

The Dependence of the Communicator on Media Legislation and the Pressures of Political Money

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This paper discusses the dependence of the contact person on the ideologies and submission to the directions of political money for the purpose of defending the political direction of the institution or distorting the image of the other, or relying on the method of buying receivables in the media. It views the reliance of the contact person on communicating with the political money tools in order to communicate with the leaders of the political blocs, or the media focus in raising issues related to political blocs, as well as relying on the self-image in the media marketing of political leaders. The effects of political money have been reshaping the collective consciousness of the public and establishing exclusionary thought, as well as flattening consciousness and creating a preoccupation with entertainment. There are forms of political money pressures, most notably political defamation and blackmail, as well as those aimed at improving the mental image of politicians. The most important manifestations of the change in the work of the communications operator in the satellite channels are represented by the discrepancy between media practice and legal legislation. There are influences on media work in covering events of conflicts and demonstrations, represented by pressure from armed groups and political parties, and then pressure from legislative bodies and human rights organisations, as well as personal relationships with information sources.

Key words: *Communicator, Media, Legislation, Politics, Money.*

Introduction

Media institutions have become important communication networks within which interests are wrestling, just as every institution is in itself a complex system of power, influence and politics. Within these media institutions daily and every minute, important and dangerous decisions are made (Allam, 2012). Given the importance of these decisions for the masses,

we must know the method under which decisions are made, the position or positions that actually implement those decisions, the nature of the contact person, the things that affect the choice of media materials, and the values and levels embraced by the communicators. (Bassam, 2011), especially in view of the importance of the person in charge of communication, and the development of media institutions that have become networks of communication within which interests are grappling, and that each institution itself has become a stand-alone system, within which important decisions are made daily and even every minute (Marion, 2019). Given the importance of these decisions for the masses, it is necessary to know the method by which these decisions are made, knowing who actually implements those decisions, the nature of the communicator, the things that affect the choice of media materials, the values and levels that the communicators embrace, and the internal factors including the ownership system, methods control, administrative systems and money pressure (Najla, 2014). These factors play an important role in the form of the content presented to the public, and lead the contactor to become part of the overall entity of the institution (Ismail, 2014). Therefore, we find that many journalists consider themselves employees of the news-gathering bureaucracy. They do not express their ideas but rather express the ideas of the financially supported owner of the media organisation and follow the owner's approach (Michael, 2015).

Literature Review

Procedural Definitions

- Caretaker: the person in charge of the communication, that is, the editor, or the reporter and editor, meaning, the general force in the media organisation or group of people that contributes to gathering and processing news and making the media message in the Al-Rashid and Al-Furat satellite channels (Bassam, 2011).
- Media Legislation: the set of rules and laws that regulate media work and define the tracks of the communicator in media practice (Dunja, 2015).
- Political Money Pressures: the Political Money Authority, which controls media contents in accordance with the pressures of funding agencies (Michael, 2015).

Aspects of the Contact Person's Reliance on Media Legislation

- Neutrality and objectivity: freedom of the media is no longer innocent from the processes of misleading, obfuscating and circumventing the truth, even as the primary obligation of the communicator is to present the truth; the news can be true but it is not the same truth, and if we assume that the "truth" lies entirely in "reality", this brings us entirely to one side of the problem (Michael, 2000) – is it really possible to separate between "facts" and

"their implications" – but the role of satellite channels remains in shaping the cultural structure of truth as a neutral form of social knowledge (Allam, 2012).

- Adherence to media codes of honour: this was based on Article 9 of the Universal Declaration of Human Rights issued by the United Nations General Assembly on November 10, 1948, which states the following: "Everyone has the right to freedom of opinion and expression, and this right includes freedom to hold opinions without any interference (Ismail, 2014), to obtain, receive and broadcast news, news and ideas, by any means, without being bound by geographical borders. Article 19 of the International Covenant on Religious and Political Rights issued in 1966 also addressed the following: (Bassam, 2011) Everyone has the right to have opinions without interference. Everyone has the right to freedom of expression, and this right includes the right to search for, receive and impart information and ideas of any kind, regardless of boundaries, either orally, in writing, printing or broadcasting, whether in a technical form or any other means (Michael, 2000). The exercise of the rights provided for in paragraph (2) of this article is related to special duties and responsibilities, and therefore it may be subject to certain restrictions, relying on the provisions of the law that are necessary to achieve the goal of protecting national security, order, public health or morals (Muhammad, 2013). While international covenants on media ethics exist, these two texts of the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights have been chosen because of their reputation for commitment at the international level and their recognition of freedom of the media, while at the same time strengthening this freedom with responsibility informatics associated with media ethics in the practice of the profession (Najla, 2014).

