

The Image of Iraqi Women during Peaceful Demonstrations in Local Satellite Channels

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Abstract---*The impact of the media in these three fields is a function closely related to the degree of the public dependency on the information it provides. The researcher believes that this theory is a comprehensive theory and provides a holistic view of the relationship between media and public opinion, and the most important thing that it added is that society effects on the media. The theory reflects the prevailing scientific tendency in social sciences to view life as a complex system of interacting elements and not merely as separate models in terms of causes and results. Identification of the problem is the most important step in the scientific research field, which scientific research is based, and the problems are often intertwined and complicated, and it is precisely that the problem can be formulated the problem, and this needs experience and knowledge from the researcher, these are matters gained by scientific and practical practice of research, and from in-depth readings. The roles that women have played in peaceful demonstrations have expressed about her awareness of political and economic reform importance in the country. The most prominent elements of the image of the woman were as a medic for the injured in the demonstrations and as a motive to the demonstrators. The majority of the families of the sample members and colleagues participated in the positive evaluation of Iraqi women, indicating the presence of a wild public opinion that participates in drawing the new image of Iraqi women. Also, the diversity of television show's style of the channels contributed to creating a new image for Iraqi women.*

Keywords: *Iraqi Women, Peaceful Demonstrations, Local Satellite Channels*

I. Literature review

The researcher has adopted this theory of relying on the Media Dependency Theory, believing that it is the most appropriate theory that supports, interprets and answers the research questions.

Media dependency theory is based on a strong presence between the public, the media, and social order. (Irons and theology: 125)

The Dependency relationship is defined as: "The relationship which the public depend on the media as a source for obtaining information to achieve specific goals, and the media work to achieve three goals: collecting, coordinating, and publishing the information, the main purpose of the media dependency theory depends on an interactive relationship between media, public, society and existing systems, and through analyzing this relationship, we can understand the impact of the media on society and individuals (Delver, 1999: 485).

The idea of dependency theory is represented on using the communication means is not in isolation from the effects of the social system in which we live and the communication means, and the way we use the communication means and interact with those means, we are affected by what we learn from society and what we have learned from the communication means,

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and any message we receive may have different results, depending on our previous experience on the subject, as well as the effects of the surrounding social conditions. (Delver, 485: 1999)

The dependency theory on the media is based on a dependence relationship, so that this relationship between the media system in generally with one of its parts, such as: television, press, or radio. This theory determines the nature of the relationship between the individual and the media, Whenever the individual depends on these means to satisfy his cognitive needs, these methods play an effective role in the individual's psychological and social life, and thus its effect increases, this theory defines the media in the socialization process of the individual, as well as its role in times change and crises.

As for the theory axis, it is based on the fact that the public depends on the media to provide it with information that meets its needs and helps it achieve these needs.

It is important to note that this theory includes three types of effects: cognitive, emotional, and behavioral. (Al-Dulaimi, 2014: 22)

II. Methodology

The research depend on the descriptive approach which means according to the Whitney definition, studying the current facts related to the nature of a phenomenon or situation, or a group of people, or a group of demonstrations or a set of situations with the aim of obtaining sufficient and accurate information about it without entering into its causes or control It out. (Omar: 2002)

The researcher chose the descriptive approach because it expresses the phenomenon to be studied quantitatively and qualitatively, as descriptive research is a deep and focused description of a specific problem, it is not just a transient description but exceeds that to reach to depths of the problem or phenomenon under study through an analytical process to clarify the true nature of the phenomenon and stand on the surrounding conditions. (AL- Ghoul, 1987: 107)

Instruments

1. The researcher's regular scientific observation through monitoring and following the channels during the duration of peaceful demonstrations .

2. A questionnaire containing a set of questions that were consistent with the research objectives and that met his questions. The questionnaire consists of two parts, the first: is the primary data, and the second: general questions.

