

## **The influence of reliance on traditional and electronic media in motivating the Iraqi people to participate in the 2021 parliamentary elections**

**By**

**Ghalib Kadhim Chyad**

Department of Journalism, College of Arts / Ahl Al Bayt University- Karbala – Iraq

Email: [ghalibaldamykadhim@gmail.com](mailto:ghalibaldamykadhim@gmail.com)

**Zahraa Husein Jabar**

Department of Journalism, College of Arts / Ahl Al Bayt University- Karbala – Iraq

Email: [123zahraaalhadad@gmail.com](mailto:123zahraaalhadad@gmail.com)

**Mujashaa Muhammed Ali**

Iraqi Media Network-Iraq

Email: [Mujashaa@yahoo.com](mailto:Mujashaa@yahoo.com)

### **Abstract**

The present study tackles the influence of reliance on traditional and electronic media in motivating the Iraqi people to participate in the 2021 parliamentary elections. It aims to identify the content trend towards voting in the elections from the point of view of the study sample to identify the extent to which the study sample is affected by the media's tendency towards elections and candidates in order to make recommendations for those in charge of planning political marketing campaigns and awareness campaigns regarding the foundations that should be taken into account when designing electoral campaigns. In addition, the subject of the present study is an addition to the field of studies of political marketing and electoral campaigns in the media in terms of highlighting how they are framed in several different channels. The present study is a descriptive study that aims at monitoring situations and phenomena, collecting accurate facts about them, describing and diagnosing electoral behavior and the public's attitudes towards the early Iraqi parliamentary elections 2021, and their evaluation of traditional and electronic media. It also aims to explore the relationships between some of the variables associated with marketing and awareness campaigns for elections, and the comparison between the trends of the sample of the present study. The survey method was used through the field survey, which is an organized scientific effort to obtain data for the purpose of describing and analyzing the phenomenon under study. The most notable conclusions of the present study are:

1. The Iraqi people relied on traditional and electronic media as a source of information regarding the 2021 Iraqi parliamentary elections.
2. The Iraqi peoples' confidence in the media regarding the 2021 Iraqi parliamentary elections varied according to the type of media, whether traditional or electronic media, which reflects a media situation in which visions are absent and the reliance on the media becomes more confusing than directing and more misleading than guiding in light of the growing number of traditional and electronic media.
3. The traditional and electronic media have motivated the Iraqi people to participate in the parliamentary elections, on the grounds that participation in the elections is a national duty.

**Keywords:** Reliance on traditional and electronic media, the Iraqi people, participation in the parliamentary elections.

## Introduction

On the first of October 2019, the Iraqi demonstrations erupted in the capital, Baghdad, and the other cities of southern and central Iraq as a result of the deteriorating living conditions, the lack of job opportunities, and the deterioration of services in general. It soon turned into a popular uprising. These demonstrations expanded and developed their demands from providing services and job opportunities and improving the standard of living to overthrowing the government of Adil Abdulmahdi. The demands also expanded from changing the political process figures to amending the constitution, holding early elections, and holding the killers of the demonstrators accountable. As a result of the pressure that pervaded the Iraqi street and for fear of the situation developing out of control, the government of Adil Abdulmahdi was forced by the political powers to resign. Promises to hold the killers of demonstrators accountable, to amend the constitution, and to hold early elections were given. After hard efforts, Parliament approved Mustafa Al-Kadhimi as prime minister to monitor conducting the transitional phase, preparing for early elections, amending paragraphs of the constitution, and holding the killers of the demonstrators accountable, according to the list of demands for which the demonstrators raised voices.

The sixth of June, 2021 was chosen to be the deadline time for holding the early elections. But, it was later changed under pressure of the political process powers to the tenth of October, 2021. The present study seeks to identify the growing role of traditional and electronic media in managing the political process, with a focus on this role in stimulating participation, which is the stage that precedes the elections. Traditional and electronic media play a fundamental and main role in influencing the knowledge and beliefs of people and satisfying their communication needs. They also affect a lot on their understanding, responses, and the formation of their trends and orientations resulting from the patterns of their use of those means.

