

Propaganda Content In Press Coverage Of Foreign Websites Arabic Speaking About The US Elections 2020

Ferial Adnan Shanawa ¹ , Hassan Hashem Hammadi ²

¹Assist. Lecturer, Al Farahidi University, College of Media, Iraq, firealadnan5@gmail.com

²Assist. Lecturer, Al Farahidi University, College of Media, Iraq, Hasan.hashem1101a@com

Abstract

The research focused on the nature of the propaganda contents published on the French website in Arabic (France 24) related to the last American elections that took place on 3/11/2020 AD.

It highlighted on the propaganda methods in press coverage and the arts of coverage, by dismantling the journalistic contents on the news site "France 24", and presenting them to the propaganda forms according to what was stipulated in the academic classifications and theoretical research that focused on the subject of propaganda and its form in which it appears.

Using the scientific classifications concerned with propaganda during the elections, various propaganda methods were extracted, the method of repetition and the news method ranked first, the method of personalization ranked second, the method of attracting attention in the third place, and the method of skepticism ranked fourth, while the rest of the other methods were distributed in the hierarchy according to the order of these methods, as well as the emergence of American propaganda activity in most of the published content on the site, which is one of the most important results reached by the researchers, and the research concluded with a logical and scientific conception of how the "France 24" news site deals with the topic of the American elections, and how it was covered this issue in propaganda, because press coverage during elections often moves away from objective coverage and approaches propaganda and political misrepresentation.

Keywords: Electoral propaganda, Press coverage, US elections, Arabic-speaking websites, France 24 website.

Introduction

It has become of postulates in the field of social studies, especially what falls within the tasks of media research, the importance of propaganda work and its great impact on settling positions, changing opinions and winning the battle at the lowest cost and at the closest point to the enemy.

From here, the research derives its importance by standing on the hidden aspects with propaganda connotations that have disappeared in the repositories of journalistic content.

In order to be able to perceive these methods in their most important arenas, the circumstances of their formation and the reasons for their use, the research went on to choose time period that was characterized by intense and crowded propaganda contents, as one of the most important methods of competition, if not the most important, in extracting victory and achieving the desired goals, which was present in the period that preceded the US elections of 2020, and the importance and interest they pose to world opinion.

Therefore, the choice was made to represent the research sample on the "France

24" website, due to several considerations, including the global interest in covering international events at the journalistic level, the high craftsmanship in the news industry and production, in addition to the fact that the site enjoys a large base of readers and followers.

TOPIC ONE

Research Methodology

First - The research problem: The problem in this study is embodied in the following main question: (What is the nature of propaganda contents in the press coverage of the American electoral debate on France 24?) And a number of sub-questions fall under the main question;

1-What are the contents that attracted the attention of the press coverage in France 24 for the American elections?

-What are the types of press coverage of US election topics on France 24? 2

3-What are the propaganda methods that were included in the press coverage of US election topics on France 24?

Second - The importance of the research: The research acquires its importance from the different dimensions that it raises, which are represented by the political dimension represented by the American presidential elections, as well as the social dimension that is represented in the consequences of the results of the American elections on the societies of the Middle East, and the importance of the study is represented in a number of aspects on which the scientific research is based. The scientific importance of research lies in the knowledge and scientific addition to the local and Arab scientific library, as well as its importance to the community in diagnosing the trends of this site and knowing its strategies, which constitutes one of the pillars of ethical responsibility in scientific research, based on the research importance of the community, and also the service provided by research for the concerned institutions to monitor the application of the general legal and ethical principles that would support the electoral process in the country.

Third - Research objectives: Any research must have goals that it seeks to achieve, i.e.

“what does it want to search”, and thus there are specific questions that the research seeks to find clear answers about them (Melhem, 2010;89), and this research aims to answer the problem questions that can be summarized as follows;

1-Knowing the contents that received the attention of the press coverage of the France 24 website about the American elections.

-Determining the types of press coverage of US election topics on France 24 website 2

3-Diagnosing the propaganda methods that were included in the press coverage of US election topics on the France 24 website.

