

**THE ROLE OF SATELLITE CHANNELS IN POLITICAL CULTURE:
A SOCIOLOGICAL ANALYTICAL STUDY**

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ABSTRACT:

the human being is not political ,rather it is social .However , it is the nature of the relationships that a person forms , whether solidarity relations or conflict relations, that drives him to take political positions , and these attitudes depend on many variables that control his political decisions

INTRODUCTION:

The talk about the nature of the relationship between political behavior and satellite news channels is an important indicator of the nature of the impact and vulnerability between the two subjects, political behavior is in its composition and origin is influenced by many , including through the media) satellite channels (of all kinds, especially satellite news channels, as well as that the satellite channels are other Affected by the nature of political behavior in society, as there has not yet been a political balance between political behavior and what is the policy of news channels and the most important topics they address, and in this topic the researcher studies the relationship between political behavior and satellite news channels .

The essence of the human being is not political ,rather it is social .However , it is the nature of the relationships that a person forms , whether solidarity relations or conflict

relations, that drives him to take political positions, and these attitudes depend on many variables that control his political decisions.

The first topic / the theoretical and methodological framework of the research

INTRODUCTION:

Elements for each study and vocabulary that distinguish it from other studies of this vocabulary to identify the problem of the study and the importance of the study and the objectives of the study and study concepts, this section included elements of research pertaining to the subject Aldra Study.

- the study Problem

Researchers in the fields of sociology in general and media sociology do not differ on the importance and role of satellite channels in human life in all its social, economic, health, and cultural aspects ... and others. is published a new culture and working on the development of ancient cultures if you will, and deliberately satellite channels to broadcast programs that address the issues of life for humans in different societies techniques and great quality, which raises the thrill and attract individuals to follow up periodically, and after 2003, these channels have entered the Iraqi society, which It had an impact on many social, economic, cultural, health and political aspects ... and others, and it greatly affected the behavior of members of society, but it left a clear impact on it, especially from the cultural and political aspects, as these channels, especially Arab and local news channels, were broadcasting news on Arab affairs and affairs. Iraq, especially the nature of the prevailing political situation in it, which was often changing and still unstable to this day A, in turn, he intended to spread political culture and awareness to members of the Iraqi society about the country's affairs, and this is what we see in political events such as elections of various kinds (provincial council elections, parliament elections ... and others) in addition to the political services provided by these channels through their analytical programs that cover the situation Politician in Iraq and the publication of the alleged democratic politics.

- The importance of the study
- questions that dealt with the role of satellite news channels in spreading political culture, as it seeks to collect theoretical information related to the topic of satellite television and political culture, and this study is concerned with collecting, classifying, analyzing and theorizing social knowledge specialized in the topic of satellite TV and political culture, which adds a new accumulation in the field of cognitive science, especially sociology in general and aware of the media and political meeting specifically, since that this area there is not enough integrated information about it, this message is envisaged to increase scientific knowledge on the subject.
- Study objectives

▪ Each study has a goal or group of goals that it seeks to achieve, and the most important objectives of our study are:

1. See the link between the reactants of the coop space - watt news and culture political space Valguenoat news is a working basis for the study ,political culture t counting the factor
2. Learn about the nature of the political news programs broadcast by Arab and local satellite channels, which have a role in the emergence and development of the political culture of Iraqi society.
3. Identifying the levels of political culture in Iraqi society.
 - Scientific concepts and terms

I have a work in these research concepts and terms should be a n we know a definition of precise which) : satellite TV ,and culture and political. (

First / satellite channels Space Channel

- Satellite channels are known idiomatically
- :they are the modern manifestations of communication that have adopted satellite broadcasting as a means to deliver their media messages directly and simultaneously, and they are the most rapid and accurate means of broadcasting because they rely on satellite techniques and modern technology to deliver information to viewers in a varied and continuous manner around the clock , ([\[1\]](#)) and is intended for cable TV "modern technological process associated with the process send television material from the station transmitters through space to the satellite industry based on the orbits of satellite spread and specific and are receiving transmitters and then broadcast to the future (shower or saucer). ([\[2\]](#))
- The procedural definition of the satellite channels) :are stations broadcast various international political programs aimed at offering viewers to be entitled j s own media message through direct satellite broadcast to television sets after the use of additional equipment such as the dish, a receiver.(

