contributed to ranking the public's priorities regarding issues of political awareness

rank	The most prominent Iraqi satellite channels that contributed to prioritizing students regarding issues of political awareness	Repetition	percentage
first	Eastern	20	40%
the second	Iraqi International Inm	12	24%
the third	Sumerian	11	22%
the fourth	Rashid	7	14%
	the total	50	100%

It was found from the data of Table (3) that the (Eastern) answer ranked first with a percentage (40%) and recurrence (20) and that the answer (The Iraqi International Inm) got the second rank with a percentage (24%) and a frequency of (12), then the answer (Sumerian) got) ranked third with a rate of (22%) and a frequency of (11). As for the answer (the rational one), it ranked fourth with a percentage of (14%) and with a frequency of (7). Political awareness issues.

Table 4:shows the most prominent issues of political awareness that Iraqi satellite channels contributed to in ordering students' priorities

rank	The most prominent issues of political awareness that the Iraqi satellite channels contributed to in ordering students' priorities	Repetition	percentage
first	The flow of information from the political elite to the public	15	30%
the second	Exchange of information and messages between politicians and the governed	14	28%
the third	Political participation in elections	13	26%
the fourth	Transferring the public's problems (students / their aspirations and perceptions	8	16%

	to the political elite)		
	the total	50	100%

It was found from the data of Table (4) that the answer (the flow of information from the political elite to the public) ranked first at a rate of (30%) and with a frequency of (15) and that the answer (the exchange of information and messages between politicians and the governed) got the second rank with a rate of (28%). And by repetition (14), then the answer (political participation in the elections ranked third with a rate of (26%) and by recurrence (13) As for the answer (reporting public problems) it got the fourth place with a rate of (16%) and a recurrence of (8), and we conclude from this that the issue of (The flow of information from the political elite to the public) is the most prominent issue of political awareness that the Iraqi satellite channels have contributed to in ordering students' priorities.

Table 5: shows the most prominent functional roles played by satellite channels regarding issues of political awareness for students

rank	The most prominent functional roles played by satellite channels regarding issues of political awareness	Repetition	percentage
first	Diagnosing sectarian differences	16	% 32
the second	Creating agreement and consensus around basic political values	14	% 28
the third	Instilling a sense of belonging and deepening loyalty to the homeland	12	% 24
the fourth	Achieving community cohesio	8	% 16
	the total	50	100%

Table (5) showed that the answer (diagnosing sectarian differences) ranked first with a percentage of (32%) and with a frequency of (16) and that the answer (creating agreement and consensus around basic political values) got the second rank with a percentage of (28%) and with a frequency of (14)) Then the answer (instilling a sense of belonging and deepening loyalty to the homeland) ranked third with a percentage (24%) and recurrence (12). Diagnosing sectarian differences) is the most prominent functional role played by Iraqi satellite channels regarding issues of political awareness for students.

Table 6 :shows the extent to which Iraqi satellite channels contribute to the definition of political issues

rank	The extent of the contribution of Iraqi satellite channels in introducing political issues	Repetition	percentage
first	contribute somewhat	23	% 46
the second	contribute highly	18	% 36
the third	never contributed	9	% 18
	the total	50	% 100

It was found from the data of Table (6) that the answer (contributes somewhat) got the first rank (46%) and recurrence (23) and that the answer (contributes to a high degree) got the second rank (36%) and recurrence (18) As for the answer (It did not contribute at all), as it ranked third with a rate of (18%) and a frequency of (9). We conclude from this that the Iraqi satellite channels contribute somewhat in introducing students to political issues.

Table 7: shows the reasons for students' participation in the elections

rank	easons for student participation in elections	Repetition	percentage
first	Because it is a democratic process	27	% 54
the second	Because it is a step in the path of political stability and instantaneous	17	% 34
the third	Iraqi satellite channels focus on elections	6	% 12
	the total	50	% 100

It was found from the data of Table (7) that the answer (because it is a democratic process) got the first rank by (54%) and by recurrence (27) and that the answer (because it is a step in the path of political and immediate stability) got the second rank by (34%) and by recurrence (17)) As for the answer (Iraqi satellite channels focus

on elections), it ranked third with a percentage of (12%) and a frequency of (6). We conclude from this that the students participate in the elections because they consider it a democratic process.

Table 8:shows the most prominent roles played by Iraqi satellite channels in regard to political knowledge

rank	The most prominent roles played by Iraqi satellite channels in relation to political knowledge	Repetition	percentage
first	She contributed to introducing me to political figures, parties and political leaders	13	% 26
the second	Contributed to increasing my political information	11	% 22
the third	Contributed to the fulfillment of my political interests	10	% 20
the fourth	Contributed to my political discussions	9	% 18
Fifth	She contributed to introducing me to various political issues	7	% 14
	the total	50	% 100

It was found from the data of Table (8) that the answer (contributed to introducing me to political figures, parties and political leaders) got the first rank by (26%) and by recurrence (13) and that the answer (contributed to increasing my political information) got the second rank by (22%) and by recurrence (11) Then the answer (I contributed to meeting my political interests) ranked third with a rate of (20%) and a repetition of (10) and the answer (I contributed to my political discussions) ranked fourth with a rate of (18%) and a recurrence of (9) As for the answer (contributed to my definition) In various political issues), it ranked fifth with a rate of (14%) and a frequency of (7). We conclude from this that the Iraqi satellite channels contributed to introducing students to political figures, parties and political leaders.

Table 9: shows the most prominent priorities arranged by Iraqi satellite channels to understand political issues

rank	The most prominent priorities arranged by Iraqi satellite channels to understand political issues	Repetition	percentage
first	Forming my political opinions	16	% 32
the second	Recognizing the priorities of political issues	10	% 20
the third	Change my political convictions	9	% 18
the fourth	Understand political material away from emotion	8	% 16
Fifth	It made me interested in political issues	7	% 14
	the total	50	% 100

It was found from the data of Table (9) that the answer (formation of my political opinions) got the first rank by (32%) and by recurrence (16) and that the answer (perceived the priorities of political issues) got the second rank by (20%) and by recurrence (10) and then got The answer (change my political convictions) ranked third with a rate of (18%) and with a frequency of (9), and the answer (understanding political material away from emotion) ranked fourth with a rate of (16%) and with a frequency of (8). As for the answer (it made me care about political issues) it got It ranked fifth with a rate of (14%) and a frequency of (7). We conclude from this that the Iraqi satellite channels have formed political opinions among students to understand political issues.

CONCLUSIONS

In light of the results, the researcher reached the following conclusions: -

- 1) The age group (18-22) is the most aware of the issues of political awareness.
- 2) That Al Sharqiya channel is the main channel that contributed to prioritizing students regarding issues of political awareness.
- 3) The issue of the flow of information from the political elite to the public is the most prominent issue of political awareness that Iraqi satellite channels have contributed to in ordering students' priorities.
- 4) Diagnosing sectarian differences is the most prominent functional role played by Iraqi satellite channels regarding issues of political awareness for students.

M. Mohammed Kadhim Majeed et al/ The role of Iraqi satellite channels in arranging students' priorities regarding issues of political awareness(Survey study of a sample of students of the College of Political Science - University of Baghdad as a model)

- 5) Students participate in elections because they consider it a democratic process.
- 6) The Iraqi satellite channels contribute somewhat in introducing students to political issues.
- 7) The Iraqi satellite channels contributed to introducing students to political figures, parties and political leaders.
- 8) The Iraqi satellite channels have formed political opinions for students to understand political issues.

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