THE ROLE OF MEDIA IN IRAQ CONFLICTS

Abdihakim M. AHMED
Sakarya University, Institute International Relations, Sakarya/Turkey

ABSTRACT

For the last decades, the mass media are an essential portion of people's lives and their behavior, Humans social life is shaped by importance. The communication is not only one of the essential elements of human life, but it should form the keystone of society and the core of the social structure because, without Media, culture does not appear in a good custom. Media is a social procedure of transferring information between people through waving systems. Media It is a name given to the means and techniques and organizations profitable, non-profit, official and informal, which is responsible for the spreading of news and the distributing of information to the readers, listeners or viewers, And also Media can be a form of telling people about something that is important to be aware of, or something they know and communicate.

Key Words: role of media in Iraq and their effects in regions conflicts

1. INTRODUCTION

The media has a major role in any steps taken by governments, whether economic, political, military, cultural, or even in their wars. Where the media plays a vital and distinctive role in all societies, it depends on the individual to identify all the news, whether political, economic or otherwise. The media provides the platform for citizens, interest groups and opposition circles to express their criticism of power and offer political alternatives (Palloshi, 2015). Politicians use the media as a vital source of information and also as a tool to transfer their messages and publicity to the public. The media ineffectively is the elimination of corruption, and the discovery of the truth that is why they called the media is the fourth power of this century. Social networks represented through social media, which is an actual technique to publish opinions, interact with them which leads to improving them, and social media is a quick way to disseminate information, news, and spread with one click, it helps to communicate and connect with humans, which reduces shyness and promotes self-confidence.

Arnold (2011) explained the Media can play a significant part in each population, in terms of transferring people about news, information, and ideas that affect decision-making and implementation. The media is an important source of awareness and building community feelings, and it has a significant impact on their daily activity as well as influencing the development of their interests and their political directions, The media has great importance that made it the fourth power in any country, and today this importance is increasing step by step, We also witnessed in the Arab Spring Revolutions how some channels, radio, newspapers have evolved into a tool for various uses, including the overthrow of rulers and the fabrication of wars and destruction of the country's economy and displacement of many people for keeping the power and topple others and change the structure of administration in the country according to the interests and benefits of some International and regional powers, leaving the people in loss and chaos and the last thing to think of them. Each person's audience in the society has the corresponding channels, newspapers, magazines, and radio, as a result of this process. Communication between Creators and recipients of it develops a particular feeling or behavior towards the message presented. A society that ensures access to public forms and can discover conflicts of interest and empower citizens with information on development processes. Freedom of media is increasing whole the world, but their implementation needs to be improved and can contribute to development.

2. THE BACKGROUND OF IRAQ CIVILIZATION

The country of Iraq is the structure of human civilizations, known as Mesopotamia, "the Tigris and Euphrates rivers," and is the first land where writing began. The official language of the country is

Arabic, as there are other languages such as Kurdish, and the official religion of the country's population is the Islamic religion with a great majority that reaches 97% of the country's population, and there are other religions. The country of Iraq is a country from the continent of Asia, located in the west of the continent and overlooking the Arab Gulf, bordered on the south by the State of Kuwait and the Kingdom of Saudi Arabia, while bordered on the north by the state of Turkey, and bordered to the west by the states of Syria and Jordan, while the border by Iran on the east. Iraq is a member of the League of Arab States, and the Organization of the Islamic organization as well. Iraq is a country that is very rich in its natural resources such as phosphates, iron, mercury, and sulfur. There are also large quantities of oil, especially in the cities of Basra and Kirkuk, and Iraq is also a country rich in natural gas. This country has one port overlooking the coasts, namely the Arab Gulf port that is located in Umm Qasr in Basra and others. The country capital and the largest city is Baghdad (Balciogullari, 2018).

Media are among the most important pillars of the good government systems, it has taken a growing role, and because it is no longer within the circle of totalitarian rule and conquering power and intimidation, its different and shocking presence has also been confirmed, and it was expected to be directly supportive of the change and building the country's institutions, but what happened is that it has become part of the extensive and extended totalitarian regimes where the power of the active political forces, influential parties, nationalities, and ruling sects, the state media and the private media have become completely intertwined. Of course, there is no media organization in all parts of the world that is not subject to a specific policy, because the communication message that the owner of the establishment wants to influence the public through must have a certain direction, but that all the work of the institution is limited to the narrow struggle of the owner of the institution and the footnote close to it. The influence base is reduced to confine it to the partisan audience only, while the symbolic authority of media institutions is measured by the size of their audience and the effect it has on their ideas and attitudes through the publication of facts (Bassiouni, 1998).

