

PalArch's Journal of Archaeology of Egypt / Egyptology

THE PROBLEMS OF PROTECTING THE CONTACT PERSON FOR PROFESSIONAL VALUES AND KNOWLEDGE INTEGRATION IN THE CONTEXT OF PROPAGANDA CONTENT A FIELD STUDY FOR WORKERS IN (BALADI) AND (ALSUMARIA) CHANNELS

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M.D. Hussein Dubai Hassan, M.M. Yosra Hamza Ali. The Problems Of Protecting The Contact Person For Professional Values And Knowledge Integration In The Context Of Propaganda Content A Field Study For Workers In (Baladi) And (Alsumaria) Channels-- Palarch's Journal Of Archaeology Of Egypt/Egyptology 17(4), 1189-1199. ISSN 1567-214x

Key Wards: Contact Person, Professional Values, Knowledge Integration, Propaganda

ABSTRACT

The control of value priorities over the performance of the caller depends on the "institutional agenda" because the caller thinks about satisfying the institution primarily, and then looks for options for similarity with the audience. The dependence of the caller on the value of (ambition) among his professional priorities is a matter related to self-motivated issues, especially since competition is the first catalyst for developing ambition among most of the contact. When covering issues whose background relates to propaganda frameworks, the contact person often resorts to various methods resulting from cognitive assimilation. There are various motivations that affect the contact person's coverage of different events, including the accomplishment of propaganda issues in a style of excitement. The contact sometimes tries to select or employ juveniles in line with the policy of the media organization, and as such, he commits a professional offense that is inconsistent with the ethics of media work. The contact depends on his skills to understand the nature of the community he is addressing, so he often depends on the "social expectation" method before handling the event.

INTRODUCTION

The study of the problems of protecting the contact of professional values is one of the complex studies that relate to multiple variables in the nature and behaviors of the caller vis-à-vis various events, especially as they are related to values and trends that are often exposed to influences that control the performance of the contact, and since the contact operates in a media environment which is controlled by many influences, whether inside or outside the media organization, (*Michael, 2000*) so it has to find a context or adapt to a new context to understand the reality of events whose backgrounds relate to propaganda context frameworks, and this is what makes him think about making a virtual reality that matches the social and institutional that are stressing his performance before controlling professional behavior. In any case, the control mechanisms that constitute the virtual reality of the nature of the communicator's interaction with events can be linked to personal motives through which the communicator can arrange his priorities by relying on relative values that determine what is desired for his directions or what is not desirable for his directions and behavioral patterns. (Louis, 1989)

RESEARCH PROBLEM

1. What are the value priorities that control the media performance of the operator while covering events whose backgrounds are related to propaganda content?
2. What are the priorities that the contact places in his consideration while covering events whose backgrounds are related to propaganda content?
3. What are the problems of cognitive assimilation on the contact person's handling of media topics whose backgrounds are related to propaganda content?
4. What is the reflection of personal and economic values on the contact person's coverage of events whose backgrounds are related to propaganda content?
5. What is the reflection of institutional values on the contact person's coverage of various events?
6. What is the reflection of professional values on the contact person's coverage of different events?
7. What is the reflection of social values on the contact person's coverage of different events?

Aim of the study

1. Identify the value priorities that control the media performance of the contact while covering events whose backgrounds are related to propaganda content.
2. Disclosure of the problems of knowledge integration on the contact person's handling of media topics whose backgrounds are related to propaganda content?
3. Identify the reflection of personal and economic values on the contact person's coverage of events whose backgrounds have propaganda implications.

METHODOLOGY

The research adopted the descriptive method, which is concerned with studying the current facts related to the media phenomenon, and the researcher prepared a questionnaire and distributed it to those in charge of my (Baladi) and (Alsumaria) channels.

Research constraints

- The human sphere: Those in charge in (Baladi) and (Alsumaria) channels as (Editor-in-chief - Editor - Reporter) and by (13) respondents on my channel and (8) respondents in the Alsumaria channel.
- Spatial domain: Baladi satellite channel and Alsumaria satellite channel.
- Time domain: The period from 1/9/2019 to 11/30/2019 is a time field for research.

