

The Role of Satellite Channel Websites in the Public's Knowledge of Political Issues

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ABSTRACT

The role of Satellite channel websites in the public's knowledge of political issues. This study dealt with the role of the websites of Iraqi satellite channels in the public's knowledge of political issues, and this study came to show the knowledge of this role in knowing the audience following this medium The problem of the study centers on the following question: What is the role of Satellite channel websites in the public's knowledge of political issues? The objectives of the study were as follows: 1. Identifying the extent to which the public uses the websites of satellite channels. 2. Disclose the political issues that the public follows on the websites of electronic satellite channels. The researcher used the survey method to complete the requirements of the study, and the researcher initially chose a multi-stage sample where he divided the city of Baghdad to both sides of AL Karkh and Rusafa, then he chose by lottery two residential areas next to ALKarkh, which are within the area of Sidiyah locality (443) and the housing area locality (645), while he chose next to Rusafa Zayouna District (714) And the district of Ur Locality (325) with (150) forms for each residential locality, then the form was distributed intentionally to the sample members who use the websites of satellite channels, especially the Sumerian and Tigris, and the direction of males and females, so that the total number of the sample reached (600) respondents distributed by (417) for males and (183) for females At the end of his study, the researcher reached a number of conclusions, as follows:

1. The public obtains political knowledge by relying on the websites

of Iraqi satellite channels to closely follow political issues, in addition to ways of presenting political issues in different forms, which helps in the process of understanding those issues and increases the public's awareness of the political conflicts and other surroundings around them.

2. The intensity and speed of publishing news on the websites of satellite channels revealed the ambiguity of the public about many of the political issues that it follows, but it is not without errors in language and content due to the speed of publication At the end of his research.

The researcher recommends the following:

1. The management of satellite channel websites must present political issues to the public objectively, transparently, impartially, and professionally, and not focus on one aspect over the other in publishing political issues and other content, in order to pass certain agendas.

2. It is imperative on the websites of satellite channels to pay attention to the various forms of art in presenting the political topics that the public is interested in, such as graphs, motion graphics, and video graphics, as well as the film material.

Keywords: *websites; satellite channels; political knowledge; political topics.*

INTRODUCTION

Websites have a major role in enhancing political knowledge among the public because these sites are characterized by technical capabilities and various journalistic forms through which they attract the public to follow political topics through this means. Satellite channels usually provide media services through their screens and electronic arms, and this is not only out of their desire to increase and enhance the public's knowledge of political topics, but in order to pass on their goals and policies, reaching their ultimate goal of winning over the public and benefiting from it as a defender of its point of view or a supporter of its founders in the political process, whether it is The founder (a governmental institution, political movement, party, national and religious bodies, or countries), in addition to fighting and striking opponents, in the media, through its messages and to the public, in implementation of its internal or foreign policy. The researchers divided the research into three sections, the first included (the methodological framework), the second dealt with (theoretical framework), while the third section dealt with (the applied framework), as well as the research results, conclusions, and recommendations.

The first topic Methodological Frame

First: The Problem

The researchers summarize the research problem as follows: What is the role of electronic satellite channel websites in the public's knowledge of political topics? From this question several questions emerge, including the following:

1. To what extent does the public use satellite channels' websites?
2. What political topics does the public follow on electronic satellite channel websites?

Second: The Importance

The importance of the study comes from the importance of the topic it addresses, which is titled (The role of electronic satellite channel websites in the public's knowledge of political topics), which is characterized by modernity, and discusses a realistic problem related to identifying the role of the Iraqi satellite channel websites, in addition to the fact that the research is considered one of the researches that keep pace with the changes that Approach to modern media phenomena; This provides important material in the media library, especially in knowing the relationship between media variables and others.

Third: The Aims

The research aims to the following:

1. Identify the extent to which the public uses satellite channel websites.
2. Revealing the political topics that the public follows on electronic satellite channel websites.

Fourth: Research Type and its Methodology

This study is a descriptive study, and the researchers used the descriptive survey methodology, which is one of the most widely used methods in solid scientific studies, so the researchers adopted it because it is the most appropriate method for collecting scientific information from members of the community that the researchers identified.

