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**THE ROLE OF THE MEANS OF COMMUNICATION IN
SHAPING THE TRENDS OF THE IRAQI PUBLIC TOWARDS
THE ELECTION CAMPAIGNS OF THE US PRESIDENTIAL
CANDIDATES 2020**

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ABSTRACT

The tremendous and continuous development of communication technology in the modern era has been reflected in the increase in the influential power of the media and its increasing danger. It has played a major role in the formation of the individual's perception of the world around him, and in his formation of facts, opinions and beliefs about this world, which led to communication taking an international character. And it is heading towards globalization, which has become prevalent in all human activities, and the integration between traditional and digital media has increased, and exposure to the means of communication has become part of the fabric of the daily life of the public, and these Changes in the field of communication have had great effects in our societies, coinciding with the growing influence of the means of communication, which has become the most important basic sources. To obtain information, and as a result of the great interest of these media locally, Arably and internationally in the electoral campaigns of the US presidential candidates in 2020, they played a role in shaping the knowledge, concepts and political trends of the public and it became difficult to challenge or deny them, as the issue of

electoral campaigns became a major Concern to know the results of those election campaigns, especially the means of communication exercise a clear influence on public opinion in this field By shaping the audience's trends and building their perceptions of personalities and events that they do not have direct contact with, and whose role goes beyond merely presenting reality to putting it in a framework, and dealing with it with analysis, interpretation and explanation. Given the need of the Iraqi public, with their different segments, to know what is happening in the world around them in terms of political events and issues, this study sought to identify the extent to which the Iraqi public relied on the means of communication in following up on one of the most important political events that took place in 2020, which is the electoral campaigns of the US presidential candidates, which is associated with the great influence power and the only pole of the world now, and its interest in it extended to the whole world, especially the Arab and local, especially we in Iraq affected by the results of those election campaigns as a result of the US political interventions locally and regionally for the Iraqi individual, that this study will depend on the approach of relying on the media, The basic idea of this approach is crystallized in that the recipient within modern societies depends on the media as sources of information that contribute to the formation of his knowledge and orientations about what is happening in the community or other societies, where individuals obtain an enormous amount of information through the media that makes them more understanding and less anxious, as well as It helps them in directing their behavior and making their decisions. The changes that have affected the life of the modern person have made him very interested in what he should do It also imposed new patterns and more efficient methods of obtaining information, making the means of communication the main source of information on current events .

Introduction

The tremendous and continuous development of communication technology in the modern era was reflected in the increase in the influential power of the media, and the increase in its danger, so that it played a major role in the formation of the individual's perception of the world around him, and in his formation of facts, opinions and beliefs about that world, which led to this communication to take an international character And it is heading towards (globalization), which has become prevalent in all human activities, and that the integration between traditional And Modern Media will become Increased, And Exposure To The means a Of Communication will become Part of The Fabric Of The Daily Life Of Citizens, And These Changes In The Field Of Communication Have Had Great Effects In Our Arab Region, Coinciding With The Growing Influence Of the media, which has become one of the most important primary sources for obtaining information. As we know: the media has a role in shaping the knowledge, concepts and political trends of the public, which has become difficult to challenge or deny, and several efforts have been made to understand the relationship between knowledge and the political trends of the public on the one hand, and its dependence on the media on the other hand, in light of the different political systems, and at the forefront of issues related to the influence and the media comes the issue: (elections) if we know: the media have a clear influence on public opinion in that field by forming the knowledge and trends of the public, and building their perceptions of personalities and events that they do not have opportunities to directly interact with, and their role goes beyond merely

presenting reality to its situation . In a framework, and reviewing it with analysis, interpretation and explanation, the media also sheds light on external issues, especially if they are linked to internal situations, and have had an impact on them, as this role is magnified in times of international crises , conflicts and wars by forming controversy about them, and providing perceptions about the parties common in them, legitimizing some parties, stripping other parties of legitimacy, exposing certain sub-issues, and ignoring others; Due to the need of individuals of their different segments to be aware of what is happening in the world around them of political events and issues. In his study, the researcher sought to know the extent to which the Iraqi public relied on the means of communication in following up on the electoral campaigns of the US presidential candidates for the year 2020, which were associated with the first world power, and its influence and interest extended to the whole world, especially the Arab and Islamic worlds. In view of the foregoing, the researcher was keen to know the effects of using the means of communication, and relying on them in shaping the attitudes of the Iraqi public towards this important international event, by using the approach to the richness of the means, considering it an appropriate entrance to the study.