Fourth - Research Limits and Fields:

Defining the fields of study is a complementary step to proceeding in the study process according to coordinated and organized steps (Abboud, 2009, ; 113), and these fields are represented by;

1-Spatial Domain: The research is related to a specific spatial field, represented by France 24 website, a site of high interest in press coverage of international events.

2- Temporal domain: the temporal domain is the specific period of the research (from 3/11/2020 AD to 7/11/2020 AD), which is the time period from the polling day to the end of the vote counting, in order to monitor the site's behavior to come up with realistic results that meet the objectives of the research.

3-Thematic area: it is related to the propaganda contents in the press coverage of France 24 website, as well as the topic of the US elections and the interests of foreign Arabic-speaking websites with US elections 2020.

Fifth - the research community and its sample:

The research community constitutes the total vocabulary that the researchers aim to study to achieve the results of the research (Al-Mashhadani, 2017;43). It includes the journalistic arts of electoral coverage, including the units and categories, which form the general framework for the generalizations of the research and its results. The researchers adopted the **complete census method** of all content within the specified period of (81) contents in the press coverage of the American elections.

All the propaganda contents were subjected to the analysis published by the website, which was distributed over the specified period as a

temporal domain for research, as shown in Table (1)

Table (1) represents the number of contents published on France 24 website for the period from 3–7/11/2020

| S/N | Days | Number of contents |
|-----|-----------|--------------------|
| 1 | 3/11/2020 | 20 |
| 2 | 4/11/2020 | 9 |
| 3 | 5/11/2020 | 11 |
| 4 | 6/11/2020 | 26 |
| 5 | 7/11/2020 | 15 |

Sixth-Type and Method of Research:

Determining the research method depends on the goal that the two researchers seek to achieve by conducting their research (Hussain,2005;23). This research is descriptive research that focuses on describing the nature of a particular society, situation or phenomenon, its features and characteristics, to identify the nature of the press coverage of the American election propaganda on the France 24 website. As for the approach that the researcher relies on in achieving the objectives of the research, is the analytical survey method, which seeks to depict the actual applied reality and analyze it to reach its results by obtaining the required data and information, formulating, analyzing and interpreting it to identify the nature of the press coverage of the American election campaign on France 24 website.

Seventh - Research tools: To achieve the research objectives, research tools were employed that fit the topic of the research and the nature of the goals that it seeks to achieve (Badr, 1986; 29), as the content analysis method and its tool represented by the analysis form were used, and the research was collected using **complete census method** (81) Press material distributed over a number of journalistic arts and included (29) press reports, (20) press articles, (18) press releases, (9) press news, and (5) press investigations.

Eighth - Methodological Research

Procedures: In order to reach accurate results, I have done the following;

1-Determining the unit of analysis: the unit of the idea or the subject and the unit of the word were chosen, which are among the basic units

around which the subject is intended to be communicated to the public, and then the researchers dismantled these topics after careful reading to (6) main categories, from which (28) sub-categories are subdivided.

2-Determining the categories of analysis:

The research categories were determined on the basis of a main axis dealing with the topic category, categories (what was said) to achieve the objectives of the research.

3-Categories scheduling, analysis and interpretation:

Content analysis requires defining the categories of the published contents on the website during the research period, and describing them accurately according to the steps of content analysis.

Ninth -Validity and reliability procedures:

that is, the validity of the method or tool for measuring what is intended to be measured” (Abdul Hamid, Content Analysis in Media Research, 2009, pp.222-223). In order to achieve the degree of validity in the analysis, the researcher presented the content analysis form to a group of arbitrators (*), to judge the extent of its validity, the arbitrators’ amendments were taken, and after the verification of validity was adopted in the analysis, the percentage of the arbitrators’ agreement on the categories of analysis was calculated by extracting the percentage of their agreement on it according to the following equation;

Total categories agreed upon by the arbitrators

Calculation of the degree of validity= -----
 -----X 100

$$= \frac{279}{34 \times 9} \times 100 = 91,18$$

As for the reliability of the analysis: it means "the possibility of obtaining the same results if the same content was re-analyzed, but with a different time of analysis (Obaidat et al., 2009;156), and the research achieved the reliability of the analysis in two ways;