3. live interview with some academic and cultural elites to find out the accuracy of data and know other details related to the research subject which may not be absorbed by the questionnaire.

Sampling

The research population consists of members of academic and cultural elites in the city of Baghdad from university professors and intellectuals in various disciplines and orientations.

The researcher chose (50) personalities from these elites as a sample for the research according to the available sample method.

Validity

The paragraphs validity of the questionnaire was confirmed by the method of apparent honesty (the veracity of arbitrators), where the questionnaire was presented to three specialized arbitrators from academics (*), and the researcher responded to the opinions of the arbitrators and modified the questionnaire according to their observations.

As for the validity of the stability, Pearson correlation coefficient was used to measure the stability of the questionnaire after re-testing the group of ten members who answered in the first time and at a time during three weeks.

After subjecting the test answers of mathematical equations according to Pearson law, the result was a stability rate (92.5%), a result that confirms the validity of the stability.

III. Results and discussions

The concept of mental image

It is difficult to provide a systematic inventory of the image definition, as the term was mentioned to refer to multiple meanings according to the fields of knowledge that dealt with this concept. In philosophy, the picture represents mental contents that depend on previous experiences with the outside world, and may have a meaning in the brain. (Ene-of philosophy, p. 134)

In English language, the word “Image” is derived from its Latin origin (Imago), which exclusively means “Picture” or “likeness” and corresponds to a word that mimics and resembles similarities. Image is known according to the Oxford dictionary to mean an exact copy, image or pure simulation of external reality, mostly visual. (Oxford Dictionary of English: 1966)

(Boulding) provides another definition of the image as a set of subjective impressions that consists of him (he means the candidate in the elections) in the voters’ minds.

Boulding has previously defined the image as a synonym or alternative to the word knowledge, where our knowledge of the world may be called by someone else who is my image of the world and this definition includes all areas of knowledge and their implications such as health or truth and others. (Boulding, 1966: 6)

This concept of the public image is close to the concept of social image, which in its simplest meanings means the image shared by a large number of people belonging to one group or social entities. (Rashid, 57: 2013)

From the previous definitions, the researcher concludes that the mental image is mental contents that are part of the knowledge basis of the individual, although it is an individual characteristic of the individual’s mental state, it can represent a social phenomenon from the perspective of the image holder if they are a group that shares one image, Its sources are social through other individuals, experiences, interaction, or even language, and it is transmitted through the socialization process.

Any image can start in the of some person’s mind and then become public when it is transmitted between persons and shares it when we believe that others share with us the same image of the world and of others.

Media and mental image formation

The media plays a large and important role in forming the mental image of all life issues, as it is the main means of conveying images, opinions and ideas, the media supports the mental image already present in the minds of individuals formed in earlier stages, giving it a wider dimension and additional confidence.

Researchers believe that the media is a microcosm of society and about the distribution of powers in it, and it works in light of a specific ideology that feeds and nourishes it is the ideologies of its owners and reflects the values, it carries the culture of society, so it can be said that the image presented to women in the media is an extension of its image in the cultural heritage.

However, there is another team of researchers who believes that the role of the media does not depend on supporting what is existing and a tool for communicating ideology, but rather that it can generate a specific culture and draw ideology, as researchers see that media discourse contributes to generating general culture when it closes the circle and returns even if

cumulatively, and through a continuous and extended process so that the media becomes concerned not only with spreading the prevailing culture, but also with generating it and not only in the service of the dominant power, but also with generating and sustaining its power mechanisms. (Khaddour, 18: 1977)

Recent trends in media research have revealed the perpendicular relationship between the media and society, as the media is influenced and influenced by society. (Eid and Kaddoura, 5: 1996).

The author of the book (Return to the Power of Communication), Isabelle Noila Neumann, presents three factors of the media impact in forming the mental image: (Abu Fasba, 149: 1995).