LITERATURE REVIEW

Protecting professional values and their implications for the contact person's media performance

Values are central directions towards what is desirable or undesirable, or towards what is true and what is not true, and central values constitute the hub for many beliefs, attitudes, and behaviors, and may affect the rulings of the caller and his behavior beyond the direct position or the specific position, and that is by providing the contact person with a frame of reference to perceive and organize professional experience and to choose between different media facts, "Rokeach" distinguishes in his test known as "Rokeach Value Survey" between what he calls "terminal value" and "instrumental" value. (Maan 1990).

Final value

It is the state of the ultimate purpose of existence that deserves to be fought personally and socially, and it includes "a comfortable life - an exciting life - a sense of accomplishment - a world of peace - a world of beauty - equality - family security - freedom - happiness - internal harmony - mature love - national security Pleasure - salvation - self-respect - social appreciation - true friendship - wisdom. (Ehsan, 1983)

Performing value

It is a method of behavior that is preferred personally and socially in all situations over all other methods, and includes "ambition - broadness of the horizon - ability - fun - cleanliness - courage - tolerance - assistance - honesty - imagination - exploitation - intelligence and the realization of thought - logic - love - obedience - Literature - Responsibility - Self-control ". (Samia, 2006) The performance values can be applied to the performance of the Contact in terms of handling various events, and in a manner that corresponds to those values in media

practice, and includes the following: ambition, horizon, ability, fun, hygiene, courage, tolerance, assistance, Honesty, imagination, exploitation, intelligence, etc. Money thought logic: power-based contact argument, and its role in persuading the recipient to the idea of the media message, love, obedience, manners, responsibility and self-control. (Sonia, 1988)

The influences of "value control" on the caller's performance

Personal effects

In order to know the conduct of the contact in a particular circumstance, such as the circumstance of revolution, war, or various crises, we must know his personality, and the personality has been classified into patterns according to civilization, the personality of the person, his role and social position. And the first to initiate the theory of personality patterns is "Hippocrate", as it was classified into four models: angry personality or biliary style, depressing personality or melancholy style, bloody style, calm personality or lymphatic style.

We can say that the previous patterns of personality that may be characterized by the caller directly affect his formulation of the media message, (Saeed, 1999) as well as the reflection of the personality model on his media performance, since the personality that is characterized by anger, tends to initiative in covering the events of violence and emotional participation - to some extent with events that align with his personal mood, while the calm personality often tends to cover social and artistic issues, as he attempts to create a virtual reality away from the tragic reality or the reality accompanying the events of violence. The role of the contact in preparing the response and covering events whose backgrounds are related to propaganda frameworks depends on the meaning of the situation with respect to the contact, the strength of his emotional passion, (Saeed, 1999) his previous learning experiences and the level of moral maturity, and for this, cognitive integration is not a spontaneous response to frustration or tension raised, but rather depends on some The assessment of the threat in the given situation, therefore, we find that the thinking of some of the contact is related to a symbolic reality that assumes the existence of imaginary enemies, or it may be motivated by competition and the use of violence topics, as a means to gain the attention of others. Some of those in contact may resort to revealing his personality style by including his news report transmitted from the site of the event, asking questions to the ordinary citizen, (Sonia, 1988) with a view to identifying his opinion, position or directions regarding a case, problem, phenomenon or personality, and he thus resort to the method of using "interviews" Martyrdom "as part of a detailed program on the issue, personality or phenomenon in question, with the aim of emphasizing the idea of the program and uniting with the recipient. The subjective (personal) criteria affecting the contact person can be identified as follows: (Samia, 2006)

Biological factors

Such as gender (male - female). Nationality (citizen - immigrant - holds citizenship and others). Personal attraction and charismatic elements. Factors for educational attainment, work experience, and cultural presence. Social class and income. Initial, reference and ideological groups and affiliations. As these standards can guide the personality of the contact person in his dealings with various events and issues, and the perception of others of him, the biological factors related to the sex of the contact person (male - female) and the troubles that characterize the media profession, cause males to choose the profession more than females, and women may be motivated in an innate way to deal with issues related to women or motherhood and others, while the journalist (male) deals with political and controversial issues, and those that raise controversy out of his instinct as well. Thus, we can say that the influence of biological factors in our present age (the age of digital communication) has begun to diminish, as evidence that many media institutions have sought to use females more than males to cover violent incidents and issues that cause controversy, given their ability to negotiate in the conversation. (David, 1999) And adopting a long self-style in order to extract real opinion and correct information, which may give the Foundation a scoop, or provide her with detailed information not available to others. While the influence of groups and reference and ideological affiliations is evident in the decision-making process regarding the events that must be covered, and this process is in the hands of editors-in-chief, publishers, editors, and even correspondents, and they often have specific ideas about the way to follow through the formulation of media material, (Ehsan, 1983) even if the contact person He enjoys freedom and independence, except that there is some way of being exposed to some ideology, just as the principle of freedom in itself is an ideology, meaning that the contact has been influenced by liberal ideology, in addition to that media freedom leads the person to express his opinion freely, and not The caller was far from his ideology. (Ismail, 2014)