The first: - the method of temporal consistency: meaning that the researcher must reach the same results by applying the same categories and units of analysis to the same content if the analysis was conducted at different times (Abdul Aziz ; 2015 ; 191), and by applying the researcher to the equation below, the degree of reliability was determined on the categories (0.91,18), which is a good and scientifically acceptable reliability percentage;

$$\text{Reliability} = \frac{2(T)}{N1+N2+N3}$$

As (T) represents the categories that were agreed upon between the researchers and analysts, and (N1) represents the number of categories reached by the first researcher, and (N2) represents the number of categories reached by the second researcher, while (N3) represents the number of categories that did not appear in the second analysis

So, the reliability equation R becomes

$$= \frac{(31)2}{34+31+3}$$

It is a high degree of reliability% 91 =18, 62/68= R reliability.

Second: The agreement between the researcher and external analysts: meaning that each of them should reach the same results by applying the classification of the analysis categories and units to the same content (Kashkool,2020 ;223). We obtained reliability by an external analyst, and it was found that the coefficient of agreement on the classification of the categories that was

reached by the external analyst and the classifications of the researcher show that the coefficient of agreement was (0.91%), which was reached by applying the same previous equation as follows;

$$\text{Reliability R} = \frac{2(T)}{N1+N2}$$

As (R) represents the reliability coefficient, and (T2) represents the number of categories agreed upon by the researchers and analysts, while (N1) represents the total categories reached by the first researcher, and (N2) represents the sum of the categories reached by the second researcher.

$$0.91\% \text{ It is a high degree of stability} = \frac{62}{68} = \frac{2 \times 31}{34 + 34} R$$

Ninth - Concepts and Terminology

1-Propaganda contents: They are the contents in (the various journalistic arts) whose identification gives a persuasive impetus to the electorate, and it mean the propaganda topics that are formulated in the form of propaganda ideas within the framework of communication messages that seek to achieve propaganda purposes, whether they are political, economic, or social, or express different points of view.

2-Press coverage: It is the collection of information, documents and data on the subject of the press campaign and the briefing of its causes, location, names of participants and how it occurred (Al-Sarraj;2009; 470)

Foreign Arabic-speaking websites: They are Arabic-speaking websites and are directed to Arab countries.

4-American elections: Elections are held in the United States of America for government officials at the federal and local levels.

5-France 24 website: France 24 is pronounced France (Van Cutter) on all four channels (French, Arabic, English and Spanish) and is sometimes known in Arabic as France 24. It is a French government news media channel that aims to provide news from Western and French point of view.

TOPIC TWO

Press coverage during the American elections

First - Press coverage: the press coverage derives its importance from people's knowledge of the events of their lives around them or what is going on around the world, and accordingly newspapers, as one of the media, enable the public to learn about events and issues and then form opinions and positions towards them (Al-Dulaimi, 2015 ;142 –143)

1-The concept of press coverage: The term press coverage is one of the modern terms that have been adopted and have meanings among many writers and researchers in the media field. lot of research and studies have dealt with this title until it became a well-known concept among researchers in mass communication (Arsan and Naghmesh, 2012; 100)

Many researchers and writers have dealt with this term and defined it by several definitions, including: "It is the process of obtaining information and details of an incident or event ... and this task is performed by a specialized journalist and he must refer to the original sources of information, including the site of the event, its participants and eyewitnesses" (Al-Jumaili) and Al-Ani, 2012; 36)

2-Arts of press coverage: There are many journalistic arts used in press coverage, and the following is a simplified review of these arts (Abdul Aziz M., 2000;49)

☐ **Press news:** "The news is one of the most important forms of press editing and the

closest to the reader's interest. That is why the press is known as news journalism." The news is the first to be covered by the press (Al-Jazz; 2007)

