

The Image Of The Iraqi Government Among The Public Of The Kurdistan Region Through Kurdish Satellite Tv

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Abstract:

This study aims to know the image of the federal government among the audience of the Kurdistan region in the Kurdish-speaking satellite channels, Through processing in its newsletter, the research community has included urban and rural areas in the governorates of the Kurdistan Region (Erbil - Suleimaniyya - Duhok). The sample was selected in the sample method (intentional) on those who follow the news of the federal government in the news bulletins in the Kurdish judicial channels, and the study reached a number of conclusions. It includes that the audience of Kurdish satellite channels is mainly interested in news bulletins on (economic topics), and the audience of satellite channels feels (sadness) and (frustration) because of (spread corruption), The public is also mainly interested (launching the salaries of employees of the Kurdistan region), and the public believes that the relationship between the KRG and the federal government is not positive due to the crises between the two governments.

Keywords: Kurdish satellite TV - media –

The introduction

The main political, economic and security crises continue between the Kurdistan Regional Government and the Iraqi Federal Government after 2003 until the present, For many reasons, the two parties have not reached a final agreement on many issues and the problems and difficulties often culminate with the stage of federal parliamentary elections, which greatly affect the Kurds in all joints of life.

On the other hand, the Kurdish media, especially satellite channels, with different references and media policy, send many messages daily to the Kurdish public, Their rhythm differs in the fabrication of the relationship in terms of tension and the escalation of positions on various topics or reaches the stage of calm and perhaps praise, as these messages as a whole constitute a certain image of the central

government in the mind of the inhabitants of the region.

The most important factors for the success of the news work are the news content and the methods of providing it and organizing it, especially the newsletters, News as a media message is the product of many readings in terms of form and content, and television news is not just a legal description of a particular event of interest, but a distinctive industry that has its own editing and drafting methods, This is what Kurdish satellite channels seek through their treatment of news bulletins and the reflection of this treatment in the formation of the mental image of the public in the Kurdistan region.

Where Kurdish satellite channels draw news materials from their various sources and contactors and the appropriate is chosen according to the importance of the issues or event, This varies from one satellite channel to another and the process

of selecting and processing news materials is carried out according to criteria related to the nature of the news, as well as standards related to Kurdish satellite channels and the media policies under which they operate.

The research community

The study community is defined by specialists as the largest target society or all the vocabulary that the researcher seeks to study to achieve the results of the study, And then generalize the results to all vocabulary (Abdul Hamid, 2000, p. 130), as defined by the research community as all individuals, objects or elements, Those with one observable characteristics (Abu Allam, 2007, p. 160).

The research community included rural and urban areas in the governorates of the Kurdistan region (Erbil - Suleimaniyya - Duhok), The forms were distributed in city centers as representing urban places and in

villages and rural areas where this disparity between the population is conducive in terms of features, characteristics, customs, traditions, ways of life and lifestyle to accurate results regarding the phenomenon to be studied.

The research sample

A sample is defined as a relative group of the original study community chosen in a certain way and studied by observation and analysis (Tabja, 2011, p. 197), The sample was selected in the sample method (intentional) on those who follow the news of the federal government in the news bulletins in the Kurdish judicial channels The intentional sample adopted by the researcher is one of the types of non-probability samples Which allows the researcher to choose the vocabulary of the sample according to specific attributes It excludes those who do not have these traits (Tit, 2004, p. 208).

Table No. (1) shows the distribution of the sample to the audience of the three governorates in the Kurdistan Region Erbil - Suleimaniyya – Duhok

Governor ate	Populati on	Percent age	Number of forms in each governm ent	Number of forms distributed in each city			Number of forms distributed in the country side		
				Tot al	Ma le	Fema le	Tot al	Ma le	Fema le
ERBIL	2254422	36.5	219	146	74	72	73	37	36
SULEIM ENI	2268050	36.8	221	147	74	73	74	37	37
DUHOK	1648611	26.7	160	107	54	53	53	27	26
The Total	6171083	100	600	400	202	198	200	101	99

Forms were distributed to respondents in the governorates of the region (Erbil - Suleimaniyya - Duhok) including the city and countryside for respondents who do not see the news of the federal government in news bulletins in Kurdish satellite channels. Where the intentional sample was selected, and (37) forms were distributed to male and female respondents in cities and villages in order to find out the reasons for not seeing Where the scale form was distributed to the respondents in Erbil governorate by (13) forms, including (9) within the city, for females (4) forms and

males (5) forms. (12) forms were also distributed to the respondents in Sulaymaniyah Governorate,, Where (8) questionnaires were distributed within the city, (4) for females and (4) for males As well as (4) forms were distributed in the villages, with (2) forms for females and (2) forms for males, and (12) forms were distributed in Duhok Governorate., Where (8) forms were distributed within the city by (4) forms for females and (4) forms for males, Four forms were distributed in the villages with (2) forms for females and (2) forms were distributed to males.