Institutional influences

The institutional influences that are exercised on the caller lie in two main components:

- ***The structure of the institution:*** It is known that the job determines the structure of the means, and the role of the media organization often draws the main features of the nature of its structure, the organization's structure also affects the contact and his interaction with the work team inside and outside the institution, and the organizational form and assignment of responsibilities affect the management style In the media organization, taking into account the smooth flow of work, the better the results of management. (Jehan, 1978)
- ***The nature of the media:*** Here, reference can be made to professional considerations. The person in the media institution who is in contact with the media is an active player in producing the information, and is a maker of the media material, but he works with the logic of his submission to the media policy of the institution to which he belongs. (Maan, 1990) This is in addition to that

there are professional considerations that influence administrative decisions in terms of organizational and editorial management, and these considerations are the space for those in contact in the print media, the time for those in contact in the audio and visual media, and the timing for those in contact in the print, audio and visual media. The determinants of the value control of the media are no longer dependent on political authority alone, but there are other factors that are represented in the phenomenon of "media manufacture" and the increasing impact of economic logic through private ownership, as political freedom and the right of the citizen to the economic freedom of the financier. And the power of money is highly effective, as financial control always places the media in a position of support, and places the values of the financier in the place of their values. (Dunja, 2015)

Social influences

In some cases, the caller may not provide full coverage of the events that happen around him, and this omission is not the result of negligence or it is a negative act, but that the caller sometimes omits the presentation of some events and that decision stems from his conscience and a sense of responsibility for him to maintain On some individual or social virtues. The media that respect traditions and order sometimes sacrifices journalistic precedent or tolerates or somewhat overstates its duty, which forces it to provide news that is of interest to the public, in a desire to support society's values and traditions. (Louis, 1989) Among the social influences is what we might call the "social taste" that imposes on those in charge contacting this taste on the one hand, and on the other hand, the social taste of media messages imposes on the public the taste of patterns of media messages - regardless of their value - while not accepting Another style, and the public's taste is part of their social structure and popular culture, which is an element of the mass culture, Especially as the caller faces pressure to blend in with such taste, and therefore patterns of media messages may be of importance in a social environment and not in another environment. (Edward, 1988) As the people's values, interests, ties, and social roles are fundamental factors that make them choose and select the appropriate communication style of what they hear, watch, and read by looking at these interests, interests, relationships and roles. In some cases, the contact evaluate the media issues, taking into consideration the social consequences that will result from publishing, broadcasting or displaying them, and they may neglect some topics or bury them in the internal pages, by preserving the basic values of society, (Michael, 2000) and to avoid everything that threatens those values. Especially since media issues are not just facts and opinions that are reformulated in a verbal manner, although this method differs from one editor to another, and is influenced from one institution to another, but the truth of media topics lies in reshaping those facts and opinions through the value and ideological structure of the contact and the prevailing social and political system In each country that affects the caller. The media practitioners strive to do two things: The first thing is to preserve society's values and traditions. The second thing is to achieve agreement on the basics. (Marion, 2019)

RESULTS

The gender of the Subjects of the Research

- a. Baladi channel: It becomes clear to us that the category (male) occupied the first rank, as it reached (7) iterations from a total of (13) iterations and a percentage of (53.84%) followed by the category (female) at the second rank, as it reached (6) iterations of the total (13) over and over (46.15%).
- b. Alsumaria channel: The category (male) ranked first, as it reached (5) iterations from a total of (8) iterations and a percentage of (62.5%) followed by the second rank category (female), as it reached (3) iterations from a total of (8) iterations and the percentage of (37.5%).