### *First: Problem of the study*

The October 2019 demonstrations became a turning point in the contemporary history of Iraq and the beginning of a new phase of political reform. During the demonstrations, media played a prominent role in shaping public opinion and directing the masses. The importance of the role of media increased in light of the successive changes in the stage of rebuilding the state in Iraq during the early parliamentary elections 2021.

The problem of the present study revolves around the growing role of traditional and electronic media in managing the political process, with a focus on this role in motivating the Iraqi people to participate in the 2021 parliamentary elections, which is the stage of urging citizens to participate in the elections, especially the pre-election stage.

### *Second: Significance of the present study*

1. This study is significant as it is one of the latest studies related to the Iraqi parliamentary elections scheduled to be held in October 2021.
2. The present study is significant due to the fact that it investigates the stage of media efforts towards participation in the elections. The field application was carried out before the elections process to measure its political effectiveness in influencing people.
3. The role of media in the political process is pivotal in the elections. That role is one of the modern matters imposed on the countries of the world. During the election period,

media is considered not only an active party in political life, but also an arena for conflict between social and political powers.

4. Traditional and electronic media in directing the Iraqi people towards participation in the electoral process is significant.
5. Media that voters rely on to obtain information about the candidates and their electoral programs to identify the most important means and methods that affect the political behavior of the Iraqi voter is significant.

### ***Third: Objectives of the study***

1. The present study is one of the important media sources that are relied upon to obtain information about the elections in Iraq.
2. To identify the content trend towards voting in the elections from the point of view of the study sample.
3. To identify the extent to which the study sample was affected by the media's attitude towards the elections and the candidates.
4. To provide recommendations for those in charge of planning political marketing campaigns and awareness campaigns regarding the foundations that should be taken into account when designing electoral campaigns.
5. The subject of the study is an addition to the field of studies related to political marketing and electoral campaigns in media in terms of highlighting how they are framed in several different channels.

## **The theoretical framework of the study**

### ***The theory of media dependency***

The core idea of the theory is based on the fact that the primary variable for understanding how, when, and why the media affect the peoples' beliefs, feelings, or behavior is the degree of public dependence on media as a source of information. According to this framework, dependence is defined as a relationship through which individuals can achieve their goals based on sources of information systems (Halpern, 1994).

It is clear that the theory of media dependency is not related to the theory of limited effects. The theory of media dependency states that in our complex and changing society in particular, people are increasingly dependent on media and content. In order to understand what is going on around us and learn what to do and how to behave in the face of a crisis, for example. Sometimes, it is to escape from the reality or the situation surrounding us even in personal crises that the individual may face such as seeking ownership or joining a prestigious university. The theory of media dependency explains or predicts our use of media and its impact on those attitudes (Baran, 2010). The dependency theory focuses on that the relationships between media, people, and social systems. Social media is characterized by social characteristics of interdependence imposed by the characteristics of modern society. Members of the public community depend on media as a sub-system to perceive and understand another sub-system, which is the social environment around them. Thus, media represent major sources on which members of the public community rely in eliciting information about current events. The degree of dependence increases with the exposure of society to situations of instability, transformation, and conflict that push members of the public community to obtain more information from media to understand the social reality around them (Al-Sayed, 2006). Moreover, the idea of changing a total attitude, knowledge, and spirit of the public community becomes of a reversed influence on changing both society and media, which is the meaning of the tripartite relationship among media, the public community, and society (Ismail, 1998).

The media effects on the public community as a result of relying on them (Shafeeq, 2013):

### ***Cognitive effects***

They include revealing the ambiguity resulting from the lack of information in a particular event, which results in that the public community members do not know the correct interpretation of the event, without neglecting the selective role of the individual in forming his/her direction and arranging priorities. Media highlights issues and hides others, which are important to the public community members as a result of media shedding light on one issue rather than another. There is also an expansion of interests. Media teach the public things and knowledge they did not realize before, which is important to them like freedom of expression and equality.