Second / political culture

- Political culture: one of the first to define the political culture are) Gabriel Almond , and Sidney Verba (and they recognized him as the pattern of individual trends and attitudes toward politics and involving Afric a d political system , ([\[3\]](#)) and it is also defined as a set of ideas and attitudes towards power, rules for controlling behavior and governmental responsibility, and what people consider rights, and it is a set of shared values that help shape the behavior of people in a society ([\[4\]](#)) And , in another definition of political culture, it is an integrated system of realistic and symbolic beliefs expressing the political reality as it exists. ([\[5\]](#))
- As for the procedural definition of political culture) : the set of trends, beliefs and attitudes that depict the political process in Iraq and control the behavior of individuals within the political system.(
- Determine the study methodology

This study was based on several platforms in order to reach the goals set for the study of which is as follows) curriculum historical and analytical approach. (

The second topic / political culture a sociological perspective.

The theoretical perceptions of the concept of political culture, which were adopted by many scholars such as (Max Weber) and others , were distinguished by their focus on the psychological framework and relied on beliefs, such as symbols, values, and social perceptions that link political culture to the general origin (culture), which cannot be studied in isolation from the other components and components. Of the social whole, as it is a field in political science and political perception that extends from the source and application of power in society, and the cultural perception aimed at knowing the effect of cultural factors on the quality of behavior, all of which are perceptions that tried to present political culture as a result or as a reason for the nature of the functioning of political systems .But as a specific definition, this term, like other terms in the social sciences, throws disagreements about its elements and methods for measuring its levels and predicting it in the causal chain ([6]) The concept of political culture, despite its lack of systematic clarity considering its different perceptions ,is, as an abstract term, able to evoke a quick intuitive understanding of its meaning through its cognitive and sensory aspects, and it presents three basic levels of analysis: the level of the system (beliefs), the level of the political process (positions), and the level of policies (values) ,either elements of the political culture of P is a set of elements or components of those political culture , whether adopted by the state (the culture of governance) any official culture of those prevailing F of the individuals of society (the governed), called Informal culture and from these components- : ((7))

- ❖ Intellectual reference : means the integrated philosophical intellectual framework, or the basic reference for political action, as it explains history, defines goals and visions, justifies attitudes and practices, and gains legitimacy for the system .Stability is often achieved by the consensus of members of society on satisfaction with the state's authority, the presence of convictions of its importance and its expression of their goals and values .When there is a difference between the regime's elements over the authority, divisions occur and crises begin that threaten the legitimacy, survival and stability of the regime . Examples of references are democracy ,socialism, capitalism, and secularism.
- ❖ The orientation towards public action : There is a difference between the individual approach ,which tends to elevate the status of the individual and the primacy of his personal interest, and the general or collective approach that means belief in the importance of joint cooperative work in the social and political fields .The orientation towards public action and a sense of social responsibility towards society and its issues is one of the most important components of political culture, as this sense of responsibility drives the citizen to positivity in dealing with issues and topics in light of a similar culture that leads to a sense of loyalty to the group.

- ❖ □ orientation towards the political system : orientation towards the political system and the belief in the necessity of loyalty to it

Attachment to it is a necessity for a sense of citizenship and the associated rights and obligations .Every political culture has to define the reasonable general scope of political action and the legitimate boundaries between public and private life .This scope includes determining the individuals allowed to participate in the political process and the functions of political institutions separately .The political culture also requires knowledge of the limits of participation in this system such as age, gender, social status and marital status .In addition, some political cultures are keen to define the political structures and functions in the state, as well as the agencies entrusted with achieving the goals set by the state .The political culture is what supports the system, defines its frameworks, nourishes it with information derived from the reality of the environment and its privacy, maintains it and ensures its survival. (8)

- ❖ □ □ sense of identity: the sense of belonging is one of the most important political beliefs, because the individuals' feeling of loyalty to the political system helps to legitimize the system, and helps the regime to survive and overcome the crises and difficulties it faces, in addition to that a sense of loyalty and belonging to the homeland helps to crystallize and develop a sense of national duty It accepts obligations, and enables an understanding of rights and active participation in political processes through cooperation with the government apparatus and political institutions. It accepts the decisions of the political authority and believes in its effective role in all areas of life. (9)

