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**THE VISION OF THE IRAQI PRESS FOR  
THE INTERNATIONAL POSITION OF  
THE OTHER**

*Analytical study of the positions of the United  
States of America and the European Union*

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**Abstract**

Media vision is the method supported by professional tools and practical rules of various forms of media and press templates and rules of drafting and crystallization of ideas and preparation to show the media content to the public to be able to understand and participate to achieve the desired goals of the provision of content.1.. Media vision is the method supported by professional tools and practical rules of various forms of media and press templates and rules of drafting and crystallization of ideas and preparation to show

the media content to the public to be able to understand and participate to achieve the desired goals of the provision of content.

Keyword: Media vision, method, rules, drafting, professional.

## **INTRODUCTION**

The media vision becomes clear when the individual receives data, information and knowledge from the media and then analyzes, explains and explains according to specific tools and rules.

The research seeks to identify the positions and trends of two major platforms in terms of the international impact on Iraq, the United States and the European Union.

In terms of the large and rapid developments in Iraq politically, militarily, socially, security and economically .. In terms of what is announced some of these positions and media, which seeks to strengthen the image of the United States and the European Union in the field of international peace and within the framework of international agreements and calls for the establishment of a policy Common external solutions are found for all the crises that occur. "The interest of the European Union and America in the Iraqi issue stems from the sensitivity of the situation in Iraq and its association with neighboring countries at different levels, Perhaps one of the most important features of the Iraqi-US relations and the Iraqi-European relations, we find the great impact exercised by America

### **JOURNAL OF LAW AND POLITICAL SCIENCES**

on the European side because of the special relationship between them "(3).

As for the problem of research, it has been determined in the following question: (How to explain the public and public position of the United States and the European Union on the Iraqi issue). Here, the answer to this question requires defining the positions of the political, security, social, economic and military positions...

The objective of the research is to identify the trends of the Iraqi press in interpreting the positions of the United States and the European Union on the Iraqi issue. Is there any differentiation or difference in the presentation of issues related to Iraq according to the political and military crises, according to the sample selected from the Iraqi newspapers, The sample to obtain the diversity and change required to see the Iraqi press to the positions of the other .. represented by the United States and the European Union, the temporal area is determined for two months (September) for 2017 ..

**THE FIRST TOPIC**  
**THE OTHER COMMUNICATIVE AND MEDIA**  
**VISION OF IRAQ'S RELATIONSHIP WITH THE**  
**OTHER**

*First : the other communicative*

The other communicative is "the individual or group of individuals to whom the message is communicated through the method of communication by the sender, and the future must understand the content of the message in order to reach its interpretation and determine its meaning, leading to successful communication and communication".<sup>4</sup>

The media seeks to communicate with each other in order to achieve the following \* Cognitive goals : a group of goals that seek to convey information to all individuals, regardless of their number and backgrounds.

- Proactive goals : are the goals that affect individuals through emotional positions, for example, in order to convince them of a certain idea or opinion.

**Second: The concept of media vision**

... Is the strategic plan that is concerned with determining the future direction of the institution by determining the type or form that the institution wants from the point of talking about long-term goals by

## **JOURNAL OF LAW AND POLITICAL SCIENCES**

determining the future and how to reach it. Second: The concept of media vision ... Is the strategic plan that is concerned with determining the future direction of the institution by determining the type or form that the institution wants from the point of talking about long-term goals by determining the future and how to reach it. "The media vision of issues and societal issues is embodied in the development of a vision of the way to convince the public of the media institution, including the ideas, information, interpretation and analysis of the positions and events." (5) The process of defining vision is one of the most important steps of the philosophy of media organizations and refers to the modern strategic thinking and the availability of capabilities and skills to carry out strategic actions through the examination and analysis of the existing available.

### **Third : Iraq and the other (EU)**

Relations between Iraq and the EU are based on agreements covering cooperation and assistance. Iraq is an important partner of the European Union and Iraq's relationship with the EU strengthens "two bilateral agreements: a memorandum of understanding on energy cooperation signed in 2010 and a partnership and cooperation agreement signed in 2012. The first is a framework for energy cooperation, while the Convention Second, a wide range of issues, including counter-terrorism and trade ".6

The war and internal conflicts have led to many disturbances in Iraq in recent years. The European Union has provided assistance through the provision of humanitarian assistance, the development of political and electoral processes, the promotion of human rights and the rule of law, the development of civil society organizations and the provision of basic services such as water, health and education.

The role of the European Union mission in Iraq, a diplomatic mission working closely with the embassies of 13 member states in Baghdad, and there is also a mission in the Kurdistan region in the province of Erbil.