Research problem: The problem of the study lies in identifying the extent to which the Iraqi public depends on various means of communication in following up on the election campaigns for the US presidency that took place in October 2020?, The study questions: What are the most followed communication means during the duration of the election campaigns for the US presidency? What type of communication means were followed up by the study sample? What are the characteristics of media coverage that provides knowledge of the US presidential election campaigns? To what extent is the study sample aware of the importance of the US elections at the local, regional and international levels? What is the Iraqi public's assessment of the characteristics of the media coverage of the means of communication about the elections for the US presidency campaign? What knowledge did the study sample have about the US presidential election campaigns? What kind of trends were formed from the election campaigns for the US presidency among the Iraqi public: (study sample)

Research importance: the subject of the means of communication and its role in shaping the audience's attitudes as an influential factor during the electoral campaign for the American presidency. The growing role supported by the local, Arab and international media in reporting the US presidential election campaigns, especially since they did not stop at mere transfer of information, but rather in analysis. The subject of US election campaigns is one of the topics that have raised a lot of scientific debate regarding the effects of the media on public knowledge and attitudes. New technologies, modern technology and developments in the field of communication The great importance of the means of communication and its enormous ability to influence the audience and change its attitudes, behavior, habits and choices. The trends carried by the means of communication with the aim of influencing the public, changing their attitudes, and modifying their behavior towards the election campaigns of US presidential candidates.

Research Objectives: To identify the most followed communication means during the period of the election campaigns for the US presidency. Disclosure of the type of

communication means that were followed up by the study sample. Defining features of media coverage that provides knowledge of the US presidential election campaigns. To reveal the extent of the study sample's awareness of the importance of the US elections at the local, regional and international levels. Disclosure of the Iraqi public's assessment of the characteristics of the media coverage of the means of communication about the electoral campaigns for the US presidency. Disclosing the knowledge that the study sample had about the US presidential election campaigns. Determining the type of trends formed by the US presidential election campaigns among the Iraqi public: (study sample.)

Study postulations:

The first hypothesis: There are statistically significant differences regarding the follow-up of the sample of respondents to the US presidential election campaigns according to gender, marital status, educational attainment and age group.

The second hypothesis: There are statistically significant differences regarding the sources of information that were relied upon in obtaining information on the US presidential election campaigns according to gender, marital status, educational attainment and age group.

The third hypothesis: There are statistically significant differences regarding the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns, according to gender, marital status, academic achievement campaign and group.

Methodology

Research methodology and type: Our research belongs to descriptive studies research that aims to describe events, trends, preference , interest and behavior patterns of the respondents on the raised issue, using methods, methods and tools without falling into error. The survey method is one of the most appropriate scientific methods, and it is possible to identify what people think and how they do and benefit from the form in this field (Zahir , 1984), which seeks to monitor and describe the role of the means of communication in shaping the Iraqi public's attitudes towards the election campaigns of the US presidential candidates 2020.

Research Fields

Spatial domain: It means defining the geographical area in which the research or study is located, and the spatial field of research was determined in the central city of Baghdad, and its two sides covered by the research and represented in (the Karkh side, and the Rusafa side). After the research sample was selected, based on the multi-stage cluster sampling method.

The human field: The human field for research is determined by the audience of the central city of Baghdad, who are following the election campaigns of the US presidential candidates for the year 2020, and were determined by the Central Bureau of Statistics and according to the population estimates for the year 2018 AD for the city of Baghdad, whose ages ranged from (18 years and over).

Time Domain: It means the time the researcher spent collecting data from the research sample after the process of building the research tool, distributing, unpacking and analyzing forms, which can be determined from 9/17/2021 to 9/17/2021.

Thematic area: The researcher chose the role of the means of communication in shaping the attitudes of the Iraqi public towards the election campaigns of the US presidential candidates 2020.

The study sample: Determining the sample size: As it was difficult for the researcher to apply the research to the vocabulary of the original community, so choosing samples to represent this community with the least amount of bias is desirable. From this point of view, the researcher determined the sample size at 600 items for the following reasons: Lack of a framework For the sample, in turn, it represents the follow-up researcher of the electoral campaigns of the American presidential candidates from the Baghdad public, in terms of their characteristics, preferences, use of different means of communication, and their attitudes towards what is published in various means of communication. Many media studies of the public have agreed on the size of (400) individuals or more on the premise that if the community exceeds ten thousand people, the sample size should not be less than (384) individuals if the researcher wishes to generalize to the community with a confidence level of 95% (Al- Razzaq, 2019). The researcher raised the sample size to (600) items for more accuracy, because the larger the sample size, the greater the degree of accuracy required, and in anticipation of cases of non-response or invalid responses.

Sample Characteristics: The study sample was drawn using the multi-stage cluster sampling method, due to its accuracy in its methodological procedures, and it represents a systematic solution to the lack of a framework for the sample, as this method relies on sampling on successive stages of random selection, where items are withdrawn at the final stage.