Each type of culture has sources through which the individual obtains its foundations and components, and the formation of culture is a complex process that passes through many stages according to the nature of human life and the nature of the conditions that individuals go through in its various aspects, and by the nature of the matter ,the individual passes through the various stages of his life through many different institutions through which he acquires many One of the behaviors and values that affect his political behavior and accumulate political experience through his contact with men of political movements on the one hand and his exposure to political means of communication on the other hand ,that this sequence of stages confirms that the sources of political culture are multiple with the multiplicity of institutions created by the individual and are differentiated in Its roles and functions according to its location and role within the community, as follows:

1. The family institution and political culture : It is scientifically proven that a person generates a blank page, devoid of any direction or self -formation , but rather carries a willingness to receive science, knowledge, character formation and formation according to a specific line of behavior . So we find the Koran man addressing this reality and reminds him of the grace of science and education , said the Almighty) :God brought you out of the bellies of your mothers do not know anything and you hearing and sight and hearts of the meaning) (Surat Al - Nahl :No .(78 The process of socialization begins from the first stage of the child's life and seeks to teach the individual how to become a member of his

family and his community from early childhood and progresses with the progress of growth and education and teach him the necessary responses by which he can face conditions and situations and interact with them in a positive and continuous manner and what the individual acquires during his interaction with patterns. In the result, he is able to cope with the group and play the desired social roles. ([10]) There is no difference between the two regarding that the family is the first social institution in building the personality of the individual and shaping his culture through its role in the process of social upbringing and what parents do to consolidate values, customs and traditions to build the personality of their children in a way that society accepts, as the processes of socialization aim to acquire the individual in various stages. His growth (childhood, adolescence, youth, old age) behavioral methods consistent with the values and standards of the group to which the individual belongs to enable the individual to achieve compatibility and interaction in social life, as well as seeking to acquire the individual the culture, language and values of the society in which he grew up. ([11]) Comes the family ranked first in terms of its role in the effective socialization and raised by the positive and negative in the social normalization of the children. Another family in the lives of children affected Pena, it begins close relationship between the children and their mothers, known as the close link, ([12]) so the family is one of the most important human groups, and the greatest influence in the lives of individuals and groups, as it is the basic structural unit through which various social groupings are created and it plays the main role in building the edifice of society and consolidating its unity, and organizing the behavior of its members in line with specific social roles. According to the general civilization pattern. ([13]) The family is the first nucleus and the first source of political culture sources that children receive from their parents, as the role of the family emerges through the process of conscious and rational guidance such as inculcating values, customs, standards, morals and an outlook on the heritage of parents and relatives, and the attitude towards social institutions, vital community issues and binding ideals. The family is strong and entrenched in the individual, and the most prominent of these influences is the formation of the individual's attitudes towards power. The individual's early participation in the process of formulating family decisions may increase his sense of political competence and provide him with political coping skills and the child's method of obeying decisions that can help direct his future performance as a political subordinate as well as form. The family also has future political orientations by determining the individual's position in a broad social world. ([14]) As the individual begins to form his culture from his family environment through his acquisition of the habits, values and knowledge that the family shreds from childhood, and the social foundations begin to be formed through the directives and the cognitive and value foundations that the family adopts in transmitting it to the children, and thus we see that the family is a path that was described, but we cannot to get to their importance in building the personality of the individual and the head with cultures different.

2. The educational institution (school and university) : is the second most important social institution in the process of education and upbringing of the individual, educational

institutions of all kinds that start with kindergartens and end in universities are all educational institutions that spread the local culture to the children of society and the school is the most important of these educational educational institutions. several influences contribute to enriching the social value gained from the family before entering the school and is associated Itaref with the children of strangers in the same age, as he is exposed to the curricula carrying values and standards as well as the important role of teachers in the transfer values of the process within the school deemed to be a teacher role models and model Alkarzi who emulate The student after adult parents and siblings . ([15]) Where the process of political education is carried out and this education is done through certain subjects such as national education and history, and national education aims to introduce the student to the government of his country, determine the behavior expected of him, and implant feelings of national love and loyalty in himself, and the teaching of history, with its victories and defeats, aims to deepen the student's sense With pride and national belonging, and the nature of the school system as a social unit that has its own character helps greatly in forming the student's sense of personal effectiveness and in defining his view towards the existing social structure, and educational institutions in general are considered one of the tools of social upbringing, especially political ones. These institutions are responsible for educating individuals and developing their political awareness. And inform them of their political rights and duties, and the matter is concentrated at the university level, where the university has a more extensive and comprehensive role in the upbringing process, which it exercises through official curricula and other non-systematic educational activities that play a large and influential role in perpetuating trends, concepts and beliefs related to the political system. ([16])