Fifth: Research Community and Sample

The research population consists of age groups (18 years and above) of the audience of the city of (Baghdad), who are heavy users of the websites of Iraqi satellite channels, and their number reached (600 individuals).

The researcher initially chose a multi-stage sample, dividing the city of Baghdad into Al-Karkh and Al-Rusafa sides, then choosing by lottery two residential localities next to Al-Karkh, which are within the Al-Saydiya area, locality (443) and the housing area, locality (645), while next to Al-Rusafa, he chose the Zayouna locality (714) and the Ur neighborhood area. Locality (325), with (150) questionnaires for each residential locality, then the questionnaire was distributed in an intentional manner to members of the sample who use the websites of satellite channels, especially Al-Sumaria, Dijlah, and Al-Ittijah, males and females, bringing the total number of the sample to (600) respondents, distributed by (417) males and (183) For females.

The researcher chose this type of sample in order to achieve a degree of randomness in

selecting the respondents, and then distributed the questionnaire intentionally to ensure that the sample members used the sites of the three channels.

Sixth: Research tools

1. Observation: The researcher used scientific observation to track websites and identify the techniques used by the public, the negatives in website designs and their impact on political issues from the public's point of view.

2. Questionnaire form: It means a set of necessary questions or written statements provided with their answers or possible opinions to obtain scientific and convincing answers to them. The two researchers inferred from the scientific indicators in the answers of the respondents to the exploratory questionnaire form that they presented to (10%) of the audience who most used satellite channel websites. Iraqi, and included closed questions that end with more than one option in order to provide the respondent with the opportunity to choose the answer that suits his convictions, as well as controlling the accuracy of the audience's answers. The form was then distributed to the sample, and the two researchers formulated the questions so that they adequately cover the variables and objectives of the study.

Seventh: The Limitations

1. Place Field: The spatial field represents the geographical area of Iraq, with an area of (434,924) square kilometers.

2. Human Field: It represents all users of the Iraqi satellite channels' websites spread throughout Iraq.

3. Time Field: Specify the period from (12/1/2020 to 7/31/2021) that began from preparing the study, formulating the questions in a final form, and completing them to distribute them to the specified research sample.

Eighth: Previous Studies

First: Al-Rabi'i study 2016:

The researchers defined a study problem with the following main question: What interactive tools do satellite channels' websites and social media pages provide, and what is their role in enhancing freedom of opinion and expression among the public? The objectives of his study were as follows:

1. Detecting the interactive tools provided by the satellite channels in the research sample on their websites and pages on social networks to achieve the dimensions of interactivity and compare them.

2. Investigating the reasons why the public prefers to interact with the websites and pages of the channels in the research sample over other channels.

This study is considered a descriptive study, and the researcher used survey and descriptive methodology for the analytical and field study. The researchers used three types of samples in order to reach the objectives of his research. The samples he used were the multi-stage sample, the purposive sample, and the quota sample. The researcher reached the following results. :

1. The results demonstrated that the interactive tools provided by the satellite channels in the research sample on their websites and pages on social networks provide multiple options and hypermedia.

2. The study proved that the reasons for the sample's preference for websites and their pages over websites are the ease of obtaining information easily.

Second: Sharqi Study: 2010:

The researcher defined the problem of his study with the following main question: What are the habits and patterns of users of satellite news websites? The objectives of the study were the following:

1. The richness of the media library in Algeria is in dire need of it.
2. Review how the public uses these sites and the habits and patterns of this use.
3. Knowing the effects that these sites achieve for satellite news channels and the gratifications they achieve, which are difficult for satellite news channels to reach.

This study is descriptive, and the survey method was relied upon, and a deliberate sample was relied upon. The results of this study were as follows:

1. Most of the sample members believe that news websites add to them compared to the satellite channels themselves, but sometimes, and this is what was answered by (76.36%), and those who believe that they always add to them are (19.09%), while (4.54%) believe that they do not add anything to them. Compared to satellite news channels.

2. The majority of the sample believes that foreign news sites are honest, at a rate of (62.72%), while (37.27%) see the opposite.