The Mission ensures the completion of the tasks in both Baghdad and Erbil and is the permanent and main interlocutor of the European Union with the local authorities, the international community and the stakeholders for all matters related to the EU's external activities and cooperates extensively with all diplomatic missions. The mission seeks to ensure unity, coordination and effectiveness of the European external service in Iraq. It also emphasizes the guarantee of mutual relations in politics, economy, trade and the mission's interaction with the broad political and economic agenda between the EU and Iraq, The Mission ensures the completion of the tasks in both Baghdad and Erbil and is the permanent and main interlocutor of the European Union with the local authorities, the international community and the stakeholders

## **JOURNAL OF LAW AND POLITICAL SCIENCES**

for all matters related to the EU's external activities and cooperates extensively with all diplomatic missions. The mission seeks to ensure unity, coordination and effectiveness of the European external service in Iraq. It also emphasizes the guarantee of mutual relations in politics, economy, trade and the mission's interaction with the broad political and economic agenda between the EU and Iraq,<sup>7</sup>.

External concepts of EU internal policy..

Political analysis and reports are important missions of the mission, which are widely viewed beyond classic policy, security policy, and comprehensive analysis and tasks to ensure coherence and coordination in all aspects of the EU's external service. In order to achieve these priorities, the Mission has been providing official endeavors and positions and carrying out awareness-raising activities, including external perceptions of the EU's internal policy, and in order to pursue this process, UNMIL has established eight local working groups in Baghdad and Erbil that are consistent with the views of Member States, Common European Union Messages ".<sup>8</sup>

### **Fourth : Iraq and the Other (United States of America)...**

It is important to discuss the issue of American political behavior. He said that he started from a direction towards the Middle East, including Iraq, which is characterized by a change in the regimes that the United States has described as autocratic and democratic. The observer can not establish any bilateral relationship between two countries without going into details of the parties, internal and



external. The two countries - affecting this relationship, "On the Iraqi side, we see the phenomenon of the proliferation of gender and partisan and sectarian, national, ethnic, sectarian and religious in their direct dealings with the American parties; and this phenomenon in the science of politics is unhealthy phenomenon it can not last,

This is the "identification in the lack of clarity of the roles of the Iraqi parties gave an excuse and scope for the various American parties in dealing directly and influential on the Iraqi scene; here we see the direct impact of the decisions of the US Congress on the Iraqi reality, as well as the role of US ministries, and government institutions, And the American interlocking in the relationship made the process of American influence on the Iraqi decision process is not difficult and can be changed according to the interests of the parties and not according to the higher interests of both municipalities, on the other hand made the process of the impact of the Iraqi government on The American decision is more difficult; the need of the central government to influence the Iraqi and US parties together ".

## **THE SECOND TOPIC ANALYSIS OF TABLES FOR THE SAMPLE OF THE RESEARCH...**

The main categories were identified according to a comparative analysis of what the newspaper Al-Sabah published during the period of the research on subjects related to the European Union and

**JOURNAL OF LAW AND POLITICAL SCIENCES**

the United States of America. Therefore, the different categories came according to the topics monitored in Al-Sabah newspaper.

The total number of topics in the newspaper Al-Sabah about the position of the European Union on the Iraqi issue during the period of the research (76) topic, either the number of topics on the position of the United States of America on the Iraqi issue has reached (102) topic. The results of the search for Al-Sabah newspaper as follows ...

It is clear from Table (1) that the economic topics ranked first in terms of the number of repetitions, which amounted to (22) topics in the morning newspaper, which was within the attention of the European Union .. In second place and in the preparation of a repetitive time came the subject of pressure on the World Bank topics (19) It is clear that the economic situation was the most important for the European Union because of its association with the interests of the European Union countries with Iraq economically, despite the many problems that Iraq suffers from the economic side, while the other subjects (security - against terrorism - military) In the following ranks and in the preparation of a different frequency from the previous and close to each other despite the political situation of concern in Iraq, but with the end of large armed battles with terrorist organizations, the priority of the European Union took a different form from the previous period.

%	Re	The EU cares about Iraq	Ranked
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27,84	22	Economic	1
25	19	Pressure on the World Bank	2
15,78	12	Security	3
13,15	10	against terrorism	4
1184	9	Military	5
5,26	4	The relationship between ingredients	6
%100	76	Total	

Table (1) shows the most important topics of interest to the European Union as published in the newspaper Al-Sabah

It is clear from Table (2) below that, through the preparation of frequencies and percentages, the position of the European Union on the liberation of Iraqi cities from the formation of the terrorist advocate ranged from (support - support - support - visit - training) and closely, indicating that the nature of interest included everything Because of the expansion of the terrorist acts of this organization to include the European Union and this was through many events in France, for example .. So the topics published in the newspaper Al-

**JOURNAL OF LAW AND POLITICAL SCIENCES**

Sabtah shows the great interest of the European Union in the editing operations that contributed to it in practice.