1. Accumulation the media by its repetition, and this repetition over time produces an approach that enhances their spread.
2. Comprehensiveness of the communication means, as it controls the human being and surrounds him everywhere, and dominates the information environment, so its comprehensiveness does not enable one to escape from its messages.
3. Harmony, which means that among those in contact with an agreement and harmony with their institutions so that they are identical in their directives to those institutions, which affects the result in limiting the chances of the public in selecting its perceptions from several separate perceptions.

Television and mental image

Modern studies in social sciences compare the mental image with what it is called (visual culture), and this expression is a literal translation of the phrase (Visual Culture). This term first appeared in 1969 on the cover of a book whose subjects are not related to art, the term was used on television for the first time in 1972 in a television series entitled (Methods of Consideration) presented by BBC and then turned into a book with the same title.

Television, and its most prominent tools the image, with playing an effective role in the production of visual culture, and everything that it produces is influenced by the prevailing cultural values in society by consolidating the image culture related to cultural views.

In light of this, it can be said that television remains an influential mean, through image culture, color and light techniques, showing and directing methods, as well as media contents, and remains an essential element in creating a culture of society, drawing and entrenching mental images among individuals, groups and societies.

The women image in the media

The media in general and channels in particular can play an important role in redrawing the traditional image of women that has taken root over decades.

The media researches related to media and women focused on a fundamental issue related to the contents of the presented image to women in the media, not only as a reflective mirror of social reality, but as it contributes to shaping this reality by producing new meanings, or by distorting the realistic image in another direction, there is no neutral media material, but every media article seeks to contribute to the formation of the image that the media is trying to draw and create about the event, phenomenon, person or even the system. (Eid and Idwa, 5: 1996)

When showing the studies related to the image of women in the media in the Arab region, we notice that most Arab communication channels are involved in producing a stereotyped female image that works to solidify the inherited perceptions of women. (Heretic, 60: 2002)

Reinforcing her traditional roles inside and outside the home according to other roles, and presenting women in the media as an emotional and emotional being, unable to logical thinking and making decisions, and needing the help of men, not having the ability to initiate, and unable to confront her problems rationally. (Abdul Majeed, 413: 2000).

Modern means of communication constitute a new concerns for women that focus on their femininity, and the idea of reshaping the body as the focus of the culture of femininity is presented by highlighting the perfect woman image (the skinny), and these trends clouded the mindset of women and men, which made women understand their body superficially without paying attention to the moral aspects and spiritual. (Al-Dulaimi, 2002: 103).

The United Nations conducted a questionnaire regarding follow-up to the implementation of the decisions of the Beijing Conference, which revealed that 76 out of 189 countries have taken executive measures towards strengthening the media role. Several women's media networks have been established at the local, regional and international levels as a means of disseminating information, exchanging opinions and providing support to women's groups working in the media. (Ramsey, 2001: 170).

As for the Arab media, especially Arab satellite channels, there is no doubt that significant progress has occurred in the direction of giving importance to changing the image of women in the media, and that there are measures being taken in this direction.

The efforts made in this regard have created an unprecedented awareness of the issue of women not only at the official level, but also at the level of public efforts and non-governmental organizations that have been active remarkably during the past few decades.

Despite the achieved progress, there are still gaps that threaten the efforts being made in this field. The media still have not yet understood its social responsibility towards women's issues, especially equality and development in particular, due to several factors that must be faced and studied. Through researches and studies conducted on the women image in the Arab media, we find that these methods did not play an effective role in the movement for the development of women and her integration in the society. Also, the image of women as presented in Arab channels is not fitting with the progress made by women.

Showing and analyzing the procedures study results

The main data of research sample:

1- sex: The male's percentage in the sample constituted 60%, while the female's percentage in it constituted 40%.

Table No. (1) shows the distribution of the sample according to sex

Sex	Number	Percentage
Male	60	60
Female	40	40

Total	100	100%
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2 - age categories:

The percentage of the age categories of 70-60 years was the highest 36%, followed by the age categories of 59-50, where it recorded 32%, and the age categories 49-40 came in the third rank with a percentage of 20%, while the age categories of 39-30 came in fourth place (Last), with a percentage of 12%.