### ***Affectional effects***

They mean feelings such as emotion. They include emotional apathy. Exposure to media leads the individual to feel emotional apathy and unwillingness to help others. This is a result of scenes of violence that affect the individual with slackening, fear, and anxiety. It is assumed that exposure to scenes of violence affects the recipient with fear, anxiety, and terror from falling into these acts or being a victim of them.

### ***Moral support***

When media play major communication roles, the morale of the public community members raises the morale of the public community members as a result of a sense of unity and integration into society and vice versa. When media do not express culture and affiliation of public community members, they feel a sense of alienation.

### ***Behavioral effects***

They include activation, which means that the individual performs an activity as a result of exposure to media, and lethargy, which means reluctance to work. The latter occurs as a result of exaggerated coverage, which causes boredom.

## **Assumptions of media dependency theory**

The theory of media dependency is based on the idea that the public community members' use of media is not isolated from the influence of the society in which they live, and that the ability of media to influence increases when these media perform the function of transmitting information in a distinctive and intense manner. Thus, this theory focusses on the intensive use of media by individuals. In cases where society is exposed to a specific crisis or conflict, which creates a need to understand its dimensions by obtaining information about it in a way that helps people to form trends and identify positions that can be adopted regarding this event.

1. The degree of stability and balance of the social system varies as a result of continuous changes. According to this variation, the need for information increases or decreases. In the case of social instability, the need for information increases. So, individuals are more dependent on media.
2. The media system is important to society, and the degree of public dependence on it increases if it fulfills its needs.
3. The public community members differ in the degree of their dependence on media as a result of their differences in individual goals and needs (Al-Adheem, 2019).

### ***Early elections in Iraq***

The early Iraqi elections were scheduled to take place on the sixth of June, 2021 according to a decision by the Iraqi Prime Minister Mustafa Al-Kadhimi taken on July, 2020. But, the High Elections Commission demanded the Prime Minister to postpone its date. The Council of ministers responded to it and voted unanimously in its session that was held on Tuesday, January 19<sup>th</sup>, 2021 to set the tenth of October 2021 as a new date for holding early elections. The Independent High Electoral Commission welcomed the government's response to its request to change the date, but many voices inside Iraq were not satisfied with this decision.

The early elections in Iraq are of great interest for the popular parties and circles. They are at the forefront of the demands of the popular demonstrations that have swept the cities of Iraq since October 2019 and were still going on at that time. More than 700 dead and about 25,000 injured were the statistics of those demonstrations. The government has not announced who were responsible for killing the demonstrators or the parties behind them.

Many spectators and Iraqis believe that they should not place great hopes on early elections because the large influential parties are good at managing the elections and influencing their results, just as the uncontrolled weapons and political money, in addition to the failure of the uprising activists to organize themselves in a good way. That was among the most important obstacles to holding fair elections that contribute to reforming the situation in Iraq, which may result in renewed angry demonstrations (Al-Hindawi, 2021).

### ***Post-postponement electoral environment***

#### ***The electoral environment in Iraq requires six basic elements:***

The legislative environment, which is the task of the House of Representatives, the electoral administration, in which the largest task falls on the Independent High Electoral Commission, providing a safe environment that is supposed to guarantee the candidates, voters, parties, and workers in the electoral administration with all aspects and local and international observers that they do not experience any feeling or obsession with fear, terror, or threat, which would eventually allow the voter to go to vote by their own free will without coercion or intimidation, which is the task of the government, the judicial component that has the task of examining the appeals submitted, which is available through the judicial body within the formations of the Commission, as well as the Federal Court, which must ratify the election results in order to be approved, the candidate and the voter, and monitoring the elections, which is the task of the parties through their observers as well as civil society organizations and international parties (Hussain, 2021). It may be useful to refer to the types of voting behavior for the voters that prevail in these elections in terms of their impact (ibid):

1. Voting behavior influenced by political money.
2. Voting behavior influenced by clan (the clan voice).
3. Voting behavior under the influence of uncontrolled weapons.
4. Partisan voting behavior.
5. Local or regional voting behavior.
6. Voting behavior affected by the October movement.
7. Voting behavior that overcomes identity, national.