%	Re	The position of the European Union on the liberation of the cities from the calling of the terrorist	Ranked
27,63	20	Support	1
23,60	18	Consolidation	2
19,73	15	Assent	3
17,10	13	Field visits	4
13,15	10	Training	5
	76	Total	

Table (2) illustrates the issues related to the position of the European Union on the liberation of It is clear from table (3) below that the subject of the central government's relationship with the regional government has reached a total of 29 recurrences, thus reaching the first rank of all the topics that illustrate the positions of interest to the

European Union, while Turkey and Iran came in second and third rank with similar numbers and percentages Which shows the European Union's conviction of the seriousness of the role played by neighboring countries in the Iraqi issue and the need to look at it from its different angles as evidenced by the quality of news, articles and press reports published in the morning inventory .. The crisis of income came to the last rank because we believe in The European Union sees internal affairs is closely linked to the external affairs and relations between Iraq and the other.cities from the organization of the terrorist advocate.

	Re	Situation of the crises in Iraq	Ranked
27,63	29	kurdistan	١
22,36,	17	turkia	٢
22,36	17	'iiran	٣
17,10	13	Internal crises	٤
	76		

### JOURNAL OF LAW AND POLITICAL SCIENCES

Table (3) shows the issues related to the position of the European Union of the Iraqi crises with the other

It is clear from the table below the number of repetitions of the position of America from the Iraqi people and came in first place with a number of (84) that the role played by America in Iraq and from the point of view of the newspaper (in part) to give the impression that the United States does not have sovereignty over Iraq, The source of the pure national decision .. But in a few cases and subjects (according to the repetition numbers shown below) we found that the American intervention was completely and completely controlled in other subjects published by the newspaper and here the contradiction is clear between the positions that have become clear.

	Re	America intervenes in Iraqi affairs	Ranked
٨٢,35	٨٤	partial	١
12,74	١٣	Completely	٢
4,90	٥	Totally controlled	٣
	102	Total	

Table (4) shows the preparation of the issues published in the morning newspaper on the US position on the Iraqi i Table (5) shows that the subject of air treatment as a sub-category came first in the preparation of a frequency of (62), which is a large proportion and intended to give the recipient the impression that there is real assistance received by Iraq in its war against the terrorist organization in areas occupied by him and accompanied with The topics that illustrate the category (submission of weapons) in the preparation of a repetition of (31) mother topic, which corresponds to the idea that corresponds with the desire of political newspaper to offer to the public, which suggests the existence of some of the sovereignty of Iraq on the political and military.ssue.

%	Re	America supports liberalization	RanKed
60,78	62	Air Processors	1
30,39	31	Introducing weapons	2
8,82	9	Operations and Leadership Management	3

**JOURNAL OF LAW AND POLITICAL SCIENCES**

	102	Total	
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Table (5) shows the preparation of topics in the category of America supports the liberalization processes published in the newspaper Al-Sabah

Table (6) shows the framework that Al-Sabah newspaper tried to put the public in. It is the framework (cooperation and support) provided by Amika to Iraq through the preparation of repetitions of the positions related to the government support received from the latter .. (43) The other sub-groups came in close numbers and were significantly different from the first category, in order to give the impression that the government's policy received full and continuous support from the US, including the support of senior politicians and influential government decision-making.

%	Re	America supports parties at the expense of others	RanKed
42,15	43	Government support	1



26,47	27	Support Kurds	2
20,58	21	Supporting senior politicians	3
10,78	11	Supporting minorities	4
	102	Total	

Table (6) shows the issues related to US support to parties at the expense of the other.

Table (7) shows the nature of America's position on the policies of the regional countries towards Iraq. The countries listed in the table below were enumerated during the research period, which explains their significant impact on the political situation in Iraq. The positions related to the sub-category (Turkey) (34), which gives the impression of the negative role of the public (as reported in most of the published articles) of Turkey and its great involvement in Iraqi affairs and in a close number came the category (Qatar) and then (Saudi Arabia), which explains the general policy of the government.