3. Party institutions (political parties: (

Where political parties play a major role in the upbringing process by inculcating certain political values, concepts and beliefs in the individual, with the aim of directing individuals to a specific political direction consistent with the orientations of these parties, as the parties play this role through the above information and the effects they exercise on The opinions, values and political behavioral trends of the masses, using all means of communication with the masses, whether these means are public such as radio, television, newspapers, magazines, brochures, leaflets, etc., or direct means of communication such as seminars, conferences, lectures, meetings, discussions and interviews organized by the party in order to reach the largest possible sector From the masses, and political parties play a dual role in the political upbringing process, which is to support the prevailing political culture and create a new political culture . ([17]) Do u k in the political parties Droa important in the political attitudes of individuals and, of course, the role of parties like other institutions (Kaljmaat pressing-and means of flags.) Is different in different societies in underdeveloped societies is linked to the lives of individuals party to the extent full accreditation, and this is what we do not see In other societies, in American society, for example, we see party loyalty flexible according to the level of political culture of the American individual (do not be surprised if, in a short period of

time ,a Republican turns into a Democrat or vice versa, and that transformation does not lead to physical liquidations as we see that in Backward societies. ([18] (

4. Media Foundation (the media :(The media of all kinds play their prominent role in society through their impact on the individual, so societies are interested in the media in spreading the process of education for their members of all kinds (scientific, cultural, health, political education ... and others), and the delivery Its culture to the outside world through its media institutions, so societies have relied heavily on the media to spread their policy and spread political awareness of their members by providing the media institution with awareness programs , ((19) whereby the media supports political culture with all its values according to the authority supervising those media, and the official media is used in the propaganda and direction of state policy, while the free media focuses on political values represented in resisting authoritarianism and defending human rights oppressed socially and politically. In guaranteeing his freedom, and for patriotism in guaranteeing his independence.

5. The religious institution : It enjoys the aura of reverence and the general consensus to support it. Religion has its institutions that work to achieve its goals and objectives. Religion does not stop at the boundaries of worship and the establishment of religious rituals. Rather, the role that the religious establishment , regardless of its varieties ,plays in the formation of individuals hardly reflects their effects. On the rest of other community institutions .In the religion of Islam is the use of Islamic discourse necessary for their own interests or the public, but it all depends on how the exploitation of religious institutions and use them, since they must exploit the proper exploitation Coordination s Wei national cohesion and enhances the spirit of citizenship and values and ethics among the FB a response society, To be employed in order to split the ranks and national unity and to adapt it in order to achieve the special political interests of a particular party, class, or sect . ([20]) That this diversity in the sources of political culture has had a realistic impact in the formation of political behavior of individuals and increasing political awareness and encourage them in their decision - making in political participation and in the understanding of the political image in the community.

The second topic :political behavior in light of space crowding.

Won the research impact of satellite broadcasting great attention from some of the social sciences as a science psychology and sociology , media and politics ,compared to other means of communication other , so the effects of the serious possible that the leaves in the hearts and behaviors of individuals in any civilization or society in the world . ((21)) Perhaps if that interest refer to the following factors:

- 1It is the most widespread among the people, "hardly any house does not have it "
- 2- It is the oldest form of visual communication "with the exception of cinema."
- 3- Scientific studies have proven that it is the most influential.
- 4- It is most viewed by reference to other visual media.