The age of the Subjects of the Research

- c. Baladi Channel: The category (18-27) years ranked first, as it reached (7) iterations from a total of (13) iterations and a percentage of (53.8%) followed by the second rank category (28-37) years, as it reached (4) Repeats from a total of (13) iterations and a percentage of (30.76%), while the category (38-47) years came at the third rank, as the number of two repetitions was out of a total of (13) iterations and a percentage of (15.3%), while the category (48-57) (General, it has not recorded any recurrence or a significant percentage.
- d. Alsumaria TV: It becomes clear to us that the two categories (18-27) years and (28-37) years occupied the first rank, as their number reached (3) iterations for each of the total of (8) iterations and a percentage of (37.5%) followed by the second rank two categories (38-47) years and (48-57) years, as the number of them was one repetition for each of them and a percentage of (12.5%).

Professional characteristic

- a. Baladi Channel: The (Correspondent) category ranked first, as it reached (8) iterations from a total of (13) iterations and a percentage of (61.53%) followed by the second (category) editor, as it reached (3) iterations from a total of (13) iterations And the percentage reached (23.07%), while the category of (Editorial Secretary) came in the third rank, as the number of iterations was two out of a total of (13) iterations and the percentage was (15.38%).
- b. Alsumaria Channel: The (Correspondent) category ranked first, as it reached (4) iterations from a total of (8) iterations and a percentage of (50%) followed by the second (category) editor, as it reached (3) iterations out of a total of (8) iterations And the percentage reached (37.5%), while the category of (Editorial Secretary) came in the third rank, as the number of iterations reached one out of a total of (8) iterations and the ratio reached (12.5%).

The value priorities that control media performance

- a. Baladi Channel: The category (institutional and professional) ranked first, as it numbered (9) iterations from a total of (13) iterations and a percentage of (69.23%), followed by second rank in the categories (personal) and (societal).
- b. Alsumaria channel: The (societal) category ranked first, with (4) iterations out of a total of (8) iterations and a percentage of (50%) followed by the second (institutional and professional) category, while the (personal) category came third. The number of one repetition of the total (8) iterations and the percentage reached (12.5%).

The priorities that the contact person sets to protect professional values

- a. Baladi Channel: The category (ambition) occupied the first rank, as it numbered (7) iterations from a total of (13) iterations and a percentage of (53.84%) followed by the second rank category (Trust) as it reached (4) iterations from a total of (13) iterations And a percentage of (30.76%), while the category (horizon amplitude) came in the third rank, as the number of two repetitions of a total of (13) iterations and a percentage of (15.38%).
- b. Alsumaria channel: It becomes clear to us that the category (ambition) occupied the first rank, as it reached (4) iterations from a total of (8) iterations and a percentage of (50%) followed by the second category (trust), as it reached (3) iterations of the total (8) Repetitions and a percentage of (37.5%), while the category (horizon amplitude) came in the third rank, as the number of repetitions reached one out of a total of (8) iterations and a percentage of (12.5%).

The problems of knowledge integration of the contact

- a. Baladi Channel: The category (partial selection of events) occupied the first rank, as it numbered (7) iterations from a total of (13) iterations and a percentage of (53.84%) followed by the second category (attempt to find "consensual" in the presentation of ideas), as the number reached (4) iterations out of a total of (13) iterations and a percentage of (30.76%), while the category (passive employment of juveniles) came at the third rank, as the number of two iterations out of a total of (13) iterations and a percentage of (15.38%).
- b. Alsumaria channel: It becomes clear to us that the category (partial selection of events) occupied the first rank, as it reached (5) iterations from a total of (8) iterations and a percentage of (12.5%) followed by the second rank category (trying to find "harmonic" in the ideas), As the number of two repetitions of the total (8) iterations and the percentage reached (25%), while the category (passive recruitment of juveniles) came in the third rank, as the number of repetitions reached one of the group (8) iterations and the percentage reached (12.5%).

The problems of protecting personal and economic values

- a. Baladi Channel: The category (accomplishing propaganda issues in a style of excitement "psychological motivations") ranked first, as it reached (5)

iterations from a total of (13) iterations and a percentage of (38.46%) followed by the second rank in the two categories (the desire to obtain material incentives) And (trying to find business participants to market advertising goals), as they numbered (4) iterations out of a total of (13) iterations and a rate of (30.76%) for each of them.

b. Alsumaria channel: It becomes clear to us that the two categories (accomplishing propaganda issues in a style of excitement, "psychological motivations") and (the desire to obtain material incentives) ranked first, as they reached (3) iterations out of a total of (8) iterations and a percentage of (37.5%) For each of them, they were followed by the second category (trying to find business participants for marketing advertising goals), as the number of two repetitions of the total (8) iterations and the percentage reached (25%).