%	Re	America's position on	RanKed
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**JOURNAL OF LAW AND POLITICAL SCIENCES**

		the policy of the regional countries on Iraq	
33,03	34	Turkey	1
20,58	21	Qatar	2
19,60	20	Saudi	3
14,70	15	Iran	4
11,76	12	Kuwait	5
	102	Total	

Table (7) shows the position of America on the policy of regional countries on Iraq

Table (8) shows the nature of the role that the newspaper is trying to offer in relation to the coordination procedures that America is doing with the neighboring countries regarding the Iraqi issue, where the number of repetitions of the category (improving relations between the parties) (53) This is explained by the newspaper's tendency to frame the American political activity in Iraq as a friendly country that seeks to motivate the parties in a positive manner that is in the interest of Iraq first and in a manner that condones all the problems and disturbances caused by the American intervention in the Iraqi public affairs.

%	Re	America coordinates with neighboring countries	RanKed
51,96	၀၃	Improved relations between the parties	1
4019	၄၂	Calming the parties	2
7,84	၂	Stirring up the situation negatively	3
	102	Total	

Table 8 shows the preparation of issues related to US coordination with neighboring countries

**JOURNAL OF LAW AND POLITICAL SCIENCES**

Table (8) shows the preparation of topics related to US coordination with neighboring countries. Table (9) shows the total methods used by America for the satisfaction of Iraqis according to the topics reported by Al Sabah newspaper during the period of the sample where the category (investment) ranked first in the preparation of the frequency reached ( 28) The other groups came in close proportion and a slight difference, indicating the intensity of the American orientation of the Iraqi citizen is not for satisfaction, as the newspaper tried to frame the issues published, but for the process of distraction, which is against the Iraqi individual to the critical issues and difficult with which he lives with them.

%	Re	America uses methods of appeasement with the Iraqis	RanKed
27,45	28	Investment	1
24,50	25	Banks	2
19,60	20	charitable organizations	3

15,68	16	media	4
12,64	13	International organizations	5
	102	Total	

Table (9) builds the methods used by America to satisfy the Iraqis according to the articles published in the morning newspaper

### **Results**

Through the analysis of the sample, we have clarified the idea that the newspaper Al-Sabah has clearly emerged from the public policy of the State in relation to external relations with the parties with which Iraq has interests (seem common) regardless of the reality of these relations and their negative effects on Iraqi society now and in the future ..

1 - occupied the economic affairs in Iraq ranked first in terms of interest of the European Union according to the newspaper published the morning of topics during the period of research, which indicates that Iraq is the appropriate investment area for the European Union.

## **JOURNAL OF LAW AND POLITICAL SCIENCES**

2 - The newspaper to provide the nature of the position of the European Union from Iraq the position of supporting and supporting him, especially with regard to his war against terrorist organizations.

3. Through the published issues, the European Union's interest in the nature of the relationship between the central government and the territorial government, the nature of the crises and the problems faced by the two parties during the past period is illustrated by the European Union's interest in Iraq's commitment to other countries.

4 - Al-Sabah tried to present to the public the nature of the American intervention in Iraq in its partial form, ignoring the truth, which is confirmed by all the media, Arab and international and even the American ones .. Here the newspaper has signed in the line of apparent contradiction.

5 - The newspaper presented the nature of the US support for the editing operations non-objectively through the issues published by the Secretariat on the aspect of air treatment and the provision of weapons.

6 - The newspaper tried to present the US policy in Iraq in support of the government policy and then support for the Kurds and here the newspaper signed in another contradiction with the existence of points of disagreement between the parties (the central government and the provincial government) in thorny issues have not been resolved so far

7 - The newspaper presented America's position on the policies of the regional countries towards Iraq in a selective manner that smelled of official and publicized policy of the countries when it was classified as a neighboring country that interferes greatly in the affairs of Iraq while the intention was to overlook the other parties.

8 - The newspaper supported the idea that America is working to coordinate with neighboring countries to improve relations between the parties and also seek calm, and this method aimed at improving the image of America, either the Iraqi public.

9 - The newspaper tried through the published topics to use some of the methods of satisfaction visible and invisible used by America to gain the individual Iraq, including investment and bank loans and the activity of international organizations and other charitable.

## **Recommendations**

1. The newspaper represents the official policy of the state, but it is possible to give the speech addressed to the public in a manner that does not overlook facts that can not be ignored by the public.
2. The public can obtain information in many ways and here can not hide the facts or try to falsify or

## **JOURNAL OF LAW AND POLITICAL SCIENCES**

neutralize and this is what the newspaper tried to present to the public.

3. The policy of the newspaper is appropriate to seek to achieve a balance between information and ideas according to current and future data and this is not found in the published topics.

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