☐ **The journalistic report:** It is seen as an independent art in itself, and it lies between the news and the journalistic investigation, it has its characteristics that distinguish it and it has its writers and editors, and it often bears the character of its writer and allows to highlight his personal opinions (Johnny, 2016 ;613)

☐ **The journalistic article:** It is one of the journalistic arts that represents opinion materials, and expresses the newspaper's policy directly, and expresses the opinions of some of its writers regarding current daily events and issues that occupy local or international public opinion (Abu Zaid, The Art of Journalistic Writing, 1990 AD, p. 179)

☐ **Press talk:** It is an art based on dialogue between a journalist and a personality, and it is called dialogue, as it is considered a journalistic art in itself. obtaining the vast majority of news in the media is through conducting a journalistic dialogue with news sources (Abu Zaid, Art Press Writing, 1996; 96)

☐ **Press photo:** The photo is very important, especially in the era when press photos are getting more and more dangerous day by day, as they can be repeated tirelessly or tediously to move to the subconscious (Abdul Hamid and Bahnasy, Effects of the Press Photo - Theory and Practice, 2004 ;18 – 19)

Second - Electoral propaganda: There are many names given to this stage of propaganda, as some called it (the referendum campaign), and others called it (the electoral battle), but there is a difference between (electoral propaganda and the electoral campaign), as some have known propaganda. The electoral campaign as: "the direct communicative forms practiced by the candidate or party in connection with a particular electoral situation with the aim of achieving victory in the elections by obtaining the largest possible number of votes from the electorate," while others defined the electoral campaign as: "the comprehensive, planned and complex propaganda framework, which It consists of a

continuum and coordinated series of means and methods of electoral communication that will attract the largest possible number of voters” (Al-Qadi, 1987;31)

I-Stages of electoral campaigning: These stages vary in different countries and different types of elections, but the following list is essential for all democratic elections (Electoral Knowledge Network, 2021)

A- The stage of the pre-election period:

It is a comprehensive preparation period, and it is usually one of the most overlooked stages, although there are a number of “learned lessons” from elections that emphasize their importance. One of the common reasons for neglecting this stage is lack of funding or resources in general, especially in countries transitioning to democracy and approaching their first or second elections.

B - The stage of the pre-election campaign period:

that is, there is a specific period for electoral campaigns, in some countries, such as United States of America, there are no actual restrictions on the time of election campaigns, but in any electoral system, issues related to elections and media occur, mainly , in the months preceding the elections, which are mainly: nomination of candidates - voter registration - information and voter education and civic education.

C - Phase of the electoral campaigns period:

This period is a charged period, and includes preparation for the voting process itself, for the media themselves, the time of the beginning of the electoral campaign period is the time when election coverage begins.

D- Polling Day stage: Once the polling stations are opened, the role of the media changes from what it was during the electoral campaign period. The change may have occurred earlier, with a ban on covering electoral political campaigns, broadcasting the results of opinion polls, direct broadcasts, advertisements, or all of them.

E- The stage of counting votes and results:

The counting period is a very busy period, as well as transparency in counting votes and announcing the results is among the most important tasks of the electoral

management body, as the results of the elections are the news that everyone is waiting it.

F- Post-election period: the period during which the media relations department of the electoral management body evaluates, builds capacity, plans and consults.

2) Electoral propaganda methods:

Persuasive electoral propaganda is comprehensive and uses emotional methods a lot in various areas of life, with the intention of influencing people’s minds and forming their attitudes (Al-Tuhamy, 1982)

The use of propaganda methods began to take a deliberate and planned form, with the emergence of means of communication, their development and spread, and the use of modern technological means to ensure the speed of information access, in addition to the great expansion that took place in cities and the emergence of nation states and the outbreak of international and regional wars, all of which led to the mastery of using propaganda methods in order to achieve a state of persuasion and influence on the recipient (H. Sh., 1983 AD, pp. 13-14). Among the most prominent of those methods that the recent electoral campaigns have relied on are; Attracting attention - repetition method - emotional appeal method - warning method - truth-disclosure method - intimidation method - diverting audience attention - power show method - sloganeering method - consensus and majority method - reliance on authority and strength - method of presenting opinion as fact, the method of personalization - fabrication - the method of enticement - the method of taking advantage of brilliant personalities - the religious method - the method of justification - the method of lying - the method of ignoring - the method of projection - the method of radiation or the center of the circle.