The Disparity between Media Practice and Legal Legislation

- Deviation from the reality in the transmission of media messages: the media has achieved a fundamental role in the rise of nations and the progress of peoples towards achieving their goals of liberation, construction and development in various areas of life and society, and the matter has placed modern media at a precise and dangerous level where it has become the most powerful actor and influencer in social and economic relations (Samia, 2006). This applies to its influence on humanity in general, too, and this is shown through the decisive influence of contemporary media material on human life, and the course of its social and cultural reality in the context of the current industrial, political and cultural production network (Allam, 2012). It seems to us that the largest beneficiary of this modern media expansion is the official and private political media that works to consolidate the categories and ideas of, and adopt certain political and intellectual work methods related to, this or that party in a way that leads to raising the status of this site or the political system, or the dropping of that system from the awareness of the masses through the strength of counter-advertising, and the increase in the amount of impressive

media pumping (Michael, 2015). And if political media in pluralistic democratic systems has the greatest role in supporting the march of human rights and serving the values of pluralism, freedom of thought, socialisation and criticism, showing real political and social development and devoting the meanings of awareness and responsibility, dialogue, openness, and recognition to the other (Dunja, 2015), then the role that political media plays in our environment of Arabic and Islamic political and intellectual thought is directly related to traditional, dominant political systems only, calling people forcibly to its rigid thought, fictitious beliefs, floundering policy and false, slogan slogans, whether this was done by design or disruption (Muhammad, 2013). These events are commensurate with the unbridled desire of these systems to preserve their positions of influence and control over the country and the people. Or, by altering historical and cultural facts, and creating new events and ideas to pressure public awareness, thereby misleading it in a way that serves the hidden directions of this or that party (Bassam, 2011)

- Political defamation in satellite channels: all political actors must adapt themselves to the media, and political leaders must work to plan their speeches and actions in a way that is easy to convert into news, avoids leakage of embarrassing information or defaming political figures in media institutions, and takes into consideration any personalities from their party. The politician is fit to act as a media speaker on their behalf; the issue that concerns us is the nature and extent of the adaptation of different political candidates, the more central the role that the media plays in conflict, and the more common form of tactics towards the media, that is, the change in tactics, strategy and behaviour (Michael, 2015).
- Media blackmail and file warfare: The cost of American TV election campaigns reached billions of dollars depending on the timing of the day and the place, it may cost somewhere per minute more than \$1,000USD, and the cost factor may affect American policy, as some members of Congress need quite a few TV ads. However, (Dunja, 2015) all political candidates need TV ads, and most of the expenses for the presidential election campaigns go to television, as in political consultations and topics that the politician can propose, slogans, files and speeches that received on-TV filming sites. This is because media blackmail projects have become major, and in most elections, the winners are those who spend generously, and most of the expenses are toward satellite TV channels (Najla, 2014). To influence the carrot line, different methods and tactics are adopted by several media institutions, and for the effect to be effective and lead to the process of persuasion, the mind, heart and spirit must be stimulated, such as by understanding the feelings of others, setting an example and adopting ethics as a basis for bridging trust between the sender and the recipient, because the basis of the communication process is trust (Muhammad, 2013). There are those who want to influence others through unethical desirability, a method that goes beyond being a process of enticement based on the persuasive methods and principles mentioned above,

but rather turns into a process of seduction, misinformation, corruption and manipulation of emotions and feelings in a Machiavellian and demagogic manner; these usually lack coherence in their argument and logic (Allam, 2012).