### ***Alliances and political powers in Iraq's early elections***

The slow response of the political parties to the early elections revealed their full awareness that they would not be held on time in both the first date that was scheduled to be in June, 2021 or even the second date that was scheduled to be in October. This was demonstrated

by the fact that the Independent High Electoral Commission had to extend the period for submitting and registering political alliances in the Department of Parties Affairs to conduct the process of registering political alliances and submitting the names of candidates more than once.

Therefore, the Independent High Electoral Commission in Iraq decided to extend the date for the registration of alliances for two times because the previous date was during which only four alliances were registered and seven others who participated in the elections were under registration. Therefore, the registration date was extended to allow more scope for alliances to participate in the upcoming elections (Ghali, 2021). It is not a matter of digression to repeat what is known that talking about political alliances falls mostly in the space of assumption because the elections were still far away and the political powers had not decided the form of their participation. The deadline for extending the registration period for alliances might continue. On the other hand, individual candidacy might discourage political powers to enter into major alliances, as long as they would not benefit much from these expanded alliances.

### ***Emerging parties and new alliances; October movement and competition prospects***

The fragmentary infection extended to the movement of October. There was a struggle for monopolizing representation among youth powers that wanted to enter the electoral competition on the one hand and other powers that rejected the idea of entering the elections for not believing that they would be useful. The challenge facing these powers is a challenge that includes all political levels for proving their ability, attendance, and participation in the elections. The challenge is also financial as those newly emerging powers had to confront parties whose militias and political money. One more challenge was social as the Shi'ite community was divided between supporters of the protests, especially in young people, and followers of traditional powers, most notably the tribal powers, mostly aligned with the political powers due to the tangle of interests that evolved during the years of ruling of these parties (Hussein, 2021).

### ***Iraq and elections control***

The declaration of Iraq's request from the UN Security Council to monitor the parliamentary elections in October provoked a political debate and a rejection by several political powers on the grounds that the international monitoring is a violation for sovereignty. Specialists indicated that the main reason behind the rejection was that the political powers realized that it would not be possible to forge the results of the elections. Abdulhussein Al-Hindawi, the Prime Minister's consultant, asserted that there was no violation for sovereignty in the Iraqi request from the UN Council to monitor the elections stating that it is a global procedure that is applied all over the world. He added that the UN Council supports Iraq to hold transparent elections.

At the time when the Prime Minister Mustafa Al-Kadhimi insisted on holding the elections on time, other political powers were concerned that that would deprive them from the opportunity of gaining votes through money or by force. Thus, the declaration of political leaders supported by Iran that they reject the UN Council's monitoring was a step before rejecting the results coming out of such a process.

All previous elections were under the monitoring of the United Nations, but the difference was the entry into the force of the Security Council. The request for international monitoring through the Security Council was the highest control matters on the electoral process. It refers to major international concerns about peaceful transfer of power (Al-Hindawi, 2021).

## **Previous Studies**

### ***The study of Ferial Adnan Shnawa (2020)***

(Shnawa, 2020) conducted the study entitled the campaign of the Iraqi parliamentary elections via Facebook: Applied study on the personal pages of the winners for the period from 3-4-2018 to 12-5-2018. She concluded that there were multiple propaganda methods used in the Pages of the politicians via Facebook that came from potential characteristics of the app. They focused on specific methods of maneuverability through which to attract attention, including provoking emotions and giving promises. The study also concluded that there was a decrease in the use of threatening methods for they were not useful anymore.