Reflection of institutional values on cognitive integration

a. Baladi channel: The category (selection of events in line with the policy of the media institution) ranked first, as it reached (6) iterations from a total of (13) iterations and a percentage of (46.15%) followed by the second category (employment of juveniles according to the vision of the media institution), As the number (4) iterations from the total of (13) iterations and the percentage reached (30.76%), while the category (trying to create a public opinion towards the fabricated or hypothetical events) came in the third rank, as it reached (3) iterations from the total of (13) iterations And the percentage reached (32.07).

b. Alsumaria channel: It becomes clear to us that the category (attempting to create public opinion towards fabricated or hypothetical events) occupied the first rank, as it reached (5) iterations from a total of (8) iterations and a percentage of (62.5%) followed by the second category (selecting the events in a manner consistent with the policy of the media institution), as the number of iterations reached two out of a total of (8) iterations and a percentage of (25%), while the category (employment of events according to the vision of the media establishment) came in the third rank, as the number of one iteration was out of a total of (8) iterations (12.5%).

The problems of maintaining professional values

a. Baladi Channel: The category (deviation from the principles and charters of media honor) ranked first, as it reached (6) iterations from a total of (13) iterations and a percentage of (46.15%) followed by the second category (bias and illusion in dealing with various events). Their number (5) iterations from a total of (13) iterations and a percentage of (38.46%), while the category (Away from professional responsibility in dealing with various events) came in the third rank, as the number of two iterations out of a total of (13) iterations and a percentage of (15.38%)

b. Alsumaria channel: It becomes clear to us that the category (moving away from professional responsibility in dealing with various events) occupied the first rank, as it reached (4) iterations from a total of (8) iterations and a percentage of

(50%) followed by the second rank category (bias and illusion in dealing with events) Different), as the number (3) iterations of the total (8) iterations and the percentage reached (37.5%), while the category (deviation from the principles and charters of media honor) came in the third rank, as the number of one iteration of the total (8) iterations and the proportion reached (12.5%).

Reflection of social values on cognitive inclusion

a. Baladi Channel: The category (resorting to the method of "social expectation" before addressing the event) occupied the first rank, as it reached (8) iterations out of a total of (13) iterations and a percentage of (61.53%) followed by the second rank category (raising suspicions about elements of social cohesion) The number (3) iterations from the total of (13) iterations and the percentage reached (23.07%), while the category (Marketing vocabulary that raises the sensitivity of society) came in the third rank, as the number of two iterations out of the total of (13) iterations and a percentage of (15.38%).

b. Alsumaria channel: It becomes clear to us that the category (resorting to the method of "social expectation" before addressing the event) occupied the first rank, as it reached (6) iterations of a total of (8) iterations and a percentage of (75%) followed by the second rank in the two categories (raising suspicions about Elements of community cohesion) and (marketing vocabulary that raises the sensitivity of society), as they numbered one repetition and a rate of (12.5%) for each.

CONCLUSIONS

1. The control of value priorities over the performance of the caller depends on the "institutional agenda" because the caller thinks about satisfying the institution primarily, and then looks for options for similarity with the audience.
2. The dependence of the caller on the value of (ambition) among his professional priorities is a matter related to self-motivated issues, especially since competition is the first catalyst for developing ambition among most of the contact.
3. When covering issues whose background relates to propaganda frameworks, the contact person often resorts to various methods resulting from cognitive assimilation, including the partial selection of events or the attempt to find "consensual" in proposing ideas or the negative recruitment of events, and thus he tries to integrate with the events and works with the principle Protecting corporate values.
4. There are various motivations that affect the contact person's coverage of different events, including the accomplishment of propaganda issues in a style of excitement, which aims at the one behind the contact, either achieving the desire of the media institution or achieving a personal desire within it, and the motivation may be purely material.
5. The contact sometimes tries to select or employ juveniles in line with the policy of the media organization, and as such, he commits a professional offense that is inconsistent with the ethics of media work.

6. The contact seeks to deviate from the principles and covenants of media honor, and this aspect is related to his personal nature and motives in an effort to participate in making events that do not represent a social phenomenon, but rather remain within the limits of the hypothetical framework.
7. The contact depends on his skills to understand the nature of the community he is addressing, so he often depends on the "social expectation" method before handling the event.

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