In the current study, the sample was selected based on the following stages:

The urban areas of Baghdad were divided into (14) municipalities according to the divisions of the Baghdad Municipality. These municipalities are distributed over the Rusafa and Karkh sectors, as the Rusafa sector includes (8) municipalities, and (6) municipalities in the Karkh sector. A number was given to each of the municipalities of Al- Rusafa and Al- Karkh independently, and then the random drawing was made by (2) municipalities of Al- Rusafa, represented by the municipality of (Karada, Al-Sadr City) and (2) Municipalities Of Al- Karkh the represented by vBulletin® The Municipality (Al-Mansour 's, Al-Shula), And This Is The Stage The the first Stage Of Sampling. As for the second stage, it was by defining the shops belonging to each of the municipalities that were designated, and then following the same method in the random drawing of one locality for each municipality. As for the third and final stage, it was represented by distributing the questionnaire by (150) questionnaires for each locality, which included individuals who meet the conditions of the sample, males and females, and within the ceiling of the age groups that were set, and one form for each house in the locality, assuming that the individual is in the family The one in each house represents the unit that was adopted in the research, taking into account the issue of balance between the number of males and females, as (75) forms were assigned for males, and (75) forms for females, and in a random manner in the distribution. Selection of sample items in light of the general characteristics of citizens in terms of (gender, age, marital status, educational level) The sample size reached (600) individuals due to the researcher's reliance on the equal distribution of the sample members on the four

neighborhoods. The sample was by (300) individuals distributed groups equally chosen among males and females from the Al- Rusafa sector, and by (300) individuals distributed equally among males and females from Karkh sector and from all age from (18 to 60- and over) years who are following the election campaigns for the US presidency 2020, and after excluding the invalid forms, the sample size reached (580) and was reduced to (576) to allow the sample to be distributed equally among the neighborhoods, so the final size reached For the sample (576) singles distributed as follows and as shown in Table No. (1)

Table No. (2) Sample respondents

		male	female	Total
Rusafa	Biology			
	Karrada	72	72	144
	ASSADAR city	72	72	144
	Karkh	Mansour	72	72

Search tools:

The study employed a number of methods to collect information, including:

Interview: The interview is one of the tools that the researcher used to collect the data he needs from the respondents. He interviewed a number of sample members and asked them many questions.

Questionnaire: The questionnaire is one of the most common primary data collection methods in social sciences and media studies due to its diversity and multiplicity of forms, which makes it serve different purposes in different research.

In this research, the questionnaire was built based on the questions that the researcher put in the research problem and review the previous literature related to the topic of the research, and the following are the stages of preparing the questionnaire: The researcher did not find previous studies on the topic of the role of the means of communication in shaping the attitudes of the Iraqi public towards the electoral campaigns of the US presidential candidates 2020, but the researcher looked at many measures that dealt with the variable trends and other measures that dealt with the variable of electoral campaigns, but these measures, in addition to their difference from one society to another as a result of different factors or causes, the decided to prepare a researcher questionnaire on the role of means of communication in shaping the Iraqi public's attitudes towards campaigns The election for the US presidential candidates 2020, based on theoretical literature and previous studies, and on the perceptions and opinions of the supervising professor, and the opinions of the arbitrators (Appendix-1). Therefore, the researcher released on the study tool to collect the required data, to reach what achieves the objectives of the study by collecting pre-determined data from the sample members, and this came in the form of the questions contained in the research tool, which included a variety of closed and open questions, and the total number of questions reached The questionnaire form (84) questions, within the framework of three axes, which represent a translation of the study problem and its objectives, as follows: The first axis demographic features. (Consists of 4 questions), the second axis: The role of the means of communication in shaping trends. (Consists of 8 questions), The third axis: election campaigns. (Consists of 72 questions)

Validity: The validity of the questionnaire about the role of the means of communication in shaping the attitudes of the Iraqi public towards the election campaigns of the US presidential candidates has been verified through the following indicators:

Apparent Validity: (Face Validity): Al- Sayyid (1979) indicates that the scale is apparently true if the experts estimate the validity of its instructions clauses, and that the validity of its instructions for answering it and its clauses are clear and understandable by the respondents (El - Sayed, 1979)

The researcher has proven the apparent honesty of the questionnaire form on the role of the means of communication in shaping the attitudes of the Iraqi public towards the election campaigns of the US presidential candidates 2020 when its paragraphs were presented to (11) arbitrators, in the field of media and political science, and they agreed on its validity in measuring the role of the means of communication in shaping the attitudes of the Iraqi public Towards the election campaigns of the 2020 US presidential candidates, and (Appendix-1) explains this, and in light of their views, some paragraphs were modified and no paragraphs were excluded because it received their approval by (80%) or more, so this percentage was adopted as a criterion for the validity of the paragraphs. As in (Appendix - 2), it shows the percentage of arbitrators' agreement on the clauses of the instrument, which amounted to (90.6%). It is a very acceptable percentage from a scientific point of view (Al- Jerjawi, 2010)

Apparent honesty = the sum of the percentages of the number of those who agree
 Apparent honesty = 90.6%

Stability: (Reliability):The researcher sought to extract stability in two ways:

– **Alpha-Cranach equation:** To find the scale's stability, the researcher used the method of analysis of variance using the alpha-Cronbach equation, and this type of stability calculates the consistency coefficient of the questions .When extracting stability, its value was(928),which is a reliable coefficient of stability (Al-Kutaisi, 2010)

$$\frac{K}{K-1} \times \frac{\sum_{i=1}^m s_i^2}{\sum_{i=1}^m p_i^2} \quad \text{persistence=}$$

It represents:

k = number of items for the scale.