The most recent crises that the Iraqi media have been unable to cover and expose to the public since the beginning of their exacerbation are rooted problems in Basra Governorate, from the crisis of the spread of light and medium weapons among the tribes, and the absence of the rule of law, to arrange in the crisis of salinity and poison thousands of citizens in front of everyone's attention. All of these crises could have been minimized and treated since its birth, revealing the type of disease is the first step towards determining treatment, while resorting to drug doses and analgesics, it is the means of the weak who fear facing reality, to eventually seize them and kill them, and what Iraq needs in the coming years is to determine the features of the disease in order to diagnose the appropriate medicine, and among the most urgent needs to monitor social diseases is to give the media a role and extract it from the control of the parties (Plebani, 2017). And the prestige of the media cannot be restored without the concerted efforts of journalists, unions, and press unions, and the parties that see the power of the media as a decline in their influence do not know the benefits they derive in the future, because the presence of a strong press and a strong judiciary helps the presence of strong governments that can exercise their tasks and develop investment prospects in the country in various Its types, The Iraqi media were not far from the financial crisis currently hitting the country, especially since most of them depend on funding from parties and officials in the state as well as external parties.

3. THE IMPORTANCE OF MEDIA

The media are the most chief foundations of information for the vast majority of people, whether through radio, television, newspapers, or other different media, where they work to spread the news as wide as possible, so It has become the main important source adopted by the majority of people in access to information and various news, it is considered the main source of political news, as it is a cradle of entertaining information such as watching television programs, watching movies of all

kinds, in addition to its great importance in providing educational programs in different ways. The importance of media in the development of society The United Nations Educational, Scientific and Cultural Organization (UNESCO) has praised the role of free media, which beliefs are one of the most important tools to promote transparency in society and a pillar of political and cultural development. It should be supported by policies aimed at achieving freedom of expression for society groups, and controlling the ways of expressing opinions through laws that preserve the integrity of society without prejudice to the freedoms guaranteed by the law, The media workers believe that the media is a friend of all the people and they need to consider what the society interested and what the society get reliable entertainment (UNESCO, 2015).

In the media, it can be seen that each age group has special options. Old aged people are interested in political issues than others, and young people prefer songs and sports in particular. There are many systems and governments that adopt the establishment of television stations owned by them and express their policies and attitudes towards various global and local issues. It's a tool for advertising and marketing: business people and business owners often use different media to market to their products, in the media, it can be seen that each age group has special options. Older people are more interested in political issues than others, and young people prefer songs and sports in particular. There are many systems and governments that adopt the establishment of television stations owned by them and express their policies and attitudes towards various global and local issues. It's a tool for advertising and marketing: business people and business owners often use different media to market to their products (Pintak, 2008).

According to Strobel (1996), the media have faced many attacks because of their sometimes lack of credibility, which has led people to stay away from these media many times. And there is a lack of credibility in its orientations and the spread of news in matters concerning the fate of people during the period of the uprising of peoples demanding freedom and their legitimate rights. Until now, some channels and media play a big role in distorting and misrepresenting facts against peoples and societies that claim their legitimate rights and freedom. The media can serve as a platform for just messages that benefit society and may indirectly motivate hatred, racism, or be a tool for spreading lies. Social media networks have enabled freedom of expression, allowed users to communicate their opinions, and to explain their reactions to a news story.

It is important to know that the media sometimes presents a picture that does not reflect reality, because it wants to influence the design and shape of public opinion, and that it often sets the open agenda, by raising topics that have an interest in raising or accelerating. This is reproduced not only in the selection of topics but also in the way they are presented - in terms of content as well as in terms of media coverage. The role and influence of the various media in the global political and economic acts is well known, and many countries and regimes have recognized the importance of the media. It is no secret that it has become influential and can sow terror in some cases, which facilitates people to communicate and access information. (Stapenhurst, 2000). Freedom of media can contribute to good authority, human empowerment and poverty eradication, the good governance is the capacity of society to ensure the rule of law, and freedom of media is more important for the good governance, Increasing numbers of people with access to media platforms emphasized the importance of press freedom in promoting good governance. As the scholars of media believe that "Freedom of the press does not weakness with good governance, they support each other while promoting the country's economic and human development.