3. Electronic for easy access to information.

Third: Study: 2015 Pastarmadzhieva

The researcher defined his research problem with the following question: How is political knowledge studied and how is it measured experimentally? The aim of the research is to organize theoretical formulations related to political knowledge, methods for its experimental study, and to know the extent to which the public possesses knowledge.

This research belongs to experimental studies, and the researcher used the comparative method in it, and his sample was intentional, and through this research he reached the following results:

1. Political knowledge is measured by asking respondents questions related to the political system and the political process. Correct answers indicate the presence of a level of political knowledge, and incorrect answers indicate its absence.

2. The public's possession of political knowledge does not mean the existence of political stability, but it is one of the elements of political stability in the Bulgarian country.

The second topic Theoretical framework

First: Satellite channel websites:

Websites are defined as "communicative messages stored on a server computer that are accessed by accessing the Internet site and through a web browser. These messages are in the form of pages or texts written in Hypertext Language (HTML).

Websites are an easy-to-use, inexpensive communication medium and a contemporary communication style that the public aspires to and follows closely

Second: political knowledge

What is meant by political knowledge is that certain level of political knowledge, information, concepts and facts that an individual must possess, practice and gain through the political environment surrounding them or through the media.

It is also the clear and certain understanding of things, and everything that the mind perceives or comprehends, of current events, transmitted through electronic sites in the environment surrounding the individual, resulting from scientific experience, skill, or specialization, which is insight, understanding, ideas, and judgments, and they are also facts that a person obtains. Through his surrounding reality, whether through the media or his personal communication.”

Third: Political topics:

“It is a broad topic that accommodates differences in multiple viewpoints, opinions, and solutions. Political issues emerge as a result of political and partisan differences between the parties and movements forming the government or those opposing it, or the federal governments, governorates, and regions, or between institutions with administrative overlap and different powers, or between neighboring governorates, or between... Ministries on a specific topic.

Topics can be defined as everything that is presented in political matters through the websites of satellite channels.

The third topic: Applied framework

First, analyze the audience results.

The research includes an analysis of the results of the questionnaire that was distributed to the sample studied, chosen by the researchers and limited to (600) individuals. The results were as follows:

1. Gender

Table (1) shows the distribution of sample members according to gender

%	Repetition	Type	T
69.5	417	male	1
30.5	183	feminine	2
%100.0	600	the total	

It is clear from the above that the percentage of males is higher than that of females, and this disparity between men and women is natural since men are more interested in browsing satellite channel websites and following political topics than women due to males’ interest in the environment surrounding them.

2. According to age

Table (2) shows the distribution of sample members by age

%	Repetition	the age	T
46.7	280	years old 27-18	1
28.7	172	years old 37-28	2
14.0	84	years old 47-38	3
8.8	53	years old 57-48	4

1.8	11	years and above 58	5
%100	600		the total

And we notice Than progress that Category Age from (18-27) By rank The first And the category Age (28-37) by rank the second And they are Most what between Categories Age the other, And this a result Natural because (Number the biggest from Construction the society The Iraqi she from category Young 10).

3.3. Marital status

Table (3) shows the distribution of sample members by state Social

%	Repetition	marital status	T
45.7	274	bachelor	1
53.2	319	married	2
0.7	4	Widower	3
0.2	1	separate	4
0.3	2	absolute	5
%100.0	600	the total	

We infer from the above that the percentage of married people is higher because of... that Married people they Category Most stable from side Social And often what Makes The individual more Careful And interest With what Spins Turn it around To secure life family , And so He is more Follows political topics and their answers are usually focused as a result of social stability.

4. Scientific level

Table (4) shows the distribution of sample members according to educational level

%	Repetition	Scientific level	T
0.7	4	Reads and writes	1
0.3	2	Primary	2
13.2	79	High School	3
63.0	378	Bachelor's	4
22.8	137	Postgraduate	5
%100.0	600	the total	

We infer from the above that the percentage of those who carry... certificate Bachelor’s degree came in first place (63%), due to that to interest a lot from Individuals the society By education and the study in The recent times Last Due For facilities existing in admissions University And system Installments Scholarship Comfortable to get on Certificates University that Qualifies them To be At a level cultural Good .