The massive deployment of this technology and its entry to the homes made him an entertainment first among individuals and groups alike, it which led eventually to sitting down in front of him for many hours a day that the small idol of civilization in the large size of the impact. ([22]) Media efforts have an effective impact on the public's mentality and levels of thinking, and public opinion is affected by media efforts, as these efforts seek to enlighten and educate public opinion, and this means that communication is not just a process of exchanging news and information, but rather a process that involves a variety of functions such as socialization and creating (Motives, dialogue, debate, education, cultural advancement, and entertainment. ([23])

Linked to space broadcasting conditions of the economic and political mainstream in society, where he plays a role is determined on the basis of building the social mainstream, and show the fact that the role played by the media when they are concentrated in the most effective group or layer has its interests own, by trying to publish their views at the expense of the views of opponents or seeking To preserve the status quo so that its interests are not threatened. There is another phenomenon accompanied by flags in their coming only a phenomenon) subordination to the West, (where coupled with changing patterns of consumption in developing countries so as to achieve the interests of the states industrial, leading to the creation of a state of alienation and cultural as a result of a difference of these values consumer about the cultural heritage of the dominant, and this makes Development efforts fail in trying to achieve continuity of the society's own values and culture. The exception of this layer control that have special interests on the means of the media, they are working to resist the views are not consistent with their views, and thus contribute to the emergence of false consciousness in society affects the fact that opinion - general that this layer using media space as a means of entertainment and entertainment and through away members of the community On interest in public issues as well as fragmentation of facts and focusing on some events and underestimating others, ([24]) and the researcher believes that politicians Bdu a Bhadrak influential role of satellite news channels in building public opinion and political awareness and bring about change social and cultural, and so they attach the relationship between them and the media attention to a special and perhaps more than their relationship with Balaguetsadaan, businessmen or doctors or generally professionals or The peasants, societal change begins with cultural change and flags. Therefore, we can explain the direction of the leaders of the coups in the third world countries in general to the building of the radio and press institutions immediately after the coup began.

Satellite news channels and plays an important role in shaping the political culture, which in turn works to guide the political behavior of individuals, which paint the world and the upper limits of the political life of the individual and society, with an increasing adoption Alofra d on this mass to obtain channels of information to help them make decisions and depend placed role on rests with news channels as one of the most important means of the media in political life, they are working to

provide individuals and political experiences through which formed opinion in society, as they play an important role in creating cohesion between the members of society in political attitudes and the formation of trends and political behaviors uniform, when you need to Fateful political action. ([25])

The researcher believes any that political behavior is under the satellite news channels the impact directly and indirectly to its composition and composition of orientations towards the political positions in society, the individual needs to the political awareness of being able to draw the first steps of the political position or political life prevailing in society, and therefore the selection of political behavior that is appropriate And the immediate political position.

To talk about the importance of the role of satellite news channels in the contemporary political life, it can be that attributed this role to the whole of the most important reasons for what comes:

1. The entry of means of media space to our homes, made them easy viewing, large Vahadjm observers and recipients of members of the community topics offered by the satellite news channels are working to refine political information for individuals , but it works to reveal the nature of the political behavior of the members of the community, here are reciprocal relationship impact ([26]) and see the researcher that his could be clarified as follows:

- Many of the topics presented by satellite channels are the result of the political behavior of members of society. These behaviors result from political practices that are important materials and topics on satellite channels, which they broadcast in periods in the form of news or political programs.
- The topics presented by satellite news channels are directives for the political behavior of members of society, that is ,they are incentives for members of society to practice political behavior towards a political issue in society.

2. Confidence in information and news, the trust between community members and satellite news channels in what these satellite news channels provide of honest and realistic political propositions that express the reality of society and political life without falsification, working to form the political trends of community members and direct them towards the right path through political behavior that expresses On the reality transmitted by satellite news channels.

3. The overcrowding of information provided by satellite news channels and the topics they contain in their programs are not limited to the nature of political life, but rather they go beyond that as they raise issues of social, economic, cultural life ... and others, which increases the awareness and culture of the recipients and shapes political behavior. Through it individuals realize their practice in life situations. ([27])

4. Satellite news channels linked to media policy , which in turn is linked to the political situation, security, economic, social ... and others, ie , they are linked to

the forces of the state overall, and therefore seeks indirectly in the contribution of individuals to society through the vaccinated of the media invasion CNN E and to achieve security and social, through pursuing a political behavior of the upright to achieve the goals sought by the individual and society alike. ([28])

News and news programs are among the political topics concerned by mass media today, including television channels, as the world is passing through a decisive political stage, especially since the beginning of the last decade of the twentieth century, and during this period the mass media in the world entered into a broad competition established from through news agencies and large communication devices in the world, the information and news are of interest to the lives of people and affect them, which has gained some satellite channels broadcast news through a unique reputation because they really got this reputation. The researcher believes that the relationship between the political behavior of the individual and the nature of political life on the one hand and political behavior and satellite news channels is a relationship linked many variables constitute the reality of the political, social and cultural life of the individual and society the most important Lhasa, and its pursuing individual ways and means to achieve political itself.