4. IRAQ'S MEDIA AND THEIR ACTIVITIES

Most of Iraq's media became totally dependent on government support, political and they are commercial issues, and this dependence lost its independence and balance. Especially the few international media that have been able to create a huge online audience, or that rely on the contributions of the public, or those that blend dramatic entertainment with news, but the rest all

suffer from a crisis that swells every day, the media must have an immediate emotional impact on public opinion. The Iraq's media is currently going through the worst cases in terms of professionalism, as many media institutions, which have a long history, and long professional and does not develop itself, while media has become more powerful so that some media have moved away from old-styles as a better platform to address the public directly but the main problem is not related to money, but professionals itself, where they do not provide their readers or audience what they satisfy and they did not get attention for their audience and as you know We are currently living in a "post-truth" time, that is, at a time when all information, opinions and even rumors are being used strategically to effects socials beliefs (Kuttab, 2007).

Independent media continued to face many severe challenges and constrained the media environment. Were Iraq Governments acting for arrest, imprisonment, or legal charges against civilians, as well as closing and violating the rights of the civilians. Iraq's media became totally dependent on government support, political and commercial issues, and this dependence lost its independence and balance. There are, of course, exceptions, especially the few media that have been able to create a small audience, or that rely on the contributions of the public, or those that blend dramatic entertainment with news, but the rest all suffer from a crisis that swells every day, the media must have an immediate emotional impact on public opinion. (Jane Kinninmont, Gareth Stansfield and Omar Sirri, 2013).Iraq's media is through one of the most challenging stages, and despite the importance of the media as the most important tools of change for the whole region, but the governments did not treat the media as an important in itself and they misused the media for violating the rights of civilians.

5. CONFLICT IN THE MIDDLE EAST

Most of the Middle East countries are located in Asia and refer to the countries and civilizations present in this geographical region. This region was named in the era of geographical discoveries by the ancient world and is the structure of human civilizations as well as the foundation of all earthly religions existed. For this region is boiling with conflicts and wars for more than other regions, and is not only defined by trade relations, diplomatic interaction, or regional organizations, but by its tough power and military capability (Hafez, 2010). Few Countries for these regions are fighting to promote a particular identity or defend an ideology, others are fighting for economic purpose. It is difficult to understand the conflicts that have overcome these Situations. In the center of this fallout in the regional system, the continuing civil wars, Regional fights, are widely compounded. While these competitions are indeed significant, broader dynamics have prolonged these conflicts and made them horrible. The conflicts between American-Russian / Sunni-Shiite / Iranian-Israeli / Palestinian- Israeli / Arab-Arab / in addition to The region's dictatorial and backward regimes struggle against their people, All these fights in the regions cause more blood, mass destruction and migrants and refugees are the most challenges of the middle east. The Middle East, in general, has become the scene of violent conflicts and wars that are multifaceted and vary between internal, regional and international players. One of the reasons for the Middle East conflicts are the geographical location in which the Middle East resides is unique and makes it a definition of geopolitics conflicts in the world and makes the effect of geographic locality on a political decision. The Mediterranean Sea has a wide and huge conflict in which commercial ships and warships move and can sometimes make clashes between this county and also the holy sites in the regions are reflected reasons enough to make it a continuous war zone for the control of the holy sites in the region. The final solution is not just about who controls the conflict and who behind all these conflicts in the regions but There many factors to be taken into account are. The economy and its control over the world economy, technological superiority, and the space occupied by each side of the size of the international economy (Felix, Simon, Angela, 2013).

6. THE DECLINE OF IRAQ'S MEDIA

Reporters Without Borders' report on press freedom for 2019 showed a decline in the safe space for journalistic practice by the political authority, which has implications for the decline in media freedom in Iraq and remains one of the most dangerous areas in the world, the scene does not seem bright to press freedom in a world in which hatred for journalists has turned violent, and the safe space for media professionals by authoritarian regimes has shrunk, according to the description of Reporters Without Borders on press freedom for 2019 The last years the unrest that shook many parts of this country, the country is witnessing a sharp decline in press freedoms and media variety, according to Reporters Without Borders' report on press freedom for 2019. In addition to the wars and armed conflicts pose a real threat to the future of media and the lives of journalists. A number of Iraq's journalists have also become a cemetery for journalists, while others have become a prison for media professionals (LEUNG, 2019).

