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THE IMPACT OF THE MEDIA POLICY OF SATELLITE CHANNELS ON THE ETHICS OF THE PROFESSION IN IRAQ

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ABSTRACT

The present study attempts to show the similarity or difference between the policy of media institutions and the ethics of this profession are the subjects of this research. The study deals with -three satellite channels of different directions in order to investigate the effects they leave as a result of their daily dealings with current events. These satellite channels represent Al-Iraqiya News Channel, Al-Sumaria and Al-Furat TV. The results revealed that the media policy in the three channels contradicts (always) and (sometimes) with professional standards, and this difference in percentages is due to the difference in the press titles of the respondents according to the nature of work and the size of responsibility at the channel and the proximity in dealing with decision-makers or intellectual and financial reference. These principles and standards are called the media policy of the institution, which is often written. Sometimes they appear in the form of direct instructions for workers.

Introduction:

There is a set of principles and standards has been considered as precise lines by any media institution in the world, regardless of the nature of its ownership. This set is being followed as it represents a compass that draws its directions regarding various topics and issues that workers in these institutions cannot deviate from or violate. These principles represent a constitution that is clearly reflected in all media messages launched by the organization in all its contents.

These principles and standards are called the media policy of the institution, which is often written. Sometimes they appear in the form of direct instructions for workers. They are fixed and may change in according of the daily events, by the supervision of the management of the media organization or they may turn into methods of work that accompany the media professionals in their procedures as gatekeepers for this certain policy.

However, media policy often contradicts with the ethics of media work. It imposes on workers in the media institutions certain contexts with the ideas, attitudes and trends they contain in such a way that put those who are in connection in a professional and ethical inner-conflict whether they comply with this policy or adhere to the ethical standards and behaviors of the profession.

The similarity or difference between the policy of media institutions and the ethics of this profession are the subjects of this research. The study deals with three satellite channels of different directions in order to investigate the effects they leave as a result of their daily dealings with current events.

One: The Theoretical Framework

In its broad sense, media policy is a set of principles and standards that governs the state's activity towards the processes of organizing, managing, controlling, correcting and harmonizing the various forms of communication, and in particular the means of mass communication in order to achieve the best possible social results, within the framework of the political, social and economic model that the state adopts (Informatics, 1986: 73-74)

The media policy as defined by UNESCO is (the conscious and deliberate practices and communicative behaviors in a society, which aim to meet the actual communication needs through the optimal use of the human and natural potentials or resources in the community) (Abdul Majeed, 1986: 3)

The media policy is also defined as (a set of directives, legislations, and regulations that govern the conduct of the media process) (Al-Khalayleh, 2009: 6)

There are factors that govern media policy, as follows (Al-Azzawi, 2000: 13):

1. The close link between the media and politics.
2. Since the media is the other side of politics, or as some likened it to a mirror, governments and other institutions attach special importance to it.
3. The media policy of the institution, regardless of its type, derives its specificity from the political doctrine of the state, or from the ideas and orientations of its personal owner.
4. Media policy stems from the nature of its social, economic, cultural and political realities.
5. Translating the media policy:
 - a. The authority's will, its constitution, and its legal system.
 - b. The views and opinions of the owner or the internal laws that regulate the work of the institution.

On the other hand, there are profession ethics that all workers in media institutions of all kinds or references are supposed to adhere to, as it is supposed to be part of the journalist's personality and professional formation and one of the goals of the institution in order for its messages to reach the public and be able to attract them on the basis of these criteria.

Journalism ethics is defined as (a set of rules related to professional conduct that is set by a profession that is organized for all its members, as it defines these rules, monitors their application and ensures respect for them, which are collective morals and ethics and duties that complement or substitute for legislation and its applications by judges).