### ***The study of Bushra Dawoud Al-Sanjari and Sinhat Muhammad Izzuldin (2019)***

This study is entitled the role of social networking sites in activating the electoral participation of Iraqi youth. The study found that the Facebook site achieved the highest use of election news, with (96.8%) of the research sample. The study also concluded that (75%) of the research sample had more than (300) and more friends, (12.5%) had less than (300) friends, and (8.8%) had (100) to less than (200) friends.

### ***The study of Ashraf Ismail and Ahmed (2017)***

This study sought to identify the TV coverage of elections through conversational programs and measure the peoples' reactions towards the candidates. The percentage was (100%) for the TV program of (Egypt elects) and (82.1%) for the program of (The road to parliament). The study also concluded that the reasons for the participation of the respondents in the conversational programs covering the electoral process was in terms of type of the program. Obtaining personal information about the picture of the candidate ranked first, expressing a clear opinion towards what happens in the electoral process ranked second, following up the TV coverage for the electoral process ranked third, gaining a clear perspective about the parliamentary electoral process ranked fourth, obtaining information about the electoral committee ranked fifth, and obtaining information about how to vote ranked sixth.

### ***The study of Rawaa Hadi Salih (2015)***

This study is entitled the role of Iraqi press in forming electoral awareness: Iraqi parliamentary elections on 30 April 2010 as a modal. The study concluded that the parliamentary election process possesses a great deal of interest by press as well as many other sectors for the realization of its critical relation between political jobs and peoples' living. The importance of elections comes from the importance of citizens' participation that grants the president or representatives in the parliament the confidence.

### ***Comparison between the present study and the previous studies***

Direct contact channels are the most important communication means of obtaining information and opinions about candidates and their agendas, followed by mass media. The researchers did not find any Arabic study tackling the Iraqi elections after 2003, which interprets why the Arabic library lacks such studies. Surveying the previous studies benefited the researchers in determining the research problem for the present study, determining the research questions and hypotheses, determining the methodological framework in order to determine the theoretical framework that suits the nature of the present study, determining the tools and instruments of data collection, designing measurements, identifying the nature of political participation, marketing and awareness-raising campaigns, and investigating the influence of the exposure of youth to media that present electoral campaigns.

## Questions and hypotheses of the study

### *The study questions:*

- What are the preferred media that people depend on for obtaining information about the early elections in Iraq?
- What is the evaluation of the Iraqi public community members of the information obtained through media?
- What is the trend of the public community members towards voting in the early elections?
- To which extent are the public community members affected by the content of media towards elections from the perspective of the respondents?
- What is the possibility of unwanted candidates making it to the parliament in the early parliamentary elections from the perspective of the respondents and what is the percentage of such candidates among the elected candidates?

### *The Hypotheses*

#### *The first hypothesis*

There is a statistically significant correlation between the type of media, whether traditional or electronic and the degree of adopting it by the Iraqi public community members as a source of information on the Iraqi parliamentary elections 2021.

#### *The second hypothesis*

There is a statistically significant correlation between media types, whether traditional or electronic and confidence of the Iraqi public community members in the information regarding the Iraqi parliamentary elections 2021.

#### *The third hypothesis*

There is a statistically significant correlation between media types, whether traditional or electronic and distrust of the Iraqi public community members in the information regarding the Iraqi parliamentary elections 2021.

## Methodological procedures

### *Type of the Study*

The present study belongs to the type of descriptive studies that aim to monitor situations and phenomena, collect accurate facts about them, describe and diagnose electoral behavior and public attitudes towards the early Iraqi parliamentary elections 2021, and their evaluation of traditional and electronic media. It also aims to explore the relationships between some variables associated with marketing and awareness campaigns for elections. The study conducts a comparison between the trends of the study sample audience.

### *The Methodology*

The present study adopts the survey method through the field survey, which is an organized scientific effort to obtain data for the purpose of describing and analyzing the phenomenon under study.