According to Carolyn Voimann **"**I can't say that there is a setback in the media landscape after the Arab Spring. We must not imagine that the post-revolutionary period changed the form and structure of the media. The media is closely linked to the political climate in any country. (Voimann, 2019)**.** Only 14% of the world's population enjoys a free press, only one in seven people in the world lives in a country where the press is free to report without political or economic pressure, and the safety of the journalist is guaranteed by law". According to the World Press Freedom Report 2015, the report also concluded that the Middle East has seen a significant decline in press freedom in recent years, reflected in the value of the global index, which fell in 2015 to its highest value in 10 years. Of the 19 countries in the Middle East and North Africa surveyed, only 2% of people in the region enjoy a free press, 16% have a partially free press, and 79% live in countries where there is no press freedom. (Repucci, 2019).

7. SOCIAL MEDIA IN IRAQ'S SOCIETY

While social media has become a vital variable within the mechanisms of public mobility in many regions of the world, it has succeeded in connecting at an extraordinary speed and unprecedented between people across the globe, making the imagined societies more realistic and better able to notify their citizens of the need to assert their common interests, While all this is happening, it is necessary to study the impact of "information" developments in various fields, to try to explore the prospects for the use of social media, and to analyze what its rapid development indicates and what raises questions, in order to build a creative and effective understanding to deal with it. Social media and social networks are two different things, but how do we tell the difference between them? Although used interchangeably, these two phrases have different literal meanings. Social media refers to forms of web communication that allows people to share information with each other. Social networks are platforms or technologies that allow people to form a list of people to communicate with each other or create groups to share information with each other.

However, in Iraq despite the strength of the political authority, information technology has managed to score a victory in front of the political tool by providing the press with the ability to spread more broadly and also Iraq's media is often the victim of clashes led by political challengers, as journalists are used in the situation of the political struggle, stressing that states resort to using the law through the development of strict legislation aimed at controlling freedom of media, and the legislation then turns into a tools of complexity rather than regulation. The idea of social media is larger and more comprehensive than the idea of social networks. In other words, social media is part of social media according to (Abedalla, 2014).

Social media is a method of online messages used by people of the Global. On a personal level, social media links with society, learn new things, develop special interests, as well as social media. Entertainment, at the professional level, can be used to expand knowledge in a specific zone, build a professional network by communicating with other professionals in the business, and at the

company level, allow for communication between customers and the public. Of course, in Iraq social media was seen as playing a major role on the ground as well as in the newsroom.

Iraq's people are in the age where everyone with a mobile phone or keyboard is an analyst, informer, and journalist. The developed countries like Australia, Canada, Britain, and others have advanced in punishing hate speech and terrorism, and in protecting young people from pornography. A country like Germany has tough sanctions (Nations, 2012). There are countless problems today between European governments and Internet magnates, such as Google, Facebook, and others. The latter, in turn, are now imposing a "self-regulation" pledging their commitment without interruption, without their accusations of indiscriminate. Iraq has seen remarkable growth in Internet, mobile and social media use in 2018, according to the results of an annual report released by the social media management platform Hot Sweet early 2019.

Iraq's people believe that social media is the main factor in the geopolitical upheavals that rocked several parts of the region during the emergence of the Arab Spring eight years ago. Social Mass media played a role in raising awareness during the protests and wars in Iraq and on the other side Social media has advantages and disadvantages, the too much use of a number of social media can cause problems such as addiction, inappropriate information, or psychological effects. It will also make it problematic for the user to organize their time while using them, as they become a daily habit. With the creation of political pluralism and the rise of lots of parties and organizations, no one imagined that social media would become spaces of conflict and divisions, squares of political liquidation, a means of insulting, insulting, and a tool to threaten and promote hatred and incitement to violence. Against each other and division, the daily reality of disputes, conflicts, and rumors has turned into a virtual space, and insults have grown in a scene that reflects the magnitude of political disputes and the territorial conflict now taking place in Iraq (Xavier Carbonell, Tayana Panovaa, 2016).