Results

- **Research problem:** The research problem can be determined by answering the following main question: What is the extent of the contact person relying on media legislation and political money pressures? Of course, there are sub-questions that can be summarised as follows: What are the most important ethical principles that the caller must adhere to in the Euphrates and Rashid satellite channels? What are the forces or factors that affect the performance of the caller in the Euphrates and Rashid channels?
- **The research method:** This research uses the survey method.
- **Research Procedures:** The researchers prepared and designed a questionnaire that included a number of questions that represent the research questions, which were distributed to workers in the (Euphrates) and (Al-Rashid) channels, as they are examples of the party and private visual media.

Professional Title

- Al Furat Channel: Through the respondents' answers, it was found that the category (correspondent) came first, as it reached (8) iterations out of a total of (22) iterations with a rate of (36.36%), followed by the category of (presenter) at the second rank, as it reached (7) repetitions with a percentage of (31.81%), while the categories of (editor) came in the third rank, as they numbered (3) iterations with a rate of (13.63%), and in the last rank came the category of (prepared) with repetition (3) and by (13.63%).
- Al-Rashid Channel: Through the respondents' answers, it was found that the category of (correspondent) came in the first rank, as it reached (9) iterations from the total of (26) iterations with a rate of (34.81%), followed by the category (presenter) at the second rank, as it reached (8) repetitions with a rate of (30.76%), while (editor) categories came in the third rank, as they numbered (4) iterations with a rate of (15.38%), and in the last rank came a category (prepared) with repetition (3) and with a percentage of (13.63).

Years of Media Work

- Al Furat Channel: The category of media work years in the Al Furat channel (5 years - 9 years) occupied the first rank, as it reached (10) iterations of the total (22) iterations, with a rate of (45.45%), followed by the group having (1 year - 4 years) ranked as second, as it numbered (8) iterations, with a percentage of (36.36%), while the group with (10 years or more) came third, as it reached (4) iterations by a rate of (18%).

- Al-Rashid Channel: The category of media work years in Al-Rashid Channel of (1 year - 4 years) occupied the first rank, as it reached (13) iterations from the total of (26) iterations, at a rate of (50%), followed by the group with (10 years or more) at the second ranking, as it numbered (7) iterations with a rate of (26.92%), while the group having (5 years - 9 years) came in third place, as it reached (6) iterations with a rate of (23.07%).

The Type of Work System

- Al-Furat Channel: From the respondents' answers, it was found that the category of “permanent angle” came in the first rank, as it reached (9) iterations from the total of (22) iterations with a rate of (40.90%), followed by the category (contract) at the second ranking, as it reached (7) repetitions with a percentage of (31.81%), while the categories (fixed equivalence) came in the third ranking, as they numbered (6) iterations with a rate of (27.27%).
- Al-Rashid Channel: From the respondents' answers, it was found that the category (permanent angle) came in the first rank, as it reached (13) iterations from the total of (26) iterations with a rate of (50%), followed by the category (contract) at the second ranking, as it reached (7) repeats with a rate of (26.92%), while the categories of (fixed equivalence) came in the third ranking, as they numbered (6) iterations with a rate of (27.27%).

Manifestations of Change in the Work of the Caller

- Al Furat Channel: From the respondents' answers, it was found that the category (the difference between media practice and legal legislations) came in at first place, as it reached (9) iterations from a total of (22) iterations with a rate of (40.90%), followed by the category “turning the public into a user as a result” interactive (USER) ranked second, as it reached (8) iterations with a rate of (36.36%), while the category of (talk shows turned into a review) came in at the third ranking, as it reached (5) iterations with a rate of (22.72%). In the last place came the category (the case of coexistence between the text and the media), as it did not get any repetition.
- Al-Rasheed channel: From the respondents' answers, it showed that the category (audience transformation into a user as a result of interactivity) (USER) came in at first place, as it reached (11) iterations out of a total of (26) iterations with a rate of (42.30%), followed by the category (talk shows that turned into a review) at the second ranking, as it numbered (7) iterations with a rate of (26.92%), while the category (the difference between media practice and legal legislations) came at the third ranking, as it reached (5) iterations with a rate of (19.23%), and in the last ranking came the category (the case of coexistence between the text and the media), as it reached (3) repetitions, with a percentage of (11.53%).