Professional ethics is not simply linked to the proper practice of the profession, but rather stems mainly from the lofty goals of the word, as John Hohenberg defined it (those basic obligations that every journalist must undertake, mainly represented in the need to work in order to reach fair, comprehensive, accurate, honest and clear coverage, taking into account) Protecting resources and achieving the public good, by respecting the law and the rights of the private life of people and correcting mistakes if they exist (Harbo Center for Digital Expression Support, 2016: 8)

The ethics of the profession can be manifested in the ethics of the profession that are presented by the codes of honor that deal with the behavior of workers in media institutions and professional standards such as honesty, objectivity, impartiality, accuracy, balance and responsibility in bearing the correctness of information, preserving the confidentiality of news sources and respecting human

dignity, so that no news or image that affects the dignity of the individual is published or the methods of deception or Involvement, extortion, or manipulation, such as illegal recording or filming.

And to be honest in transmitting news, information and events, and to avoid discrimination and falsity in conveying facts. And to be wary of the sources who do not wish to reveal their identity and name, and not to reveal the confidentiality of the sources who do not wish to reveal their name and identity.

The media person must be careful and avoid systematic and linguistic errors while presenting facts and information and not resort to achieving fame at the expense of principles, values and ethics by publishing news and takes into account the ethical aspects by balancing the interest of the individual and the interest of society and avoids invading individuals' right to privacy and does not spy on the Private life or interference with privacy because it is considered unethical methods. Such as photographing or recording the private tragedies of individuals and the exploitation of people's accidents and their portrayal of rape, political assassinations, and narcotics etc.

The media person is supposed not to seize media materials to others because it is tantamount to piracy and reselling them without giving the rights of the publisher, because it is considered an immoral act and harms the rights of the publisher and exposes him to the material issue. The journalist must also attribute what he quotes to the original source, and avoid displaying obscene works because it expresses an ethical problem more than it expresses a legal problem. (Hardo Center for Digital Expression Support, 2016: 14-17).

There is an equation for the media person to take into account the balance in it, which is the application of the media institution's policy that may conflict with the ethics of the profession and adhere to professional behavior in his media message.

Gate Guarding Theory:

A convention is used to denote the persons or groups of people who control the flow of news materials in the communication channel, and the gatekeeper is any person or group that is formally organized and directly connected to the process of relaying or transferring information from one individual to another through a means of communication.

The communication process in television channels is carried out by relying on their own philosophy and goals in conveying the communication message, and

these channels operate in a specific social, political, economic and intellectual context. Therefore, these TV channels must be consistent with this context on the one hand and with their philosophy and goals on the other hand, and their economic interests. On the third side, the communicators must take into account the values of the people, their traditions and culture, the interests and policy of the media organization to which they belong, its objectives and the need to express them. Therefore, any media organization of any kind determines what should be broadcast and what should not be broadcast, that is, there is a process. Filter "what is sent by various media (Al-Zwaini, 2009: 31).

Practical Framework:

The researcher dealt with working in three satellite channels, the first being the Al-Iraqiya News Channel, which Al-Iraqiya TV was established after the change of the political system in Iraq in 2003, as radio and television channels were established instead of the official stations within the framework of the political change process. Its joints, it is responsible for providing public broadcasting services and broadcasting and transmitting across the Iraqi territories and it is an independent institution charged with disseminating information and has the status of legal personality and enjoys all the rights inherent to this according to Order No. (66) issued by the CPA (Abdul-Qadir, 2006: 46).

As for the second channel, it is Al-Sumaria, which was the beginning of its establishment by broadcasting its signal (Logo) on 9/20/2004, with five hours of daily broadcasting, followed by the experimental broadcast on 9/27/2004, which lasted for 18 days.

The official and regular broadcast of the Al-Sumaria satellite channel was launched as an independent channel on 10/15/2004, which is the first day of the month of Ramadan, 24 hours a day via the satellite (NileSat). As for the official procedures for establishing the channel, they were based on obtaining the approval of the Iraqi National Media Authority. And communications, which were reinforced by booking broadcast and transmission waves, as well as registering the channel with official governmental or international authorities (Al-Sumaria Channel, 2007).

Al-Furat TV was established in 2004 and broadcasts in Arabic. It is a channel affiliated to a political party with the Al-Hikma Movement led by Sayyid Ammar al-Hakim, and it can be watched in Arab world and has a presence in Europe (Al-Furat Satellite Channel, 2020).

