

The Role Of The Press Article In Forming Iraqi Public Opinion About The October 2019 Protests

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Abstract

The research problem focused on accurately identifying the contents of press articles and their role in forming Iraqi public opinion regarding the October 2019 protests.

The research objectives were to state:

- 1- The role of press articles in forming Iraqi public opinion regarding the October 2019 protests.
- 2- Learn about the journalistic forms and the elements of highlighting the means of persuasion used through the press article to form public opinion about the October 2019 protests.
- 3- This research is considered descriptive research, by adopting the survey method, and using the content analysis tool.

Keywords: press article, public opinion, protests.

The research reached the following results:

First: The most prominent results.

The study showed that the writers of articles in the sample newspapers used a variety of methods to win over the readers and protesters and attract them to their ideas. Persuasive solicitation ranked first with a percentage of 19.75%, while the method of propaganda and rumors ranked second with a percentage of 10.06%, and the constitution category ranked third. The percentage was 9.10%, and this confirms

that these three categories topped other major categories and according to their classification, such as arts, literature, economy, religion, political poisoning, democracy, popular heritage and other values and categories that were studied with their percentages.

Second: the conclusions

- 1- The articles used the ideological ideas of the media journalist's policy and tendencies to influence the recipients by emotionally influencing them towards the protests, negatively or positively.

- 2- Using the method of emotional grooming to address feelings and hearts and to win over emotions once and again to attract attention and intimidate.

The first topic

methodological framework

preface

The article is one of the most important arts of journalistic editing, because it performs the functions of awareness, education and guidance, as well as analysis, interpretation and objective criticism of news and events.

The newspaper article is mainly directed to the mind of the reader and seeks to persuade by influencing and attracting readers to the ideas and opinions presented by its writer.

First: the research problem

The problem of the research is a deep identification of the content of the press articles and their role in shaping Iraqi public opinion regarding the October 2019 protests, and how they affect the public's polarization and influence their morale. The research problem can be identified by the following main question:

What is the role of the press article in shaping Iraqi public opinion about the October 2019 protests?

Second: Research objectives

The research aims to:

- 1- Recognize the role of press articles in shaping public opinion.
- 2- Exposing the soft methods used in press articles to form public opinion about the October 2019 protests.

Third : The type and method of research

This research is a descriptive research, describing the characteristics of the phenomena or groups under study, estimating the proportions of units that perform a specific behavior in a society, as well as determining the degree of correlation between research variables, and making predictions (Zughaib, 2009, pages 89-90.)

The researcher followed the survey method to achieve the objectives of the research, using an analysis form prepared by the researcher for this purpose.

Fourth: Research areas

- Time domain: it includes articles published in the research sample newspapers (Al-Sabah newspaper, Tareq Al Shaab newspaper, Al-Zaman newspaper), for the period from 1/10/2019 to 31/3/2020, this period was chosen because it represents the beginning of the start, intensification and expansion of protests in a number of governorates.
- Spatial domain: the research sample is represented in newspapers, and includes: (Al-Sabah newspaper, Tareq Al Shaab newspaper, Al-Zaman newspaper)
- Subject area: It includes press articles that dealt with the topic of protests and that were published in the sample newspapers and according to the temporal scope of the research.

Fifth: Society and research sample

- 1- The research community: the research community is represented by the press articles published in the Iraqi newspapers that dealt with the topic of protests.
- 2- The research sample: The researcher adopted a comprehensive inventory method for the press articles that dealt with the topic of protests, and the research sample was published in

the newspapers, as their number reached (700) articles.

Theoretical framework

The press is one of the main tools in shaping public opinion regarding issues of concern to society, and a “Fourth Authority” in addition to its news, educational, entertainment and other functions. It transmits news, information, scientific, cultural and historical heritage, awareness, education, documentation of events and their communication to the community. It is influential in shaping public opinion and the strength of its trends. It is characterized by guidance through interpretation and analysis of issues of concern to the public, and plays a role in raising public awareness and making a public opinion that pressures the ruling authority in order to make decisions that serve society. Through her journalistic arts, such as editing news and articles of all kinds, press investigations and photo news stories, especially the topic of protests.

First - the concept of protest:

Protest is a way of expressing the opinion of a particular group or political party to reject and denounce certain actions or policies, and the place of the protest is in a well-known area in order to convey the voice of the protesters to most segments of society and public opinion (Wikipedia, 2017).

Idiomatically: It is the gathering or walking of a group of community members in or near a known place or a public road, to express an opinion, reject a certain order, or protest to demand the implementation of certain demands made by this group (Amer, 2017, pg. 170).