### *Data collection tools*

- A. The standardized questionnaire through two methods
- B. the personal interview, which was distributed to the selected sample of the Iraqi public community members.



The electronic questionnaire newspaper was also relied upon as a tool for collecting data from the respondents via the Internet. Through this way, the form was designed and published on various Internet sites by placing the link designated for the form in the electronic pages of the target samples to collect information on the role of media campaigns in public participation in the early Iraqi parliamentary elections 2021.

### ***Population and sample of the study***

The community of the present study represents the Iraqi public community members following the events and developments of the elections file for campaigns, which are carried out under the supervision of the High Elections Commission. They were broadcast through local television channels, as well as social networking sites on the Internet.

### ***Field study sample***

The present study was applied to a random sample of 400 individuals residing in Baghdad, taking into account the following:

1. The field study was applied in different residential places in the province of Baghdad as the regions vary in terms of the social and economic level and the religious, sectarian, and national affiliation of the population.
2. It was taken into account that the ages of the respondents should be 18 years and over so that the respondents could form a vision regarding the 2021 parliamentary elections.

### ***Validity***

To verify the validity of the survey newspaper, it was presented to a group of refereed professors in the specialization in order to ensure its clarity and ability to measure the objectives and hypotheses of the study.

### ***Pre-test***

A pre-test for the investigation newspaper was conducted in order to ensure the clarity and understanding of the study sample of the newspaper's questions, by applying it to a small sample of (40) individuals, which constitutes a percentage of (10%).

### ***Stability***

The researchers re-applied the same tool two weeks after conducting the field study on (10%) of the original sample size. The reliability rate reached (87%), which is an appropriate and good percentage that confirms the stability of the survey questions.

### ***The results***

The most important news sources on parliamentary elections, the most important sources of news relied upon by the study sample in obtaining information on parliamentary elections came in the following in order:

Social networks with (39.6%), satellite channels with (27%), websites with (15.8%), radio with (8%), and other sources with less percentages.

The detailed data revealed that there are differences in depending on newspapers and candidates' conferences in favor of male respondents. The values of levels of significance were (0.36) and (0.004) successively.

The extent of confidence in the news on parliamentary elections

The sample confidence in early parliamentary elections is distributed to: a limited confidence with (42.75%), very high confidence with (23.75%), average confidence with (21.75%), and no confidence with (11.75%).

The detailed data revealed that there are statistically significant differences in the level of confidence of the respondents in the early Iraqi parliamentary elections. The value of levels of significance was (0.001%).

The most important reasons of mistrust in news sources on parliamentary elections

The most important reasons of mistrust in news sources on early parliamentary elections came in the following order:

Presenting the view of the owner with (29.9%), party view with (29.2%), increasing differences with (9.4%), exaggerating with (8.8%), subjective with (8.7%), and provocative style with (6.7%).

The detailed data revealed that there are statistically significant differences among the respondents regarding whether media news reflect the owner's or party's view. The values were (0.001) and (0.018) successively.

The role of news content in motivating participation in the early parliamentary elections

(52.5%) of the respondents asserted that news contents motivated participation in the early Iraqi parliamentary elections to a great extent, (29.75%) were not motivated by news contents, and (19.75%) were less motivated by news contents.

The detailed data revealed that there are statistically significant differences in the level of motivation of news contents between male and female respondents. The value of level of significance was (0.44), which is a significant value.

Distribution of the Study Sample According to the type and the extent of their keenness to participate

Levels of keenness on participation in the early Iraqi parliamentary elections are distributed as follows:

Considerably keen with (38.5%), average degree of keenness with (25.25%), weak degree of keenness with (11.75%), and not keen with (24.5%).

The detailed data revealed that there are statistically insignificant differences between male and female respondents according to the type in terms of their keenness to participate in the early Iraqi parliamentary elections.