3)American electoral propaganda 2020

AD: It is the fifty-ninth American presidential elections (which are held every four years), in which voters vote to choose the delegates of the Electoral College according to the states. They, in turn, will vote on December 14, 2020, either by electing a new president and vice president or re-electing the outgoing incumbents, a series of presidential primaries

and party caucuses were held during the period from February to August 2020, and it is a series of indirect elections in which voters vote to choose delegates to represent them in the “candidacy conference” of the political party they support, at this convention delegates vote to elect their parties' candidates for president and vice president, the two main candidates being the current Republican President (Donald Trump) and former Democratic Vice President (Joe Biden).

Information on the US elections in which voting began on November 3, 2020 AD 538 members of the Electoral College-

-270 electoral votes are required to win Number of voters 239247182 voters Total votes 158383801 votes.

-The presidential elections were held simultaneously with the elections for the House of Representatives and the Senate, within several elections at the state and local

levels.

Over the years, the United States of America has been known for its philosophy that aims to influence others, and the trends of American foreign policy and its media methods have begun to shift from public media to propaganda in conjunction with the increase in the United States' influence abroad. The American propaganda, in its orientation first to its audience at home, to influence, persuade, and justify the decisions and initiatives that its governments propose to the extent that it tries to convince its audience that it has the right to intervene, under the pretext that it is their duty to make the countries and peoples of the world happier, more uniform, more organized, achieve their goals and plans, and preserve their interests. (Salem, 2005; 48)

| S/N | Sub-categories of the first main category (Doubting in the integrity of the American elections. | Repetition | Percentage | Rank |
|-----|---|------------|------------|--------|
| 1 | Trump announces election fraud | 30 | %37.50 | First |
| 2 | Trump doubts in the integrity of the elections | 21 | %26.25 | Second |
| 3 | Appealing the election results | 16 | %20.00 | Third |
| 4 | Trump asks for recount due to fraud | 13 | %16.25 | Fourth |
| | Total | 80 | %100 | |

Analytical study:

Table (2) represents the main categories of content covered by France 24 website about the US elections 2020.

| S/N | Main Categories | Repetition | Percentage | Rank |
|-----|--|------------|------------|--------|
| 1 | Doubting the integrity of the US elections. | 80 | %20.41 | First |
| 2 | The challenges facing the elections. | 76 | %19.39 | Second |
| 3 | Candidates' statements and pledges in the elections. | 69 | %17.60 | Third |
| 4 | The American judiciary and its role in the elections | 62 | %15,82 | Fourth |
| 5 | Division threatens America because of the elections | 54 | %13.77 | Fifth |
| 6 | Political misstep among the competitors | 51 | %13.01 | Sixth |
| | | 392 | %100 | |

In the light of our analysis of the contents of the France 24 website related to the US elections, several main categories emerged, and there were (6) main categories, which are as shown in the above table; **First-Sub-categories of the first main category:** “Doubting the integrity of the American elections.” This main category ranked first and won (80) recurrences, with a percentage of (20.41%), this category emerged through its sub-categories, as shown in Table (3)

Table (3) shows the sub-categories of the first main category " Doubting in the integrity of the American elections.

Second - Sub-categories of the second main category: “challenges facing the elections.” This main category ranked second and won (76) recurrences, with a percentage of (19.39%), as shown in its sub-categories in Table (4)

Table (4) shows the sub-categories of the second main category "challenges facing the election.

| S/N | Sub-Categories of the Second Main Category “Challenges Facing Elections” | Repetition | Percentage | Rank |
|-----|--|------------|------------|--------|
| 1 | Economic downturn and elections | 27 | %35.53 | First |
| 2 | COVID-19 and elections | 21 | %27.63 | Second |
| 3 | Terror and elections | 16 | %21.05 | Third |
| 4 | Violence and elections | 12 | %15.79 | Fourth |
| | Total | 76 | %100 | |