P2 p = the sum of the paragraphs' variances.

P2 m = the total variance of the scale.

– **Half-tone method) internal consistency):** In order to find the stability of the scale, a random sample was drawn from the research sample forms consisting of (50) A form and after performing the equivalence between the scores of the odd and even numbers. It was found that the stability coefficient using the split-half method was (.724) and after correcting it with the Spearman-Brown equation (Spearman-Brown (It was found that the stability coefficient).840). It is a coefficient of stability that can be adopted.

$$\frac{Q_2}{Q_1} = \text{parity}$$

It represents:

Q 2 1 = Variation of scores for individual numbers.

Q 2 2 = Variation of scores for even numbers (Al-Kubaisi, Psychometrics between theory and practice, 2010).

- **Ensure clarity of instructions and understanding of phrases:**To verify the clarity of the instructions and the understanding of the paragraphs of the respondents, the questionnaire was applied to a sample consisting of (30Subjects were chosen randomly and according to the sex variable, and by15th(males, and)15th(Female), and the answer to the questionnaire was conducted in front of the researcher to indicate cases of lack of clarity in the instructions or lack of understanding of the phrases.15th) about a minute.
- **Final application of the study tool or questionnaire:** After the researcher proved the validity and reliability of the research tool, a questionnaire form for the role of the means of communication in shaping the attitudes of the Iraqi public towards the election campaigns of the US presidential candidates 2020, it was applied to the research sample of (576Researched) Appendix-3The results of this application will be presented in the fourth chapter.
- **-Statistical data processors:** After completing the data collection of the study, the data was encoded and entered into the computer, then processed and analyzed, and statistical results were extracted using the "Statistical Package for Social Sciences" program .Statistical Package for the social social science SPSS Based on the following statistical transactions and tests:
 1. Simple repetitions Frequency and percentages Percent
 2. Arithmetic mean: It is used to measure the weight of ordinal variables to identify the ordinal value of each variable by calculating the average ordinal value .
 3. Standard deviation : (Standard Deviation) The standard deviation is used to see how far the variable values from the arithmetic mean, the more the value of a small standard deviation , the Del so that the values were boat or accumulated near the arithmetic mean and away from distractions , and vice versa.
 4. The weighted weight is calculated by multiplying the repetitions with a specific weight based on the number of ranks in the question, then aggregating the multiplication results for each item to get the sum of the weighted weights and calculating the percentages of the question items.
 5. The relative weight, which is calculated by the following equation (arithmetic mean Average x 100) on the highest degree of the phrase.
 6. 6. Correlation coefficient Pearson: It is used to calculate the relationship between the study variables.
 7. 7. Alpha-Cronbach equation: It was used in calculating the stability of the study tools.
 8. The split-half method: was used to calculate the stability of the study tools

9. 9. Test (T-Test) To study the statistical significance of the differences between the arithmetic averages of two groups of respondents in one of the category or ratio variables (Interval Or Ratio)

10. Ca2: It is used to find out the significance of the difference in the frequencies of the levels of two variables.

11. One-dimensional analysis of variance (One Analysis of Variance) is known for its acronym ANOVA To study the statistical significance of the differences between the arithmetic averages of more than two groups of respondents in one of the category or ratio variables (Interval Or Ratio)

12. Dimensional tests (Post Hoc Tests (in a less significant way) Last Significance Difference) known for short LSD (To find out the source of the variance and make binary comparisons between the groups that proves) ANOVA There are statistically significant differences between them.

Literature review

The concept of (election) was born as a result of labors, and witnessed several stages of development and conflicts between theories that dominated the human mind, until it reached (election) because it became the basis for choosing and appointing rulers.

As for the terminology, election means: the voters (the public) choose or elect their representatives, provided that they are sufficient to run purely administrative and political agencies, by doing the voting process (Al-Qarram, 2000). Known as " **election**- * "ayda- that way or means whereby voters choose (public) people who base their them the functions of the exercise of sovereignty or judgment on their behalf, either: at the political level, such as: (presidential and legislative elections), or on the level Administrative, such as: (state and municipal elections), or at the level of various facilities: (social, cultural, economic,..., and others (Al-Khatib N., 2011),