Exposure:

In terms of exposure, it was found that the highest percentage of respondents who follow the news of the federal government in Kurdish news bulletins were sometimes. This is mainly due to the political, economic and security situation associated between the two governments in the region and the center, where the greater the difficulties, obstacles and problems, The lack of reaching an agreement or a solution between the two parties, but not there is follow-up to news in time of crisis more than others, as well as due to other reasons, including preoccupation with the burdens

of life and commitment to responsibilities and work, and therefore the time allocated to follow up on news concerning the federal government, Less and not always, while the public in Iraq usually prefers political topics through social networking sites, which is the first among other options, As a result of the presence of more than (25 million) Iraqi accounts on social networking sites according to the Iraqi Digital Media Center Invalid source specified, In addition to the funding made by satellite channels to tell them on social media (Muhammad, 2021, p. 50), see Table (2):

Table (2) shows whether you follow the news of the federal government in the Kurdish news bulletins

Follow-up to the news of the federal government	Repetition	The ratio	ranking
Sometimes	332	52.11	1
Always	268	42.1	2
I don't follow	37	5.8	3
The total	637	100.00%	

(Economic topics) is one of the most prominent topics that the research focuses on watching in Kurdish news bulletins and ranked first, This shows that the viewer pays great attention to news that affects the standard of living in the first place, and the region has suffered in general and the largest losing citizen was in light of the charged atmosphere and problems between the federal government and the provincial government, With regard to the export of oil, the proportion of the region to the federal budget, the salaries of employees and other outstanding problems between the two parties and the devaluation of the Iraqi dinar, Which affected the situation in general and on the income of the senior

citizen, especially since the citizen in the region has suffered in the past years from an interruption in the salaries of employees for several years, As well as the sanctions imposed by the federal government on the region due to the unconstitutional independence referendum that took place in 2017, The viewer seeks to follow up and know the latest news and developments and is keen to obtain information as it greatly affects the living situation in the first place, See table (3)

Table (3) shows the topics that the researcher focuses on exposure to in the newsletter of Kurdish channels.

Follow-up to the news of the federal government	Repetition	The ratio	Ranking
Economic	357	36.7	1
Political	225	23.2	2
Health	145	14.9	3
The wish	135	13.9	4
Soa	74	7.6	5

Culture	36	3.7	6
The total	*972	100.00	

Note: The researcher can indicate more than one choice

It turned out that (sadness) ranked first, and this indicates that the viewer is affected by what Kurdish satellite channels broadcast in their news bulletins regarding the news of the federal government, Through its treatment of news, which seeks to influence the recipient of what is happening and affects sympathetically with what is happening to the point of feeling sad, and the problems and difficulties facing the regional government with the federal government, It greatly affects the general situation in the region and has a negative impact on the citizen in the region.

As for the most prominent negatives when the respondents are exposed to the news of the federal government in the Kurdish satellite channels, we find that (do not provide me with accurate information about the economic and security problems between the region and the federal government), It ranked first about the most prominent negatives you find when respondents are exposed to federal government news in Kurdish satellite channels, and this indicates that Kurdish satellite channels through their treatment of federal government news, It controls the nature of the news and the methods and mechanisms of processing such as highlighting, selecting, adding and deleting, especially with regard to economic and security problems between the regional government and the federal government, and that these news is important to the viewer because of their impact on the situation in general in the region and needs to obtain sufficient information and the latest developments between the two parties.

The paragraph (spread corruption) ranked first, which indicates that Kurdish satellite channels seek through its news processing of the federal government news to shed light on issues and events related to financial and administrative corruption in the joints of the federal government, which negatively affects the viewer and makes him frustrated.

The paragraph (Launching salaries of employees of the Kurdistan region) was topped in the motives of respondents to be exposed to the news of the federal government in the news bulletins of Kurdish satellite channels, and this indicates that the economic situation in general affects Kurdish society and the standard of living, Sima Sharija employees and that the viewer seeks through his follow-up to the news of the federal government in the Kurdish news bulletins in order to know the information and the latest developments that occur between the federal government and the regional government about the launch of salaries of employees in the Kurdistan region after receiving them by the federal government.