Second - Public opinion towards the protests:

Protest methods have evolved with the development of the means of communication and the media. Members of groups or the public have employed these methods with the margin of freedom experienced by society in democratic countries. In dictatorial regimes, the public used poetry, singing and chants that were employed by popular circles as a kind of

protest against the authority, and the employment of political and popular humor. To express the people's rejection, indignation and criticism of the policies of the ruling authority, and the culture and civilization of the people are among the most important factors in shaping public opinion, because they create psychological and social factors and preparations that are similar and identical to members of society and affect the formation of public opinion, and the theories developed by psychologists and sociologists overlap, which explain the tendencies of individuals and their political trends, which influence in one way or another their opinions on the issues or issues that are being discussed, and this reveals the personality traits of a person, because a person is a set of traits that distinguish him from others, including emotionality, effectiveness, and the extent of the depth of influence and vulnerability (Emily, 2017, pp. 12-15.)

There are social and psychological factors that overlap to form public opinion, and among the most prominent factors that drive the formation of public opinion against policies restricting freedoms, and mobilization to support protests are the policies that governments pursue towards their people, and these factors (Abdo, 2019, pp. 16-32):

- 1- Political factors: The political stability of any country helps reduce corruption, and it is one of the most important factors that lead to popular protests calling for it to be exposed and combated.
- 2- Economic factors: The deteriorating and bad economic conditions in any country are considered an imbalance in its economic, social and political structure, which leads to a state of resentment, denunciation and popular agitation, which pushes its people to protest and demonstrate against the ruling authorities.
- 3- Social factors: The social and moral values of the human being, such as honesty, integrity and honesty, are a strong subjective basis that repels corruption and

behavioral deviation, and any defect in the system of social justice and the unequal rights and duties of members of society leads to the emergence of a mixed social structure with privileges, which creates a gap that leads to the poor class and medium for hatred against the influential authority and its entourage, and protest and rejection of this social reality.

- 4- Psychological factors: The phenomenon of public opinion is one of the psychological and behavioral phenomena that characterize the masses, and it is formed by a general behavior that expresses a specific position of interest to the masses, and this position has an influential and effective role in shaping public opinion, and this behavior is a force for making a pressing public opinion.

Third - Press coverage of crises:

Media and press coverage of events and crises is one of the most important tasks of the media and the written press in particular, and that reporting events, facts and news with accuracy and objectivity is one of the tasks of journalistic work. , and increases the reaction of the street to the crisis, and the media has the ability to create a dynamic for decision-makers as a result of its influence on public opinion, if its news coverage is actually motivated by events. They act as propaganda platforms for their ideologies, to disseminate them among the masses to influence them and convince them of its policies, and to form an opinion in support of its agenda and political project, and the means of communication, media and social communication influence the formation of public opinion, which is interactive with media and press coverage of events and crises in all their political, social, economic and environmental forms (Al-Rabi, 2014, pp. 14-16).

And the crisis is a conflict between two parties, one of whom wants to achieve his goals through it, and all crises have apparent and hidden causes, and the crisis

affects society as it is affected by it, and it is an interactive relationship between them, and the crisis has characteristics, including: the presence of pressure groups, which pose a threat to the authority or society, and the media differ. In dealing with crises, media institutions in society constitute an entity that has its own privacy and is characterized by a great deal of diversity, and this diversity is due to media institutions and their standards, including: the public sphere, strength, issues related to the crisis, spread and media message, and all the goals that media institutions work on are aimed at One goal within the framework of one strategy (Khaddour, 1999, pp. 10-18).

Fourth - Media policy and the formation of public opinion regarding the protests:

The media plays an important role in shaping public opinion, especially as the world is constantly witnessing events, and it needs to shed light on them and form a public opinion about them. Knowledge, culture and entertainment have become an economic tool, and the media and the press have become an industry in their own right. The political and economic logic is behind the emergence of media that contribute to the development of public debate between the authorities and special interests, as opposed to parliaments, which are spaces for developing discussion between state agencies, in accordance with democratic principles and freedom Expression, opinion and human rights (Al-Shujairi, 2014, pp. 56-57).