Third - Sub-categories of the third main category: “Statements and pledges of candidates in the elections.” This main category ranked third and won (69) repetitions, with a percentage of (17.60%), as shown in its sub-categories in Table (5)

Table (5) shows the sub-categories of the third main category (Statements and pledges of candidates in the elections)

| S/N | Sub-categories of the third main category) Statements and pledges of candidates in the elections) | Repetition | Percentage | Rank |
|-----|---|------------|------------|--------|
| 1 | Biden. We are on the right track to winning | 18 | 26.10% | First |
| 2 | Trump. we want to use the law in a proper way | 15 | %21.74 | Second |
| 3 | Biden. I am united for a deeply divided country | 10 | %14.49 | Third |
| 4 | Trump. if you count the legitimate votes, I will win easily | 10 | %14.49 | Third |
| 5 | Biden... We must stop treating our opponents as enemies | 8 | %11.59 | Fourth |
| 6 | Biden. We have to get over the anger. | 8 | %11.59 | Fourth |
| | The total | 69 | %100 | |

Fourth - Sub-categories of the fourth main category: “American Judiciary and Elections.” This main category came in fourth place with (62) repetitions and a percentage of (15.82%), and this category emerged through its sub-categories and as shown in the table (6)

Table (6) shows the sub-categories of the fourth main category (American Judiciary and Elections)

| S/N | Sub-Categories of the Fourth Main Category Contenders' Resort to American Judiciary | Repetition | Percentage | Rank |
|-----|---|------------|------------|------|
|-----|---|------------|------------|------|

| | | | | |
|---|--|----|--------|--------|
| 1 | Trump threatens to go to court | 21 | %33.87 | First |
| 2 | The election results are hampered by Trump's resort to the judiciary | 17 | %27.42 | Second |
| 3 | Anticipated outbreak of violence due to judicial battles | 14 | %22.58 | third |
| 4 | Everyone is shocked by the president's resort to the judiciary | 10 | %16.13 | Fourth |
| | The total | 62 | | |

Fifth - Sub-categories of the fifth main category: "The division threatens America because of the elections." This main category ranked fifth with (54) repetitions and a percentage of (13.77%), and this category emerged through its sub-categories and as shown in Table (7)

Table (7) shows the sub-categories of the fifth main category (the division threatens America because of the elections)

| S/N | Subcategories of the Fifth Main Category Division threatens America because of the elections | Repetition | Percentage | Rank |
|-----|---|------------|------------|--------|
| 1 | Division and tension as the decisive square approaches | 17 | %31.48 | First |
| 2 | Trump succeeds in dividing American society | 14 | %25.93 | Second |
| 3 | Biden announces that he will unite the country | 13 | %24.07 | Third |
| 4 | Split among Trump supporters over his statements | 10 | %18.59 | Fourth |
| | The total | 54 | | |

Sixth - Sub-categories of the Sixth Main Category: "Political Aggravation Among the Competitors" This main category ranked sixth with its number of repetitions (51) and a percentage of (13.01%), as shown in its sub-categories in Table (8)

Table (8) shows the sub-categories of the sixth main category, (Political misleading among the competitors)

| S/N | Sub-Categories of the Sixth Main Category) Political Scattering Among the Competitors) | Repetition | Percentage | Rank |
|-----|---|------------|------------|--------|
| 1 | Biden: Trump's boat is sinking | 16 | %31.37 | First |
| 2 | Trump accuses Biden of trying to steal the election | 11 | %21.57 | Second |
| 3 | Biden: I will be the best solution to turn the page on Trump the clown | 7 | %13.73 | Third |
| 4 | Republicans: Biden was ridiculous | 7 | %13.73 | Third |
| 5 | Trump slanders Biden and his son Hunter | 5 | %9.80 | Fourth |
| 6 | Republicans: Biden forged testimony | 5 | %9.80 | Fourth |
| | The total | 51 | %100 | |

Conclusions and results;

Results;