Table (2)- shows the distribution of the sample according to age category

age category	Repetition	Percentage
60-70	36	36
50-59	32	32
40-49	20	20
30-39	12	12
Total	100	100%

3- Major or job: The category of academics (academic lecturers) came first with a rate of 40%, and the literary category ranked second by 20%, while the category of artists ranked third by 16%, and finally the category of civil society organizations leaders ranked fourth with a percentage of 14%.

Table No. -3- Explains the Majors of the sample

Major or job	Repetition	Percentage
Academic	40	40
Writers	20	20
Artists	16	16
Civil Society Leaders	14	14
Total	100	100%

Second: The axe of the women’s image during the demonstrations as appeared in channels

It is clear from the data of Table No. 4 - that the mental image of Iraqi women, according to the sample’s members during the demonstrations as showed by the channels was positive, as evidence that they obtained 80 repetitions, at a percentage of 80%, if we add a positive to some extent description to her who received 12 repetitions with a rate of 12%, the outcome of the positive evaluation is generally 92%, which is a very high percentage referring a significant change in the image of Iraqi women during the demonstrations as showed by Iraqi satellite channels. In addition, four repetitions of the woman's image were described as normal, ie not negative, while the negative description did not get any repetition.

Table No (4) explains the description of the woman’s image

S	Image’s description	Repetition	Percentage	rank
1	Positive	80	80	First

2	Positive to some extent	12	12	Second
3	Regular	8	8	Third
4	negative	-	-	-
Total		100	100%	-

Table data No. 5 refers to the woman's image as a medic for suffocates from the tear gas or bullets has had the highest number of repetitions, reaching 16 repetitions, with a percentage of 32%, to represent the first rank in the preferences of the sample members.

the women's image came in the second rank as a motive for men and youth demonstrators, as it got 28 repetitions and a percentage of 28%, due to the nature of the local culture that responds to the women's calls and motivates them to the men activity. As for the woman's image as a protester only, the condition of the man, she ranked third with 20 repetitions and the rate of 20%, while the woman's image as a food provider and the provision of logistical services for the demonstrations areas ranked the fourth with rate of 12%, while the woman's image as a political speaker expressing the demands of the demonstrators it ranked fifth with four repetitions and 8%.

Table no (5) explains Women 's image preferences

S	Image's type	Repetition	Percentage	Rank
1-	Medic for injured and suffocated	32	32	First
2-	Motivator for male protesters	28	28	Second
3-	Participation as a demonstrator only	20	20	Third
4-	Equipped to food and logistics services	12	12	Fourth
5-	A political spokeswoman	8	8	Fifth
Total		100	100%	

From the table data No. (6) it shows the preferences of the sample members to cover channels for the participation of women in the demonstrations that the Dejila channel was the best in reversing the women's image during the demonstrations according to the opinion of the members of the sample, where she got 50 repetitions and 50% to represent the first rank, after that the Sharqiya channel came with 32 repetitions and 32% to be the second rank. As for the Rashid channel, it got 18 repetitions and 18% to represent the third rank.

Table No (6) explains the sample members 'preferences for satellite TV coverage of women's participation in demonstrations

S	channel	Repetition	Percentage	rank
1	Dejla	50	50	first
2	Al Sharqia	32	32	Second
3	Al Rashied	18	18	Third

Total	100	100%	
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Table No. 7 shows the percentage is 56% of the sample members believe that their families share their positive views regarding the women's image during the demonstrations as showed by some channels. As they believe the percentage is 24% of the sample members that colleagues share their opinion in a positive woman's image. As for the friend's category, it 18% of the samples' member believe that the friends have the same views regarding the perception of the woman's image, while the other category got one repetition of 2%.