What are electoral campaigns ? Democratic systems are based in the process of building and forming power on popular desire, which works on: Legitimizing the government. Strengthening the classroom and promoting the principle of (social cohesion. (Develop a sense of belonging. Assessing the role of political parties and leaders, through (elections), and the extent of the permanence and value of those elections on society (Al Bakri, 2007) ,and then supporting them to continue their function in the same context .Finding successful treatments and appropriate solutions It was also known as: it is the main means of assigning and devolving power in representative democracies, through the voters exercising their right to choose who represents them in the state's governing institutions) Al-Abdali, 2009.(As well known: that it intended to influence the activities of other people's ideas and attitudes and behavior through the use of the media to influence in Table dowries(www.topicsin/publicrelations.com)

The importance of electoral campaigns: Elections are a mechanism through which people with political and organizational talents and capabilities are discovered who can be benefited from in the field of political work. They are also a tool for determining the capacity and effectiveness of political forces, as well as the need for this framework to be modified and developed. Therefore, we can say: The general elections It represents one of the important stages for the development of any political system, which can be summarized in the importance of elections as follows:

Legitimacy:the elections give the elected body the legitimacy to exercise power, and the right to issue regulations And the legislation that it deems necessary to regulate the life of civil society and the media, and to ensure peaceful circulation Power has a real mechanism that expresses the spirit of democracy (Shirazi, 2005.)

Participation : By participating in the elections, the opportunity is given or given to a greater number of citizens To exercise power, and to form an open political culture that serves the interest of creating political awareness among the voters public (Atiya, 2021)

Freedom of Choice:The freedom of choice gives citizens the opportunity to choose and select the right man to manage public affairs.

Follow-up and monitoring : The elections (follow-up and monitoring) help in providing assistance to citizens in following up and monitoring members of the elected bodies, and ensuring the implementation of the ideas that were presented to the citizens who elected them (Al-Fattah, 2002)

In its results, the elections lead to the establishment of a structural transformation in the political and social institutions, and the consolidation of pluralistic partisan work, through what they produce from a diverse pluralistic fabric that imposes respect for freedoms, and prevents exclusivity and tyranny (Alwan, 2005) Free and fair elections establish political pluralism in its various aspects :(Social, political, and cultural), represented by partisan pluralism, not to mention that it provides a suitable environment for community organizations, and is independent of the authority of the government. The elections represent the best indication of: the correct and real beginning to ensure victory in the elections. The elections are a testament to the democratic practice that seeks to resolve competition among the public, Elections have become a special science with its own methods and means. In addition, elections are an art that employs the creative, innovative and exciting aspects for the purpose of attracting the voter or candidate ,and then persuading him and urging him to vote.

Results

1. There are statistically significant differences between the respondents' gender and the respondents' follow-up to the US presidential election campaigns.

In order to find out the significance of the difference in the mean scores of the respondents' follow-up to the US presidential election campaigns for the sample of male and female respondents, the researcher used the t-test.T-test (For two independent samples, it became clear to him that the average of males)1.6701) and with a standard deviation (.47098), and the average female (1.7813) and with a standard deviation (.41412) and with a degree of freedom (574(degree, and that the calculated t-value(3.007)greater than tabular value)1.96). This result indicates that the difference is statistically significant at the level of (0.05) and Table (2) illustrates this.

The t value of the significance of the difference between males and females in the average degrees of **follow-up of the sample respondents to the US presidential election campaigns**

sex	the number	Arithmetic mean	standard deviation	degree of freedom	T value		Indication level
					calculated	tabular	

male	288	1.6701	.47098	574	3.007	1.96	function
female	288	1.7813	.41412				

This result indicates that there are statistically significant differences between males and females with regard to the average degrees of follow-up of the sample of respondents to the US presidential election campaigns at the level of significance (0.05). In favor of females with arithmetic mean(1.7813).

2. There are statistically significant differences between the marital status and the follow-up of the sample of the respondents to the US presidential election campaigns.

Table (3) shows the difference between the marital status and the follow-up of the sample of the respondents to the US presidential election campaigns.

Follow up on election campaigns	response		Ca2	Indication level
	K	%		
Be sure to follow the election campaigns to a large extent	158	27.4	5.382	.146
Be sure to follow the election campaigns to some extent	418	72.6		
I never watched the election campaigns	-	-		
Total	576	100%		

Ca2 = 5.382 tabular value) 7.82 ,(degree of freedom = 3 Indication level .146It is not a function at the significance level0.05 .It is clear from the previous table that there are no differences in the follow-up rates of the sample respondents to the US presidential election campaigns according to marital status .And by calculating the value of Ka2 was) 5.382 (at degree of freedom) = 3 ,(a value that is not statistically significant at the level of significance (0.05). The results showed that there were no statistically significant differences in the follow-up rates of the sample of respondents to the US presidential election campaigns according to marital status .

3. There are statistically significant differences between academic achievement and the follow-up of the sample of the respondents to the US presidential election campaigns

Table (4) Test (F) for the significance of the differences between the academic achievement of the respondents and the follow-up of the sample of the respondents to the US presidential election campaigns.