Positive Repercussions of the Contact's Dependence on Media Legislation

- Al Furat Channel: From the respondents' answers, it was found that the category (obtaining informational messages that address the needs of the individual) came first, with (10) iterations out of a total of (22) iterations with a rate of (45.45%), followed by the category (speed to obtain information from different sources) came in at number two, as the number reached (10) iterations with a rate of (45.45%), while the category (freedom of flow of opinions according to the logic of public interaction) came in the third ranking, as they reached (2) iterations with a rate of (9.09%).
- Al-Rashid Channel: From the respondents' answers, it was found that the category (speed of obtaining information from different sources) came first, as the number reached (13) iterations out of a total of (26) iterations with a rate of (50%), followed by the category (speed of obtaining information from different sources) in the second ranking, as it reached (12) iterations with a percentage of (46.15%), while the category (freedom of opinions according to the logic of mass interaction) came in the third ranking, as it reached (3) iterations with a rate of (11.53%).

The Negative Repercussions of Relying on Political Money in the Media

- Al Furat Channel: From the respondents' answers, it was found that the category (state of review in television interviews) came in at first place, as it numbered (9) iterations from a total of (22) iterations with a rate of (40.90%), followed by the category (overlap between media, entertainment and culture) in the second ranking, as it numbered (8) iterations with a rate of (36.36%), while the category of (the media's transformation into a political analyst) came in the third rank, as it reached (5) iterations with a percentage of (22.72%).
- Al-Rashid Channel: From the respondents' answers, it was found that the category (overlap between media, entertainment and culture) came in at first place, as it reached (11) iterations out of a total of (26) iterations, at a rate of (42.30%), followed by the category (case of review in TV interviews) achieved the second ranking, as it numbered (8) iterations, with a rate of (30.76%), while the category of (the media's transformation into a political analyst) came in the third rank, as it reached (7) iterations with a rate of (26.92%).

The Variables That Contributed To Reducing the Quality of the Media Contents

- Al Furat Channel: From the respondents' answers, it was revealed that the category (the contribution of media policy in limiting the media role) came first, as it reached (9) iterations out of a total of (22) iterations, at a rate of (40.90%), followed by the category (collision between freedom Media and pressures of political money) are ranked second,

as they numbered (7) iterations with a rate of (31.81%), while the categories of (mixing facts and opinions) came in at the third ranking, as they reached (6) iterations with a rate of (27.27%).

- Al-Rashid Channel: From the respondents' answers, it was found that the category (state of collision between media freedom and the pressures of political money) came first, as it reached (13) iterations out of a total of (26) iterations, at a rate of (50%), followed by the category (mixing facts and opinions) in second place, as the number (8) iterations increased by (30.76%), while the category of (the contribution of the media policy in limiting the media role) came in the third ranking, as it reached (5) iterations with a percentage of (19.23%).

Influences on Media Work in Covering Conflicts and Demonstrations

- Al Furat Channel: From the respondents' answers, it was found that the category (pressure of armed groups and political parties) came first, as they numbered (13) iterations out of a total of (22) iterations with a rate of (59.09%), followed by the category “pressure of legislative bodies and human rights organisations ” at the second ranking, as it reached (6) iterations with a rate of (27.27%), while the category of (personal relations with information sources) came at the third ranking, as it reached (3) iterations with a rate of (13.63%).
- Al-Rashid Channel: From the respondents' answers, it was found that the category (personal relations with information sources) came first, as it reached (12) iterations out of a total of (26) iterations with a rate of (46.15%), followed by the category (pressure of armed groups and political parties) achieving the second ranking, as it reached (11) iterations with a rate of (42.30%), while the category (pressure of legislative bodies and human rights organisations) came in the third ranking, as it reached (3) iterations with a rate of (11.53%).

Forms of Political Money Pressures

- Al Furat Channel: From the respondents' answers, it was found that the category of “political defamation” came in the first place, as it numbered (9) iterations out of a total of (22) iterations with a rate of (40.90%), followed by the category of “blackmail” in the second ranking, as it reached (8) repetitions with a rate of (36.76%), while the categories of (improving the mental image of politicians) came in the third ranking, as they numbered (5) over and with a rate of (22.72%).
- Al-Rashid Channel: From the respondents' answers, it became clear that the category of “political defamation” came in the first place, as it reached (13) iterations out of a total of (26) iterations, at a rate of (50%), followed by the category “blackmail” at the second ranking, reaching (10) repeats with a percentage of (38.46%), while the categories of

(improving the mental image of politicians) came in the third rank, as they numbered (3) over and with a rate of (11.53%).