The most important reasons for the study sample to participate in the elections

The results proved that the most important reasons for the study sample to participate in the elections came in the following order:

Making of the required change with (29.6%), my vote makes difference with (25.9%), a national and legitimate duty with (15.8%), punishing the authority with (14.7%), and it is part of my political rights with (14.4%).

The detailed data revealed that there are statistically insignificant differences between male and female respondents in all reasons.

The most important reasons for some respondents for non-participation in the elections

The most important reasons for the study sample for non-participation in the parliamentary elections came in the following order:

Large parties dominance on the elections with (25.8%), unfair elections with (24.8%), the election high committee is not independent with (17.4%), my vote does not make a difference with (17%), and the elections law is unfair with (15%).

The detailed data revealed that there are statistically insignificant differences in the reasons of non-participation between male and female respondents.

The scale for following-up news sources by the study sample to obtain information about the early Iraqi parliamentary elections

The most important motives of the sample of the study to follow up the parliamentary elections came in the following order:

Obtaining information, getting used, interpretation of events, gaining sound behaviors, entertainment, escape, and communication with friends.

The detailed data revealed that there are statistically significant differences in the type of gaining sound behaviors between male and female respondents.

The Scale of effects of following-up news sources to obtain information about the early Iraqi parliamentary elections

The most important effects of following-up news sources for information about the early Iraqi parliamentary elections came in the following order:

Gaining information about elections, filling spare time, increasing feeling of belonging, and Other influences with less percentages.

The detailed data revealed that there are statistically significant differences between male and female respondents in one of the effects; It helped me to have political participation. The value of significance was (0.027), which is a significant value.

Traditional media deterioration in front of the new media as a source of information in the parliamentary elections

Degrees of traditional media declining in front of electronic media as an information source in the early Iraqi parliamentary elections were as follows:

Largely deteriorating with (30%), average deterioration with (39.75%), little deterioration with (13.5%), and no deterioration with (16.75%).

The detailed data revealed that there are statistically insignificant differences in the level of deterioration of traditional media in front of new media between male and female respondents.

The possibility of unwanted candidates winning in the early Iraqi parliamentary elections

(58.25%) of the respondents believe that unwanted candidates can reach to the parliament in the early Iraqi parliamentary elections. There are statistically insignificant differences between male and female respondents in the possibility of unwanted candidates winning in the early Iraqi parliamentary elections.

The expectations of the respondents for the success of some candidates in the elections (35.5%) of the sample of the respondents believe that voters will elect figures from undesirable streams, followed by no one will be elected by (34%), average with (18.5%), and largely with (12%).

The expectations of the respondents regarding the percentage of participation in the elections

There is a variation in the proportion of the respondents who believe that the proportion of the public participation in the elections out of being aware of their role in not enabling unwanted candidates from undesirable streams to the parliament with the proportion of those who do not participate.

Distribution of the respondents according to the type and evaluation of participating in the elections (64%) of the respondents believe that participation in the elections is a national duty. (36%) of them believe that their votes do not make difference.

The most important sources of news relied upon by the respondents in the formation of their previous opinion

The most important sources of news relied upon by the respondents in the formation of their previous view came in the following order:

Social media networks, satellite channels, websites, family, friends, radio, candidates' conferences, and newspapers.

The most important terms of the scale of the effectiveness of information expectations

The most important phrases of the effectiveness scale of expectations came in the following order:

The government is able to maintain security, the government will provide security for elections, it reflects the interests of a certain category, candidates do not care about them, I feel political chaos, and political conversations are useless.

The motive of participation in the early Iraqi parliamentary elections (75.5%) of the respondents believe that media motivated participating in the early Iraqi parliamentary elections, which is expected by most observers. These elections took place in a different atmosphere from the previous elections as the election law was amended beside a public desire to make change after October demonstrations that led to overthrowing the previous government and declaring the early parliamentary elections.