Table No. -7- explains the participation of other categories for the sample's member opinions

S	Category	Repetition no	percentage	rank
1	Family members	56	56	First
2	colleagues	24	24	Second
3	Friends	18	18	Third
4	Others	2	2	fourth
Total		100	100%	

Table No. (8) explains the motives of women's participation in the popular movement as seen by the sample members 36% of them agreed that the first motivation is women's awareness of the importance of political and economic reform to be this motive in the first rank with 36 repetitions, which reflects the degree of political and social awareness of women and her interaction with Home issues. the other motive is her suffering from poverty, unemployment and poor living, it came in second rank with 24 repetitions and a percentage of 24%, while the woman's sense of lost and the unknown future was the third motive with 22 repetitions and 22% to represent the third rank. As for the fourth rank, the woman was affected by the suffering of her family members, such as the husband, brother, or children, and this motive had 12 repetitions with a percentage of 12%, while poor services were the motive that ranked fifth with 6 repetitions and 6%.

Table No. (8) explains the motives of women participating in the demonstrations as seen by the sample members

S	Motive the Iraqi woman participating in the demonstrations	Repetition no	percentage	Rank
1	Women's awareness of the importance of political and economic reform	36	36	First
2	Suffering from poverty, unemployment and poor living	24	24	Second
3	Her sense of lost and the unknown future	22	22	Third
4	Her sense of suffering her family	12	12	Fourth
5	Poor services	6	6	Fifth

Total	100	100%	
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Table data No. 9 refers to the medics category where it was the most numerous and most effective in the demonstrations, as it ranked first after it got 50 repetitions and a percentage of 50% and followed by second rank in university's students, institutes and schools 28 repetitions and percentage of 28%, while the female employee category had 12 repetitions and 12% to be in the third rank, finally the housewives category with 10%,

Table No (9) shows the most effective groups in the demonstrations

S	The most effective category in the popular movement	Repetition no	percentage	Rank
1	Medics	50	50	First
2	University students, institutes and schools	28	28	Second
3	Female employees	12	12	Third
	Housewives	10	10	fourth
Total		100	100%	

Table data no (10) indicates the style of live interviews with demonstrating women in channels where in the first rank in terms of influencing sample's members by 28 repetitions and 28%, and in the second rank came the cheers and chants style, which got 22 repetitions and 22%. As for the poems style, it obtained 16 repetitions and 16% for third rank, while the style of showing the paintings had 14 repetitions and 14% for fourth rank. As for the style of serving foods, it came in fifth rank with 10 repetitions and 10%. About the style of political conversations, it collected 8 repetitions and the percentage of 8% to be in sixth rank, while the method of cleaning the demonstration squares ranked seventh with only two repetition and 2%.

Table No. (10) Shows sample members preferences for TV show styles

S	Television style	Repetition no	percentage	Rank
1	Live interviews	28	28	First
2	Cheers and chants	22	22	Second
3	poems	16	16	third
4	paintings	14	14	Fourth
5	Serve foods	10	10	Fifth
6	Political demonstrations	8	8	Sixth
7	cleaning the demonstration squares	2	2	seventh

Total	100%	100%	
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IV. Conclusions

In light of the field study results, the researcher concludes the following: -

1. The mental image of Iraqi women, which was some Iraqi channels showed, was positive during her participation in the popular movement.
2. The results roles of women in peaceful demonstrations expressed about her awareness of political and economic reform importance in the country.
3. The most prominent elements of the woman's image were as a medic to those injured in the demonstrations and as a motive to the demonstrators.
4. The majority of the families of the sample members and participated colloquies in the positive evaluation of Iraqi women, indicating a wild public opinion that participates in drawing the new image of Iraqi women.
5. The university and school student's category ranked at the top of the most numerous and powerful female categories active in the popular movement.
6. The diversity of the TV show's styles of channels contributed to creating the new image for Iraqi women.

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