I- Ideology of the media about the protests:

Ideology means the science of ideas, the intellectual system, or the creed, and ideology determines how the media will move about the events that societies are going through. Media is a communication process behind the ideology of the media institution, and expresses openly the affiliation and opinion of the ideological communicator, who aims to communicate what he wants from ideological ideas, to influence the receiving audience and create trends in support of his media message. In

media practices, the media is a message and this message must be seen, The vision represents an idea or several ideas that are prepared by the communication, as this vision is a product of the ideology of the media product through the media and according to the vision of the communicator, or the policy and objectives of the media institution, and that its coverage of events leads to creating impressions and perceptions imposed on the public, which would To influence it and in the ways desired by the media institution, as the media's attitudes towards events vary according to What is dictated by the orientations of its institutions, and the media has employed the moving image to serve the media message of the institution and its goals in a variety of ways, and the media message often adopts the method of repetition of images to influence the audience, and to contribute to the formation of its views and attitudes towards its messages, and since the media is a communication directed to the public, the result of public exposure Media communicative messages lead to the formation of their opinion, as public opinion is formed by the public in times of crisis (Al Bishr, 2018, pp. 60-65.)

2- The relationship between the media and public opinion in the face of crises:

The relationship between the media and public opinion is of the nature of a structural and functional overlap. The media seeks to form a public opinion or contributes to its formation, while performing its media function in normal times or during crises, whether these crises occurred by a media act (misleading, inciting or investigative acts) or in isolation. It is indispensable to public opinion, and it is difficult to take any decision without public opinion being present and active in it. The intellectual and political climate, and mass communication expresses the common ideas of groups of the public and through communication the public opinion is formed, and the relationship of media, public opinion and crises is based on interactive foundations created by the innovations of

communication and developments in the means of communication. to it through these means only, but it is completely dissolved in it (Moses, 2019, pp. 127-156).

The technological development in the means of communication has added a new dimension to the phenomenon of public opinion. The communications revolution has created a favorable climate for the democracy of news and knowledge and its rapid spread and access to every individual wherever he is (Sukari, 2012, pages 90-91). Technological development in the means of communication and the media has contributed to creating new trends and changes in the behavior and attitudes of members of society, their knowledge and beliefs, and the crystallization of public opinion as a result of the effects of its secretions under certain economic, social and political conditions (Al-Mazahra, 2012, pages 161-162.)

The influence of the media varies among individuals according to their level of knowledge, because the use of means of communication is not done in isolation from the effects of the social system for both the public and the means of communication. It is carried out according to the mutual dependence between them (the theory of dependence on the media), and the elements of social construction affect the media positively or negatively, and their ability to achieve the cognitive, emotional and behavioral impact, which increases when these media transmit information intensively, and there is a relationship of influence and influence between the system Social media and the means of communication and the media, because the members of society depend on them to satisfy their psychological and social needs and obtain information, which leads to the formation of new social groups, and the effect of these means in forming public opinion, which means that there is a triple relationship between the means of communication, the media and society, resulting from the effect of these means on The public and removing the ambiguity caused by its loss of information, as a result of moral and behavioral influences (Al-Saadi, 2017, pp. 145-147).

Fifthly - The press article is an influence force to form a public opinion about the protests:

The journalistic article is one of the oldest and most interesting journalistic arts in the world of journalism, as it is characterized by its adoption of prose templates when writing, rhetoric, sequencing of ideas, their interdependence, and defining their goals. To think and reflect on it.

1- The press article:

The press article plays an important role in achieving the function of the press in guiding, enlightening and shaping public opinion. And he writes his topics in the language of life and its lived reality, which is understood by the largest number of members of society and in their different cultures (Al-Shammari, 2012, pages 124-131).

The journalistic article is one of the types of writing that is known only through the press. In the writer, the writer goes directly to his readers to convey his ideas and opinions to them (Youssef, 2017, pages 19-20). The journalistic article is characterized by a number of characteristics. It is an expression of the writer's personal opinion or point of view, in which he explains his idea or goal in writing the article and the topic it deals with. To express society's problems in different aspects of life, in which the writer expresses either the authority's tongue or the concerns, problems and opinions of society (Khalil, 2014, pages 71-73). One of its functions is to provide information and ideas of interest to public opinion, and aims to arouse the public and mobilize its energies by influencing opinion trends that prevail among the community, either negatively or positively. And his strength by influence, which is a persuasive force that affects the recipient, (Al-Miqdadi, 2010, pages 117-130.)