Variance analysis	sum squares	of degrees freedom	of mean squares	q value	morale level
between groups	2.530	5	.206	1.233	.197
within groups	112.130	570	.167		
total summation	114,660	575	-		

The data of the previous table indicate that there are no statistically significant differences between the academic achievement of the study sample and the follow-up of the sample of respondents to the US presidential election campaigns, where the value of (P) = 1.233 It is a non-statistically significant value at the significance level(0.05).

4. There are statistically significant differences between the age groups of the respondents and the follow-up of the sample of the respondents to the US presidential election campaigns.

Table (5) (P) test for the significance of differences between the age groups of the respondents and the follow-up of the sample of the respondents to the US presidential election campaigns.

Variance analysis	sum of squares	degrees of freedom	mean squares	q value	morale level
between groups	.983	4	.246	1.234	.295
within groups	113,677	571	.199		
total summation	114,660	575	-		

The data of the previous table indicate that there are no statistically significant differences between the age groups of the study sample and the follow-up of the sample of respondents to the US presidential election campaigns, where the value of (P) = 1.234 It is a statistically significant value at the significance level(0.05) *Which makes us accept the first hypothesis of the study in part, according to which “there are statistically significant differences regarding the follow-up of the sample of respondents to the US presidential election campaigns according to gender, marital status, educational attainment and age group.*

The second hypothesis: There are statistically significant differences regarding the sources of information that were relied upon in obtaining information on the US presidential election campaigns ,according to gender, marital status, educational attainment and age group .The following sub-hypotheses are derived from it:

1. There are statistically significant differences between the gender of the respondents and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

Table (6) shows the differences between gender and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	local satellite channels	260	16.7	92.332	0.001
2	Arab satellite channels	313	20.1		
3	Specialized news channels	58	3.7		
4	foreign satellite channels	67	4.3		
5	local radio stations	39	2.5		
6	Arabic radio stations	131	8.4		
7	international radios	56	3.6		
8	local newspapers	42	2.7		

9	Arabic newspapers	27	1.7		
10	international newspapers	11	0.7		
11	personal contact	16	1		
12	Social Media	388	24.9		
13	Websites The Internet	149	9.6		
		1557	100		

Ca2 = 92.332^a tabular value(36.42),degree of freedom = 24 Indication level .001It is a function at the level of significance 0.001 .It is clear from the previous table that there are differences in the rates of information sources that were relied upon to obtain information on the US presidential election campaigns, according to gender. And by calculating the value of Ka2 was(92.332^a)at degree of freedom = (24),which is a statistically significant value at a significance level) 0.001The results showed that there were statistically significant differences in the rates of information sources that were relied upon to obtain information on the US presidential election campaigns , according to gender.

2. There are statistically significant differences between the marital status of the respondents and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

Table (7) shows the differences between marital status and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	local satellite channels	126	21.9	73.231	0.001
2	Arab satellite channels	93	16.1		
3	Specialized news channels	24	4.2		
4	foreign satellite channels	35	6.1		
5	local radio stations	17	3		
6	Arabic radio stations	17	3		
7	international radios	21	3.6		
8	local newspapers	15th	2.6		
9	Arabic newspapers	9	1.2		
10	international newspapers	4	0.7		
11	personal contact	13	2.3		
12	Social Media	137	23.8		
13	Websites The Internet	65	11.3		
		576	100		

Ca2 = 73.231^a tabular value(36.42),degree of freedom = 24 Indication level .001It is a function at the level of significance 0.001 . It is clear from the previous table that there are differences in the rates of information sources that were relied upon in obtaining information on the US presidential election campaigns according to

social status .And by calculating the value of Ka2 was(73.231 ^a)at degree of freedom =(24),which is a statistically significant value at a significance level) 0.001The results showed that there were statistically significant differences in the rates of information sources that were relied upon in obtaining information on the US presidential election campaigns according to marital status.

3. There are statistically significant differences between the educational attainment of the respondents and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

Table (8) shows the differences between academic achievement and the sources of information that were relied upon to obtain information on the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	local satellite channels	111	22.6	66.281 ^a	.269
2	Arab satellite channels	78	15.9		
3	Specialized news channels	22	4.5		
4	foreign satellite channels	27	5.5		
5	local radio stations	13	2.6		
6	Arabic radio stations	13	2.6		
7	international radios	19	3.9		
8	local newspapers	15th	3		
9	Arabic newspapers	8	1.6		
10	international newspapers	4	0.8		
11	personal contact	10	2		
12	Social Media	121	24.6		
13	Websites The Internet	51	10.4		
		492	100		

Ca2 = 66.281 ^a tabular value(79.08),degree of freedom = 60 Indication level .269It is not a function at the significance level0.05 .It is clear from the previous table that there are no differences in the rates of the information sources that were relied upon to obtain information on the US presidential election campaigns according to academic achievement. And by calculating the value of Ka2 was(66.281 ^a)at degree of freedom = (60),which is a non-statistically significant value at the significance level(0.05)The results showed that there were no statistically significant differences in the rates of information sources that were relied upon to obtain information on the US presidential election campaigns, according to academic achievement.