Before the researchers put the conclusions they reached in their research, they see that they need to shed light on the most prominent results they reached, which can be summarized as follows;

- 1-The emergence of advertising methods in the content that came on the site under study.
- 2-The emergence of American propaganda activity in most of the published content on the site.
- 3-The researchers identified (6) main categories in the research, topped by the category (questioning the integrity of the American elections), this category was keen

on questioning the integrity of the elections by the outgoing President Donald Trump, as well as directly accusing him of his rival Joe Biden and his party by trying to steal the elections, the total number of repetitions in this category was 37, which is an indication of the lack of confidence of the competitors in each other and in the entire electoral process, especially from the candidate Donald Trump, who has always criticized and doubted the integrity of the elections.

4-It was found from the analysis of the contents on the site that the methods of news, repetition and personalization are among the most used methods in it.

5-The results reveal that the participation rate in these elections exceeded expectations despite the challenges it faced due to the Corona pandemic and its repercussions on the economic, security and health conditions, as the statistics recorded that the participants exceeded 150 million participants between actual participation by attending poll centers and electronic participation via postcards.

6-The results determined that these elections recorded a precedent for the first time used in the elections, which is the participation through postcards via the Internet, but it was subject to many criticisms, including accusations of fraud in these cards, and the difficulty of counting and sorting them, including the lack of devices for processing and sorting these cards in an appropriate manner.

Conclusions

Based on the results of the analytical study of the published contents on France 24 website during the electoral campaigns and during the voting for the American elections for the year 2020, the researchers monitored the propaganda contents and methods used during the elections, for an accurate scientific clarification, the researchers reached a number of conclusions, as follows:

1-The American communicative discourse via France 24 website was a psychological propaganda, as it used in these contents the methods of persuasion that turned out to be propaganda.

2-Although the United States of America is one of the first countries to demand the implementation of democracy through its

slogans to other countries, it confirmed in these elections and through its outgoing president, Donald Trump, its non-commitment to democracy and the threat of Republican Party supporters to cancel the vote, nullify or postpone the elections. If their candidate Trump wins.

3-The competition in the elections between the candidates showed the candidates' lack of commitment to the election laws of the United States of America, by uttering disparaging phrases between the contestants among themselves, as well as announcing the results by the candidates in advance and before the results were announced by the responsible authorities for the elections and before the scheduled date.

4-Monitoring the published content on the site shows that it has adopted persuasive methods used by the candidates in an attempt to persuade the public for their electoral campaign to get their votes, especially the hesitant public, which is the appropriate and distinctively used propaganda method by the candidates as an effective weapon for hunting this audience.

5-It is evident from the analysis of the content on the site that the United States of America did not adhere to what it is trying to spread to the world as a sponsor of freedom and the democratic process represented in the electoral process, but it failed to achieve this in its elections because it was subject to criticism from the candidates and accusing the responsible party for the elections of colluding with one of the parties of the competition, especially its President Trump, who was criticized by all countries for criticizing the elections and questioning their validity, as well as the world's astonishment at the resort of the president of the largest power in the world and the most claiming integrity and its great willingness to transfer power peacefully, to the judiciary and questioning the integrity of this country and its institutions, as well as the threat. By using force in the event of losing the elections, and thus it gave the impression to the world that it has flashy slogans only, such as Trump's slogan (America First).

Recommendations;

After identifying the recent variables that have occurred in the media work environment in general, the researchers believe that specialists in this field are faced with a relatively recent

phenomenon, and therefore a set of steps must be taken regarding this phenomenon, represented by the following;

1-Doing more academic research in connection with this variable, in order to consolidate and theoretical root as a main subject in this field.

2-Intensifying practical research for the various media, whether before, during or after the elections, for the purpose of reaching certain results.

3-Conducting a lot of theoretical and practical studies related to media monitoring and follow-up during the electoral process, as a very important part in broadcasting, disseminating and spreading a culture of media monitoring and monitoring during elections.

4-The necessity of training and educating the staff working in the media field, in order to gain experience and field experiences as well as modern methods in this field.

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