2- The press article as a soft force:

The public resorts to choosing the media that meets its desires and fulfills its social and psychological needs with multiple motives, including spending leisure time,

learning, fun, and searching for information and knowledge. (The headline) and colors, all of which are visual effects that draw the attention of the reader. The messages that the audience receives from the media depend on the recipients' previous experiences and the mental images that these media have instilled in their minds. The press article provokes the reader to continue reading it. One article may prompt the individual or group to change its position on Supporting the opposition or vice versa, and this process of change is part of the propaganda work of the media, and the use of propaganda and its methods in the media is part of the soft power that countries use against each other to lure people towards their culture, and many governments have employed the press and media to serve their ideological and political goals (Fakhro and others, 2017, pp. 147-186). Opinion articles, analysis, monitoring and interpretation of various issues and topics play a role in the press fulfilling its function of forming and leading public opinion. A specific case (Al-Lahham, Shamailah, and Kafi, 2015, pp. 349-350)

The press article and the rest of the press forms are materials in which opinions are presented to influence and attract readers, and to express the views of the press outlets towards various topics and issues, and contribute to defining the agenda of the readers' interests by attracting their attention, and thus it exercises a kind of soft power that shapes public opinion. To the public, newspapers and articles organize campaigns to defend public interests, and invite the public to express their views on public issues, and the press article is used to express opinion and is one of the strong foundations that form the trends of public opinion, with its analysis, interpretation and explanation of the phenomenon that arouses interest, (Abdul Majid and Alam Al Din, 2006, pp. 124-126.)

Since the public is an active recipient of media messages, countries use their media, including the press, to spread their ideological, political and cultural messages, to convince the public with their propaganda media discourse and draw a

positive mental picture in their minds of the performance of the ruling authorities, and these messages addressed to the public aim to form an influential public opinion (Coleman and Ross, 2012, pp. 33-34).

The technical and technological capabilities of the means of communication and the media have contributed to putting the members of the public in the actual location of the event, and the power of the media comes from its influence in crystallizing ideas and modifying convictions and its ability to persuade, persuade, attract, repeat and dazzle to satisfy the needs of recipients of information, as well as its control over minds using ideas that leave a deeper impact on the soul. Humanity, because soft power penetrates souls without coercion instead of controlling the bodies using the force of arms (Abu Awad, 2021).

And that the relationship of the content of media content with public opinion, comes from the intensity of media coverage of events and issues, and the public's appreciation of the importance and intensity of media coverage depending on the importance of issues, topics and events that the media are trying to influence and focus and draw the public's attention to, towards those events or issues, and this is what the press article does to influence With readers and acting as a soft force that the writer employs to attract attention and persuade (Ahmed, 2009, p. 7)

Based on the foregoing, the means of communication and media can be employed and directed to influence and control the minds, behaviors and actions of the masses, as states use the image and other influences of the media to influence peoples and to entice others and attract their

interest and woo them towards it, and to adopt its bright and attractive image to convince them of it, as most members of society adopt contents And the views of the media are based on an emotional rather than a rational basis, so they believe the news through a pre-drawn mental image in their minds, which they often do not reflect on, because they feel that they are part of the realistic picture of life, so newspapers resort to enhancing the image of the recipient by conjuring up images of important popular figures People's lives to attract and persuade them (a soft power) and influence them for what you want to reach to convince public opinion. towards community issues, as it provides the readership with information and news about current events, and thus contributes to defining the public's agenda for By attracting their attention to the most important events and topics and helping the reader to access facts and information, among the huge amount of news and information provided by the various means of communication and media, and thus the article exercises a kind of soft power that attracts and influences the audience and draws its attention to what it wants, thus forming a public opinion in an influential and convincing manner Attractive.

The third topic

practical framework

The researcher reviews the results of the analytical research of the research (the role of the press article in forming Iraqi public opinion regarding the October 2019 protests), which came as a result of content analysis of the newspaper articles that dealt with the topic of the protests, which numbered (700) articles for three newspapers (Al-Sabah - Tareeq Al-Shaab - Al-Zaman.)

3155	#	main category	Repetition	percentage	rank
	1	persuasive persuasion	946	19.75%	Journal of Positive School Psychology first
	2	Propaganda and rumors	482	10,06%	the second
	3	the Constitution	478	09,10%	the third
	4	Arts and Letters	316	06,60%	the fourth
	5	Economic strength	280	05,84%	Fifth
	6	religious values	272	05,68%	Sixth
	7	Political poisoning and disinformation	254	05,30%	Seven
	8	democracy	226	04.72%	eight
	9	folklore	224	04.67%	the ninth
	10	political values	222	04.63%	tenth
	11	Diplomacy	212	04,44%	eleventh
	12		206	04.30%	Twelfth
	13		202	04.21%	Thirteenth
	14		180	03.75%	fourteen
	15		154	03.21%	fifteen
	16		134	02,80%	sixteen
	17		4788	100%	

Table (1) The main categories, their percentages, their recurrences, and the ranks they obtained within the research period

Table (1) shows that the category of persuasive possibilities ranked first among the rest, with a number of repetitions of 946 repetitions and a percentage of 19.75%. While the propaganda category ranked second, with a number of repetitions, amounting to 482 repetitions and a percentage of 10.06%. As for the category of the constitution, it ranked third with a number of repeated 478 repeated percent of

9.10%. The category of arts and literature ranked fourth, with repetitions of 316 repetitions and 06,60%. And the category of economic power at the fifth rank, with repetitions of 280 and 05,84%.