4. There are statistically significant differences between the age group of the respondents and the sources of information that were relied upon in obtaining information on the US presidential election campaigns.

Table (9) shows the differences between the age group and the sources of information that were relied upon to obtain information on the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	local satellite channels	122	21.9	37.376 ^a	.866
2	Arab satellite channels	92	16.5		
3	Specialized news channels	24	4.3		
4	foreign satellite channels	35	6.3		
5	local radio stations	15th	2.7		
6	Arabic radio stations	17	3.1		
7	international radios	21	3.8		
8	local newspapers	14	2.5		
9	Arabic newspapers	9	1.6		
10	international newspapers	4	0.7		
11	personal contact	13	2.3		
12	Social Media	130	23.3		
13	Websites The Internet	61	11		
Total		557	100		

Ca2 = 37.376^a tabular value(65.17),degree of freedom = 48 Indication level .866 It is not a function at the significance level0.05 .It is clear from the previous table that there are no differences in the rates of the information sources that were relied upon to obtain information on the US presidential election campaigns according to the age group. And by calculating the value of Ka2 was(37.376)at degree of freedom) = 48 ,(which is a non-statistically significant value at the significance level(0.05)The results showed that there were no statistically significant differences in the rates of information sources that were relied upon to obtain information on the US presidential election campaigns, according to the age group. Which makes us accept the second hypothesis of the study in part, which is that “there are statistically significant differences with regard to the sources of information that were relied upon in obtaining information on the US presidential election campaigns according to gender, marital status ,educational attainment and age group”.

The third hypothesis: There are statistically significant differences regarding the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns, according to gender, marital status, educational attainment and age group .The following sub-hypotheses are derived from it:

1. There are statistically significant differences between the gender of the respondents and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

Table (10) shows the differences between gender and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

T	Information Sources	Response		Ca2	Indication level
		K	%		
1	satellite channels	449	35.6	35.425 ^a	.001
2	Radios	145	11.5		
3	Newspapers	103	8.2		
4	the internet	167	13.3		
5	Social Media	396	31.4		
Total		1260	100		

Ca2 = 35.425^a tabular value(23.69),degree of freedom = 14 Indication level .001 It is a function at the level of significance 0.001 .It is clear from the previous table that there are differences in the rates of the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns, according to gender. And by calculating the value of Ka2 was(35.425^a)at degree of freedom = (14),which is a statistically significant value at a significance level) 0.001The results showed that there were statistically significant differences in the rates of communication means that the respondents follow through the news and political content of the US presidential election campaigns, according to gender.

2. There are statistically significant differences between the social status of the respondents and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

Table 11 shows the differences between the social situation and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	satellite channels	213	37	28,524 ^a	0.001
2	Radios	52	9		
3	Newspapers	35	6.1		
4	the internet	94	16.3		
5	Social Media	182	31.6		
Total		576	100		

Ca2 = 28,524^a tabular value(23.69),degree of freedom = 14 Indication level 0.001 It is a function at the level of significance 0.001 .It is clear from the previous table that there are differences in the rates of the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns according to the social situation. And by calculating the value of Ka2 was(28,524^a)at degree of freedom = (14),which is a statistically significant value at a significance level) 0.001The results showed that there were statistically significant differences in the rates of the means of communication that the respondents follow

through the news and political contents of the US presidential election campaigns according to the social situation.

3. There are statistically significant differences between the academic achievement of the respondents and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

Table (12) shows the differences between academic achievement and the means of communication that the respondents follow through the news and political content of the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	satellite channels	184	37.2	40.76 ^a	.232
2	Radios	45	9.1		
3	Newspapers	28	5.7		
4	the internet	81	16.4		
5	Social Media	156	31.6		
Total		494	100		

Ca2 = 40.76^a tabular value(49.80),degree of freedom = 35 Indication level .232It is not a function at the significance level 0.05 .It is clear from the previous table that there are no differences in the rates of the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns according to academic achievement.(40.76^a)at degree of freedom = (35),which is a non-statistically significant value at the significance level)0.05The results showed that there were no statistically significant differences in the rates of the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns, according to academic achievement.

4. There are statistically significant differences between the age group of the respondents and the means of communication that the respondents follow through the news and political contents of the US presidential election campaigns.

Table (13) shows the differences between the age group and the means of communication that the respondents follow through the news and political content of the US presidential election campaigns.