And, I've become a private TV stations after the spread of satellite channels of the important means getting through which the public on his information and after that were studies confirm the superiority of newspapers as a news and information on television, and confirmed recent studies that television in turn has become an important means outweigh the importance of newspapers in some categories including Young men, ([29]) services represent a test of a means of transferring information to the public and the media, which is exposed and assesses their content through the knowledge and experience of past and information, and these services are provided a frame of reference and informational events contribute to the strengthening and documenting public information, my side to help him find a link between Current and past events. Which leads to strengthening the relationship of the individual different events and strengthen its association with the community, as well as strengthening its identity and to devote the concept of citizenship has, and took his note of the existing political activities in the community and strengthen its participation in, as it helps to understand what is happening in the outside world of events and facts, and with the increasing means flags, including television stations satellite, increasing t material test of the introduction, and keen t these stations to provide coverage of news events and various events around the world, and as a result of so varied visions and perspectives add to the internationalization of the news and published around the world, and the estimates of some channels test of for its services on the four - round twenty - hour, and sell d exposure to the news one of the habits of communication to the public, which is usually practiced daily in many cases, Bhd in understanding the surrounding environment or to overcome anxiety and stress or the threat posed by the pressures and tensions of life, as it is through looking for safety And reduce the sense of danger and the basis of comfort. ([30])

Show the effectiveness of the mass media in their ability to move where the target audience in his home or office or any place moving them address large and small women and men . As the media media occupied the same place in all fields of thought and influence in the culture, promotion, entertainment and guidance in accordance with the methods of innovative and high technologies , which makes human delivers his mind and his passion for a means of media to play the role of father and teacher , but sometimes the role of the advisory and guidance without that recognizes the recipient that the sense of the message media today charged The values of the owner of the message . He seeks to replace the existing values if these values conflict with his goals and programs . ([31]) Foreign channels are concerned with political events and facts all over the world ,and by this they attract viewers to exposure and follow-up news .It has been found that the dependence of satellite channels on live methods in presenting filmed events stimulates viewers to show greater interest , as well as an increase in events and facts. Little by little, and the desire to expand on it increased , and the interest of the foreign channels in political news has made a percentage of the audience live in the midst of selected and color-coded events, and this news is not really a picture of events and it is presented on its screen, and it becomes news because it is an event that was selected from among many events , the satellite channels make the proportion of the audience does not live atmosphere of world events as much as live atmosphere and views disclosed by the news , the news is not limited to only events and facts ,but include the catchphrase leaders, politicians and intellectuals of the statements, opinions and points of view and Toukatkma The news includes multiple patterns of political behavior that carry many indications, such as elections , the way political opinion is expressed , and the demand for rights. ([32])

In addition to this , the dumping of individuals in the midst of the political news makes the proportion of the audience prone to I start its opinion on the matters at hand based on to what let go of their channels expatriate ,where he found that many people are interested in the news in order to be including their views for relying on the information that reach them ,Also , public opinion is affected by the type of news ,and by the character that is characterized by its presentation. ([33])

T .noted researcher of which Tkd of the relationship between political behavior and satellite news channels is a relationship after the affected mutual, and that this effect is based on the fundamental constituents , including realism, credibility and other issues that affect the political behavior of the individual and society.

The most important results

1. If there is a relationship between the satellite news channels and political behavior of the individual.
2. Satellite news channels played an active role in the growth of the political culture of the Iraqi individual.

3. Satellite news channels have positive dimensions in the political behavior of the Iraqi individual after 2003.
4. The Iraqi society after 2003 was plagued by political, social and economic changes. The satellite media had an active role in the growth of new political behavior.
5. Played Alguenoa T satellite news role in the political trends of the members of the Iraqi society.

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