5. The extent of use of websites

Table (5) shows the extent of use of satellite channels on websites

%	Repetition	Extent of use	T
39.0	234	always	1
61.0	366	sometimes	2
0.0	zero	I don't follow	3
100.0 %	600	the total	

We infer from the above that the members of the research sample were focused and all of them were familiar with the websites of satellite channels and followed Iraqi political topics.

6. Duration of use of websites

Table (6) shows the duration of the research sample's use of satellite channels' websites

%	Repetition	Duration of use	T
49.7	298	One to two hours daily	1
30.5	183	Less than an hour a day	2
19.8	119	Three hours or more daily	3
100.0 %	600	the total	

Despite the high rate of daily use, we point out that less than an hour a day is sufficient to use the satellite channels' websites and follow political topics, since the websites' news remains available all the time on the website and viewing it does not exceed an hour due to the limited news published on the websites.

7. Favorite sites

Table (7) shows the locations of satellite channels preferred by the sample.

%	Repetition	Favorite websites	T
35.4	397	Alsumaria satellite channel website	1
29.3	329	Dijlah Satellite Channel website	2
23.3	262	Al-Etijah Satellite Channel website	3
4.5	51	Al-Iraqiya Satellite Channel website	4
3.4	38	Al Sharqiya News Channel website	
2.8	31	Al-Furat Satellite Channel website	
1.3	15	Other sites	
%100.0	1123	the total	

Note: The researcher can mark more than one option

Through this, we discover that the sample is looking for websites that are more independent, neutral, and objective than other websites that follow internal and external parties and movements, and independence is available with the Al-Sumaria Channel website.

8. Favorite topics

Table (8) shows the topics preferred by the sample on electronic satellite channel websites

%	Repetition	Favorite topics	T
24.7	395	Political topics	1
16.0	255	Security topics	2
11.4	182	Economic topics	3
15.4	246	Social topics	4
12.4	198	Sports topics	5
14.8	237	Entertainment topics	6
5.3	84	Other	7
100.0%	1597	the total	

Note: The researcher can mark more than one option

It is clear to us that the research sample is interested in political issues to a large extent, as it came in first place with a percentage of (24.7%), because the stability of the political situation has several positive aspects that serve the citizen, including social, security, and economic stability. The more political stability there is in the country, the more job opportunities there will be. For young people looking for these opportunities.

9. Discussing political topics on websites

Table (8) shows the topics preferred by the sample on electronic satellite channel websites

%	Repetition	Discuss political topics	T
27.7	265	With family	1
40.4	386	friends	2
10.9	104	Specialists	3
14.7	141	Discussion in the comments	4
6.3	60	Other	5
100.0 %	956	the total	

Note: The researcher can mark more than one option

Discussing political topics with friends came in first place with a rate of (40.4%), as a result of the protests that took place in Iraq and were led by young people who were present in the squares and talking about those topics, whether in the protest squares, in cafes, or in private sessions.

Second: The Conclusions

1- The public obtains political knowledge by relying on the websites of Iraqi satellite channels to follow political topics closely, in addition to the methods of presenting political topics in different forms, which helps in the process of understanding those topics and increases the public’s awareness of the political and other conflicts surrounding them.

2 - The intensity and speed of publishing news on the satellite channels’ websites revealed the public’s ambiguity about many of the political topics they follow, but they are not devoid of errors in language and content due to the speed of publishing.

3 - Publishing political topics on the websites of Iraqi satellite channels helped the public form new political trends and helped identify active political figures in the Iraqi political arena.

Third: The Recommendations

At the end of the research, the researchers recommend the following:

1 - The management of satellite channels’ websites must present political topics to the public in a completely objective, transparent, impartial, and professional manner and not focus on one side or another in publishing political topics and other content, in order to pass specific agendas.

2 - Satellite channel websites must pay attention to various artistic forms in presenting political topics to which the audience is interested, such as graphography, motion graphics, and video graphics, in addition to film material.

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