T	Information Sources	response		Ca2	Indication level
		K	%		
1	satellite channels	203	36.4	27.296 ^a	.502
2	Radios	50	9		
3	Newspapers	35	6.3		

4	the internet	92	16.5		
5	Social Media	177	31.8		
Total		557	100		

$\chi^2 = 27.296$ a tabular value(41.340),degree of freedom = 28 Indication level .502It is not a function at the significance level0.05 .It is clear from the previous table that there are no differences in the rates of the means of communication that the respondents follow through the news and political content of the US presidential election campaigns according to the age group. And by calculating the value of χ^2 was(27.296^a)at degree of freedom = (28),which is a non-statistically significant value at the significance level (0.05) The results showed that there were no statistically significant differences in the rates of communication means that the respondents follow through the news and political content of the US presidential election campaigns, according to the age group .Which makes us accept the third hypothesis of the study in part, which states that “there are statistically significant differences regarding the means of communication that the respondents follow through the news and political content of the US presidential election campaigns according to gender, marital status, educational attainment and age group”.

5. There are statistically significant differences between academic achievement and the Iraqi public's attitudes towards the US presidential election campaigns.

Table (14) Test (P) of the significance of the differences between the academic achievement of the respondents and the attitudes of the Iraqi public towards the election campaigns for the US presidency.

Variance analysis	sum of squares	degrees of freedom	mean squares	q value	morale level
between groups	32.727	5	6.545	.382	.861
within groups	9769.563	570	17.140		
total summation	9802.290	575	-		

The data of the previous table indicate that there are no statistically significant differences between the academic achievement of the study sample and the attitudes of the Iraqi public towards the electoral campaigns for the US presidency, where the value of (P) = .382 It is a non-statistically significant value at the significance level(0.05).

6. There are statistically significant differences between the age group and the Iraqi public's attitudes towards the US presidential election campaigns.

Table (14) test (P) of the significance of differences between the age group of the respondents and the attitudes of the Iraqi public towards the election campaigns for the US presidency.

Variance analysis	sum of squares	degrees of freedom	mean squares	q value	morale level
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between groups	55.150	4	13.787	.808	.521
within groups	9747.140	571	17.070		
total summation	9802.290	575	-		

The data of the previous table indicate that there are no statistically significant differences between the age group of the study sample and the attitudes of the Iraqi public towards the election campaigns for the US presidency, where the value of (P) =.808 It is a non-statistically significant value at the significance level(0.05), Table No. (15) Shows the relationship between the cognitive effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the Iraqi public's attitudes towards the US presidential election campaigns.

Variable	Attitudes of the Iraqi public towards the US presidential election campaigns	
Cognitive effects that resulted from the follow-up of the means of communication to obtain information on the subject of the presidential elections matter	Pearson correlation coefficient	Indication level
	.454 **	.001

The data in the previous table shows that there is a positive correlation between the cognitive effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .454 ** at the level of significance .001 Thus, the validity of the second hypothesis was confirmed. Table No. (16) Shows the relationship between the emotional effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns.

Variable	Attitudes of the Iraqi public towards the US presidential election campaigns	
Emotional effects resulting from the follow - up means of communication for information on the subject of presidential elections , it Lycia	Pearson correlation coefficient	Indication level
	.479 **	.001

The data in the previous table shows that there is a positive correlation between the emotional effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .479 ** at the level of significance .001 Thus, the third hypothesis was confirmed. Table No. (17) Shows the relationship between the

behavioral effects that resulted from the follow-up of the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns.

Variable	Attitudes of the Iraqi public towards the US presidential election campaigns	
Behavioral influences that resulted from the follow - up means of communication for information on the subject of presidential elections , it Lycia	Pearson correlation coefficient	Indication level
	.534 **	.001

The data in the previous table shows that there is a positive correlation between the behavioral effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .534 ** at the level of significance .001 Thus , the fourth hypothesis was confirmed.

Conclusions

1. The difference is statistically significant at the level of (0.05) and Table (2) illustrates this. The t value of the significance of the difference between males and females in the average scores of the respondents' follow-up to the US presidential election campaigns.
2. There are statistically significant differences regarding the means of communication that the respondents follow through the news and political content of the US presidential election campaigns, according to gender, marital status, educational attainment, and age group.
3. There are no statistically significant differences in the follow-up rates of the sample of respondents to the US presidential election campaigns according to social status.
4. There are no statistically significant differences between the academic achievement of the study sample and the follow-up of the respondents to the US presidential election campaigns, where the value of (P) = 1.233 It is a non-statistically significant value at the significance level (0.05).
5. There are statistically significant differences in the rates of information sources that were relied upon to obtain information on the US presidential election campaigns according to social status.
6. There is a positive correlation between the cognitive effects that resulted from following up the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .454 at the level of significance .001 Thus, the second hypothesis was confirmed
7. There is a positive correlation between the emotional effects that resulted from following the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .479 ** at the level of significance .001 Thus, the third hypothesis was confirmed.

8. There is a positive correlation between the behavioral effects that resulted from following up the means of communication to obtain information on the subject of the US presidential elections and the attitudes of the Iraqi public towards the US presidential election campaigns, where the value of the Pearson coefficient reached .534 at the level of significance .001 Thus, the fourth hypothesis was confirmed.

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