In Iraq journalist, many activists were assassinated from social networks when they tracked them and monitor their movements based on their personal accounts, in addition to other acts and crimes, and the fact that everyone who lived their horror does not believe that these acts organized through socials networks (Iraq, January 2011). In the future, these manifestations will surely tend to be moderate through the requirements of economics and democracy, and you will learn how to become responsible and accountable like that of the other pillars of the modern

Nation-state. In conclusion, social media in the country it sometimes dangerous for many lives as elsewhere in the world, and also social media continues to produce and progress storytelling in new ways, providing great opportunities for the owners.

8. MEDIA MANAGEMENT AND MONOPOLY POLICY IN IRAQ

The media plays an significant part in modeling public opinion among the target audience and parties concerned with the work of any institution or company, where the numerous media exits, including newspapers, magazines, audiovisual media, and electronic news websites, act as the guard responsible for selecting the best media material about the brand and its most influential With the target audience. Not only does the character of the media to enhance awareness of the brand and create interest in the public, but it also contributes to improving the image of the company or institution and its position in the markets in which it is active. In Iraq media is considered reliable support for the society, as it contributes to mobilizing public support through positive reliability in front of the community (Monroe E. Price, Douglas Griffin, Ibrahim Al-Marashi, 2007). Iraq's Media has the main ideology in managing international developments. And its role was no longer narrowed to delivering news and information only, but rather it became a means of playing an important and significant role in managing and conducting global events. There is no uncertainty that Iraq and international media have become politicized and conspired by the orders of their governments.

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More fabrication and distortion of facts and free media voice was lost in the dust of some media groups, and Iraq's policies are making the media for specific goals and interests (Cordesman, 2005).

Inside of the other channels in outside in Iraq everything that was initially that Al-Arabiya channel was launched to compete with the Qatari channel Al-Jazeera due to the differences that existed between Riyadh Government and Qatar Government, but after the creation of the Arab Spring it became clear that these two networks followed the same policy, and the motive behind the establishment of these The channels are clear, Although Al-Jazeera was working more creatively in an endeavor to deny any connection with the ruling family in Qatar, the actions could no longer hide its true identity. If Al-Jazeera had required to deny its connection with the governing family in Qatar, knowing that it had initially succeeded in doing so, the Saudi Arabia channel that was established in the Emirates and other Saudi channels could not hide its connection with the ruling family. Its war policies were not confined to the partnership of the resistance, but like other channels, they privately praised their kings, rulers, and financiers.

According to the Bolton (2010), the media is currently considered the first tool for directing, drawing perceptions, entrenching ideas, and transferring customs and traditions, especially the visual ones, which have become more influential in establishment of the human personality than any other means, it has become an industry of heavy industries that have their institutions and plans. Perhaps the share of media supports in many countries today than budgets exceed food and health support.

9. CONCLUSION

In reality, I can't summarize papers for the role of media in Iraq's conflicts because The Iraq' media is considered greatest tense areas of security in the world, where more than 3 wars witnessed, including the Israel and Arab wars, the Iraq-Iran war, Iraq's invasion of Kuwait, the British-American occupation of the Government of Iraq, the Iranian nuclear problem, I cannot speculate that the conflicts in this country will end because of its economic, strategic importance and interests of major countries. Throughout its long history, the Iraq society has witnessed many Arab-Israeli wars. Its population generally suffers from poverty. The Arab petroleum countries whose economy depends on the petroleum industries such as Saudi Arabia, Qatar, the Emirates, Oman, and Kuwait are distinguished by the development of their economic structures and the rise in living standards.

Iraq's media channels in are intolerant and work to spread misleading and inaccurate information, deliberately or ignorantly of their effect, and this can lead to discrimination, inequality, prejudice, and intolerance, which ultimately results in violation and conflicts at the local, national, regional or international level And sometimes it's very important to establish understanding and a basis for cooperation between societies, reduces social tension and responds to the negative impact of partisan journalism and hate speech. Therefore it's very important for media to change this situation and then prevent conflicts and conflicts from occurring, or contribute to the process of solving problems and reconciliation in societies with disputes, and this is what turns the media into a way to promote human rights and democracy.

Some of the Middle East countries' media being used to divide societies against themselves, to arouse feelings of hatred towards minorities, and to spread collective violence directly. The media can play a central role in the division of multi-ethnic societies by arousing feelings of ethnic hatred, and in all societies across the world, without any exception, the feelings of intolerance, prejudice, and misunderstanding resulting from the media can cause multiple levels of problems and obstacles. Mostly, diversity is covered poorly, not because of the existence of certain political programs, but because journalists are not aware of its effects.

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