Effects of Political Money

- Al Furat Channel: From the respondents' answers, it was found that the category (reconfiguring the collective awareness of the public) came first, as it numbered (10) iterations from a total of (22) iterations with a rate of (45.45%), followed by the category (establishing an exclusionary thought) at the second ranking, as the number (8) iterations increased by (46.36%), while the category (flattening awareness and preoccupation with entertainment) came in the third ranking, as it reached (4) iterations with a percentage of (18.18%).
- Al-Rashid Channel: Among the respondents' answers, it was found that the category (flattening awareness and preoccupation with entertainment) came in the first rank, as it reached (12) iterations out of a total of (26) iterations with a rate of (46.15%), followed by the category (establishing an exclusionary thought) in the second ranking, as the number (8) iterations increased by (30.76%), while the categories of (reconfiguring the collective awareness of the public) came in the third ranking, as it reached (6) iterations with a percentage of (23.07%).

The Dependence of the Caller on Ideologies and Submission to the Trends of Political Money

- Al Furat Channel: From the respondents' answers, it was found that the category (defending the political direction of the institution) came in at first place, as it reached (14) iterations out of a total of (22) iterations with a rate of (63.63%), followed by the category "deforming the image of the other" at second place, as the number (6) iterations increased by (27.27%), while the category (dependence on the method of buying receivables in the media) came at the third rank, as it reached (2) iterations with a percentage of (9.09%).
- Al-Rashid Channel: From the respondents' answers, it was found that the category (defending the political direction of the institution) came first, as it reached (14) iterations out of a total of (26) iterations with a rate of (57.69%), followed by the category (deforming the image of the other) at the second ranking as the number (6) iterations increased by (23.07%), while the categories (dependence on the method of buying receivables in the media circles) came in the third ranking, as they number (3) iterations with a percentage of (11.53%).

Reliance of the Contact Person to Communicate With the Tools of Political Money

- Al Furat Channel: From the respondents' answers, it was found that the category (communication with the leaders of political blocs) came first, as it reached (11) iterations from a total of (22) iterations with a rate of (50%), followed by the category (media focus in raising issues related to political blocs) at the second ranking, as it numbered (7) iterations with a percentage of (31.81%), while the category of (self-reliance in media marketing for political leaders) came in at the third rank, as it reached (4) iterations with a percentage of (18.18%) .
- Al-Rashid Channel: From the respondents' answers, it was found that the category (communication with the leaders of the political blocs) came first, as they numbered (12) iterations out of a total of (26) iterations with a rate of (46.15%), followed by the category (media focus in raising issues related to political blocs) achieved second rank, the number of (8) iterations reached by (30.76%), while the category of (self-reliance in media marketing for leaders) came at the third ranking, as it reached (4) iterations with a percentage of (15.38%).

Conclusions

1. There is a dependence of the contact person on the ideologies and submission to the directions of political money for the purpose of defending the political direction of the institution or distorting the image of the other, or relying on the method of buying receivables in the media.
2. There is a reliance of the contact person to communicate with the political money tools in order to communicate with the leaders of the political blocs or the media focus in raising issues related to political blocs, as well as relying on a self-image in the media marketing of political leaders.
3. The effects of political money have been reshaping collective consciousness of the public and establishing exclusionary thought, as well as flattening consciousness and fostering a preoccupation with entertainment.
4. There are forms of political money pressures, most notably political defamation and blackmail, as well as improving the mental image of politicians.
5. The most important manifestations of the change in the work of the communications operator in the satellite channels were represented by the discrepancy between media practice and legal legislation.
6. There are influences on media work in covering events of conflicts and demonstrations, represented by pressure from armed groups and political parties, and then pressure from legislative bodies and human rights organisations, as well as personal relationships with information sources.



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