The researcher visited the three satellite channels and distributed his forms according to (25) forms for each channel, met the workers and conducted in-depth interviews with them to explain the form, its axes and its details, as it is divided into the following:

First: Individual characteristics of the respondents

This table is showing the characteristics of the sample members

	Individual characteristics of the respondents	Al-Sumariya		Al-Furat		Al-Iraqia	
		%	repetition	%	repetition	%	repetition
Type	Male	68	17	80	20	84	21
	Female	32	8	20	5	16	4
Total		100	25	100	25	100	25
Education	Middle school	0	0	8	2	4	1
	High school	16	4	16	4	12	3
	Diploma	72	18	56	14	76	19
	Bachelor	0	0	4	1	0	0
	High diploma	8	2	8	2	4	1
	Master	0	0	4	1	4	1
	PhD	4	1	4	1	0	0
Total		100	25	100	25	100	25
Experience in media work	Less than a year	8	1	12	4	4	3
	1 to 5 years	36	8	28	9	24	12
	6 to 10 years	24	5	28	9	16	8
	11 to 15 years	24	13	28	9	40	8
	16 to 20 years	8	4	0	0	12	3
	More than 20 year	0	1	4	1	4	0

	Total	100	25	100	25	100	25
Years of work in the media	Less than a year	40	10	8	2	12	3
	1 to 5 years	36	9	40	10	28	7
	6 to 10 years	20	5	24	6	20	5
	11 to 15 years	4	1	28	7	24	6
	16 to 20 years	0	0	0	0	8	2
	More than 20 year	0	0	0	0	8	2
	Total	100	25	100	25	100	25

Second: Media Policy

The results of the research confirmed that satellite channels are not keen to establish their media policy in written form, display and indoctrinate them on the one hand, and on the other hand the indifference of those working in these channels to their declared policy, with the exception of al-Iraqiya the one that operates in the public broadcasting system and its ownership belongs to the state, as it derives its policy from the stated goals To the political system and perhaps due to this, which seems that these channels do not want to prove anything written and be a guide in front of others, with the presence of daily contradictions and continuous changes in the daily Iraqi scene.

The media policy is clearly affected by the ever-changing political positions in the exclusive Iraqi scene, as it is in harmony with the circumstances and implications that emerge from the political reality. The media according to the political situation and makes adherence to the fixed media policy very difficult in light of a turbulent reality at all levels.

The largest percentage of respondents according to the research understands what is contained in the media policy, whether written or verbal, but it is noticed that the percentage (sometimes) is close to the percentage (always), which indicates the state of contradictory directives sometimes in oral directives because of the crisis in Iraq, which often confuses the workers in these channels It creates a state of confusion that casts its shadow over their daily work.

It is noted from the statistics that came out of the research that most of the workers believe (sometimes) and are convinced of what is stated in the media policy of the three channels. This is due to the fact that most of the journalists in

Iraq are independent professionals who do not necessarily belong to the authorities that own the media institutions in which they work even at the level of the Iraqi news channel. Even though they have functional links with it, they are sometimes not convinced of the fixed or emergency directives that do not reflect the present reality in the Iraqi affairs. It is also noted that the workers in the Al-Sumaria channel were more honest when they emphasized that they do not believe or are convinced of the channel's policy, perhaps because it is an independent channel that does not belong to a specific governmental or political entity.

The results of the research resulted in most workers stick to the media policy of the channels in which they work at, which is normal with some cases (sometimes) in which workers strive to make certain decisions in presenting media content according to the margin of freedom they have in a manner that does not affect the channel's identity.

The results indicated that the satellite channels take certain measures against workers who violate the media policy, especially in government and party channels, and to a lesser extent in independent channels, which makes workers leaving this policy fraught with administrative and financial penalties and possibly expulsion if the violation contradicts the channel's policy significantly.

Third: Professional ethics

The results revealed that the media policy in the three channels contradicts (always) and (sometimes) with professional standards, and this difference in percentages is due to the difference in the press titles of the respondents according to the nature of work and the size of responsibility at the channel and the proximity in dealing with decision-makers or intellectual and financial reference.