News bulletins appeared on Kurdish satellite channels slightly and sometimes there are no positive manifestations in the relationship between the federal government and the regional government, according to respondents, and there are several reasons for this, most notably the many crises between the central government and the region, which made the Kurdish citizen feel a gap between the two.

As for the negative manifestations of the negative image reflected by the Kurdish satellite channels of the respondents about the relationship between the region and the federal government, there are several reasons, including the budget of the region, the salaries of the region, the provisions of the Constitution or the law, the high exchange rate of the US dollar by the federal government, etc.

The media is supposed to be safe in conveying news, information and events and away from discrimination and falsification in conveying facts. And to be careful of sources Who do not wish to disclose their identity and name and do not disclose the confidentiality of sources who do not wish to disclose their name and identity (F & Mohammed, 2021, p. 12).

Hypothesis of the search:

The research achieved the following hypothesis: News processing in Kurdish satellite channels of federal government topics contributes to increasing information among the public towards issues and crises with the region.

Table (4) shows the news processing in Kurdish satellite channels of the topics of the federal government that contributes to increasing information among the public about issues and crises with the region.

News treatment on Kurdish satellite channels contributes to increasing information when public agrees on issues and crises with the region	I Agree		neutral		I don't agree	I agree	Arithmetic mean	standard deviation
	T	%	T	%	T	%		
News bulletins on Kurdish satellite channels on federal government topics increase the public's knowledge of the issues and problems they are interested in	289	48.1	177	29.5	135	22.5	2.26	0.80
The news bulletins on the Kurdish satellite channels formed the opinions and attitudes of the public towards the image of the federal government	178	29.6	267	44.4	156	26.0	2.04	0.75
News releases did not present a picture of the reality that the citizen lives in the Kurdistan Region because of the crises with the federal government	318	52.9	179	29.8	104	17.3	2.36	0.76

The need for news bulletins in Kurdish channels increases with the increase of crises in the federal government	210	34.9	247	41.1	144	24.0	2.11	0.76
The information provided by the newsletters does not increase the awareness of the public in Kurdistan Region regarding outstanding issues with the federal government	164	27.3	274	45.6	163	27.1	2.00	0.74
Kurdish satellite channels' news releases do not constitute positive opinions about the issues and positions of the federal government	203	33.8	217	36.1	181	30.1	2.04	0.80
The news bulletins in the Kurdish satellite channels push the Kurdish public to follow the news of the federal government, and then contribute to the formation of its opinions	180	30.0	210	34.9	211	35.1	1.95	0.81
News releases increase the public's need to follow the latest news and developments	252	41.9	225	37.4	124	20.6	2.21	0.76
News releases develop the skills of the Kurdish public in selecting	198	32.9	218	36.3	185	30.8	2.02	0.79

accurate information and news related to the federal government								
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The conclusions:

1- The audience of Kurdish-language satellite channels focuses in news bulletins on (economic topics), as this audience pays great attention to economic news that is mainly related to the lives and livelihood of the population.

2-The audience of Kurdish-language satellite channels felt "sadness" and "frustration" when exposed to the news of the federal government, as the Kurdish channels seek through their news processing to provoke this feeling due to the issues and problems contained in the news affecting the life of the Kurdish community.

3-3- The Kurdish public stressed that the most important reasons for feeling frustrated when watching the news of the federal government in Kurdish satellite channels is (the rampant corruption), where Kurdish satellite TV seeks through its news processing of the news of the federal government to shed light on issues and events related to financial and administrative corruption in the joints of the federal government.

-4- The audience of Kurdish-language satellite channels discusses the news of the federal government in the news bulletins on the subject of (launching the salaries of employees of the Kurdistan region), as the economic situation in general casts a shadow over the Kurdish society and standard of living, especially the staff.

5- The audience of Kurdish-language satellite channels believes by watching the news bulletins that the relationship between the KRG and the federal government is not positive, due to several reasons, most notably the crises between the central government and the region,

which makes the Kurdish citizen feel a gap between the two.

6- There are several reasons behind the negative image reflected by Kurdish satellite channels about the relationship between the Kurdistan Regional Government and the Central Government and puts it in front of the public, most notably the salaries and budget of the region, the provisions of the Constitution, the high exchange rate of the US dollar by the federal government, etc.

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