The most important issues the respondents wish the next parliament to consider

The most important issues came in the following order:

Corruption with (16.9%), unemployment with (14.2%), commercial and political issues with \*(12.3%), health issues with (10.7%), and other issues with less percentages.

These results seem logical as October demonstrations focused on reforming the economic, political, and other sectors.

### ***Second: Hypotheses of the study***

#### ***The first hypothesis***

There is a statistically significant correlation between the type of media, whether traditional or electronic and the degree of reliance on it as a source of information regarding the 2021 Iraqi parliamentary elections by the Iraqi people.

The analysis revealed that there is no relationship between the type of media, whether traditional or electronic and the degree of reliance on it as a source of information regarding the 2021 Iraqi parliamentary elections by the Iraqi people, which reflects a media situation in which visions are absent and the dependence on the media becomes more confusing than directing and more misleading than guiding in light of the growing number of traditional And electronic media.

The value of  $\chi^2 = 1.002$ , which is not significant at the level of significance of (0.05).

#### ***The second hypothesis:***

There is a statistically significant correlation between the type of media, whether traditional or electronic and the degree of Iraqi society's confidence in information about the 2021 Iraqi parliamentary elections.

The analysis revealed that there is a statistically significant correlation between the type of media, whether traditional or electronic and the degree of confidence of the Iraqi society in information regarding the 2021 Iraqi parliamentary elections. The value of  $\chi^2 = 13.235$ , which is significant at the level of significance of (0.05). Therefore, the hypothesis is accepted.

#### ***The third hypothesis:***

There is a statistically significant correlation between the type of media, whether traditional or electronic and the reasons for the Iraqi society's confidence in the information regarding the 2021 Iraqi parliamentary elections.

The hypothesis was validated as there was a statistically significant correlation between the type of media, whether traditional or electronic and the reasons for the confidence of the Iraqi society in the information about the 2021 Iraqi parliamentary elections. The value of Pearson's correlation coefficient = 0.421, which is significant at the level of significance of (0.05). So, the hypothesis is accepted.

#### ***The fourth hypothesis***

There is a statistically significant correlation between the type of media, whether traditional or electronic and the reasons for the Iraqi society's lack of confidence in the information about the 2021 Iraqi parliamentary elections.

The hypothesis was validated as there was a statistically significant correlation between the type of media, whether traditional or electronic and the reasons for the Iraqi society's lack of confidence in information about the 2021 Iraqi parliamentary elections. The value of

Pearson's correlation coefficient = 0.556, which is significant at the (0.05) level of significance. Therefore, the hypothesis is accepted.

Despite the multiplicity of Iraqi satellite channels and the multiplicity of newspapers and even the electronic media and the different names, but the Iraqi media is still an authoritarian media linked to power, whether the government or parties and armed groups. This fact leads to a loss of trust among media in many cases.

## **Conclusions**

From the previous results, the researchers concluded the following:

1. The Iraqi public community members relied on traditional and electronic media as a source of information regarding the 2021 Iraqi parliamentary elections.
2. The public community members' confidence in media regarding the 2021 Iraqi parliamentary elections varied according to the type of traditional and electronic media, which reflects a media situation in which visions are absent and the reliance on media becomes more confusing than directing and more misleading than guiding in light of the growing number of traditional and electronic media.
3. Traditional and electronic media motivated the public community members to participate in the parliamentary elections, on the grounds that participation in the elections is a national duty.
4. The study revealed that there are influencing factors to follow up on news sources to obtain information about the early Iraqi parliamentary elections. The public community members believe that these media provided them with information about the elections, and filled their spare time, and they helped in increasing their sense of belonging.
5. Some respondents asserted that the most important reasons for distrusting news sources about the early parliamentary elections are due to presenting the owner's viewpoint and the partisan view on the contents, in addition to the increase in disagreements, intimidation, and the subjective and provocative style that appeared through these contents, which pushes the public community members not to trust these contents, which is reflected in participation in the elections and acceptance of its results.

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