The (Balance) was a dilemma in Al-Iraqiya News Channel, as it is a state-affiliated channel and it must be in the intermediate with all parties in the political clientelism with its continuous conflicts, but it suffers from tremendous pressure from all parties to cover its activities or not to criticize it in the various programs, as such the standard (Non-alignment) was a problem for the workers in the party channel al-furat, as it is necessarily biased towards the owner, so its media policy contradicts with bias, while (objectivity) is an obsession of the workers in the independent Al-sumaria channel, where funding in its various forms affects media messages and their makers within the channel.

Al-Iraqiya News Channel, although it is a state-owned channel that operates according to the public broadcasting system, but its employees have indicated

some of the effects that the media policy casts its shadow over the ethics of the profession, such as political interference, advertisements, withholding information and not broadcasting some topics related to corruption, personalization and inequality, while they affirmed in return some ethics Which is in line with the media policy of the channel as it is government funded and represents the official interface for the official media.

The media policy of the Al-Furat channel urges adherence to the ethics of the profession, but it does not do so completely, as it sometimes urges personalization in presenting news and presenting topics through its various programs. Also, advertisements, program sponsorships and political money have a great role in directing the channel in certain directions that may be far from ethics Occupation.

As for Al-Sumaria TV, which is an independent channel, it is noticed that the employees have explicitly referred to a number of paragraphs that may conflict with the ethics of the profession, perhaps it's due to that they are free from the pressures formed by governmental and partisan media institutions, where they diagnosed that the media policy does not sometimes oppose the violation of privacy and that political money, advertisements and sponsorship programs Spying on the audience for news or topics and withholding information is not limited by the channel's media policy.

Conclusions:

- First: Iraqi satellite channels, with their various orientations, depend on an oral media policy more than a written one, as directives change and continue according to political positions and current events, which creates a kind of instability in their orientations that reflects negatively on their declared identity.
- Second: The workers in Iraqi satellite channels sometimes understand what the media policy proposes in their institutions, so they are not convinced or always believe in it. Due to The emergency instructions, which are sometimes contradictory and confuse media professionals of different job titles and afflict them with a kind of confusion about what is required of them.
- Third: Workers in Iraqi satellite channels are always bound by the media policy, as various penalties are imposed for their violation of these policies, but this does not mean that they violate them, yet they do but according to the margin of freedom available according to the type and nature of the program and the amount of damage caused by the violation or non-compliance.

- Fourth: The workers in the Iraqi satellite channels emphasized that the media policy sometimes conflicts with professional standards. The employees of the Iraqi News Channel find that its policy contradicts with the balance, and the workers in the Al-Furat channel see that it contradicts non-alignment, while the workers in the Al-sumaria channel confirm that it is inconsistent with objectivity and notes that This condition corresponds to the nature of the references of these channels.
- Fifthly: The impact of media policy shows on the ethics of the profession on Al-Iraqiya News Channel is manifested in political interference, withholding information and not raising issues related to corruption, as well as personalizing some topics.
- Sixth: The impact of the media policy on the ethics of the profession is represented in the Al-Furat channel in the political influence and sponsorship of programs and advertisements.
- Seventh: The impact of the media policy on the ethics of the profession in Al-Sumaria TV is evident in the lack of opposition by violating the privacy of the public and spying on them, as well as the influence of political money and advertisers.
- Eighth: Workers in Iraqi satellite channels, regardless of their academic achievement, do not believe in the media policy, and this increases with the high level of academic degrees.
- Ninth: The more years of experience the workers have, the greater their opposition to the media policy on the Iraqi satellite channels. Experience and accumulation of expertise make these workers adhere to the ethics of the profession, as they find the media policy that sometimes conflicts with its general principles.
- Tenth: Professional headlines in Iraqi satellite channels find that advertisements and advertisers cast a negative shadow on the ethics of the profession, as their effects are not limited by the policy of oral or written satellite channels, regardless of their different references.

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