The other major groups that included (religious values, political poisoning, media misinformation, democracy, popular heritage, political values, diplomacy, traditional media, cultural and intellectual conquest, new media, and the attractiveness of education) with ranks from sixteen to fifteen. Finally, the sports category came last (sixteenth), with a number of

repetitions of 134 repetitions and a percentage rate of 02,80%.

From the foregoing, the extent to which the Iraqi press is interested in different directions on the issue of protests, demands and issues of public opinion during the research period, and the three categories topped the persuasive possibilities, publicity, rumors and the constitution on their counterparts as a soft power to persuade the public.

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Table (2) shows the sub -categories of the main category of persuasive possibilities

#	Persuasive inducements	Al sabah newspaper		Tareeq Al Shaap Newspaper		AlZaman Newspaper		Total		The rank
			%		%		%		%	
1	Emotional inducements	92	39.15%	155	40,78%	119	35.95%	366	38,70%	First
2	Rational inducements	73	29,78%	127	25,78%	89	37.16%	291	30,76 %	Second
3	Fearful inducements	70	31,07%	98	33,44%	123	26.89%	289	30,54%	Third
4	Total	235	100%	380	100%	331	100%	946	100%	

The above table shows that the category of Emotional inducements ranked first in the articles published in the sample newspapers, with the highest percentage of 38.70%, as the Tareeq Al Shaap Newspaper advanced by 40.78%, Al-Sabah by 39.15%, and Al-Zaman by 35. ,95%.

The newspaper article aims to influence the reader and convince him of the writer's idea and the newspaper's media and ideological orientations, relying on excitement and the content of the article's content, relying on emotional emotions and the degree of intimidation to win them over, and since emotional grooming aims to influence the recipient's psychological and social needs and emotions by addressing

his senses in a way that achieves goals The communicator, as the effect of emotional grooming increases when the targets are convinced of the messages broadcast by the media, which aim to win the motives of the individual to a certain extent, so newspapers were interested in addressing the emotions of the receiving audience and its co-optation of its policies and ideologies.

However, Rational inducements ranked second with a rate of 30.76%, as Al-Zaman newspaper led the rest of the newspapers by 37.16%, Al-Sabah by 29.78%, and finally the People's Way by 25.78%.

Rational inducements is a group or group of elements that are employed in the

communication message in order to attract, persuade and influence the recipient, which is carried out and employed by the communicator, and that the media uses a set of solicitations in order to convince the audience and make it able to interact and respond to the media contents it broadcasts aimed at attracting it. Persuasive grooming depends on addressing the recipient's mind through logical arguments, citing real events after discussing and refuting counter-opinions, and also on information supported by statistical numbers. Attraction and persuasion (a soft force), because of its effectiveness, which expanded and increased to include the areas of political, cultural and economic life, and these activities depend on the needs of the members of society and their psychological trends.

As for Fearful inducements, it ranked third (last) with a rate of 30.54%. Newspapers Tariq Al-Shaab led by 33.44%, Al-Sabah by 31.07%, and Al-Zaman by 26.89%. The intimidation of fear or intimidation is one of the common solicitations in persuasive messages to the media, and it depends on raising fear among the recipients and persuading them by activating and stirring their emotions, and thus leads the recipient to respond to the media messages and their content, especially when their source has credibility with the recipients.

RESULTS AND CONCLUSIONS

First: the results

The study showed that the writers of articles in the sample newspapers used a variety of methods to win over the readers and protesters and attract them to their ideas. Persuasive solicitation ranked first with a rate of 19.75%, while the method of propaganda and rumors ranked second with a rate of 10.06%, and the Constitution category ranked third with a percentage of 9,10 %, and this confirms that these three categories are ranked above other major categories and according to their hierarchy, such as arts, literature, economics, religion, political poisoning, democracy, popular heritage and other values and categories that have been studied with their percentages.

Second: the conclusions

- 1- The articles employed the ideological ideas of the media journalist's policy and orientations to influence the recipients by emotionally winning them over the protests, negatively or positively.
- 2- Using the method of emotional grooming to address feelings and hearts and sometimes tickle emotions, and sometimes to attract attention and intimidation.

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