

The Propagandizing Methods Directed to The Arab World in Al-Alam News Website: An Analytical Study of News Reports for The Period From 10/1 To 11/1/2022

By

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Abstract

The purpose of the study is to reveal the themes covered on the Al-Alam News website as well as the propagandizing strategies utilized in its material aimed towards the Arab world. Additionally, it intends to identify the sources of data employed by the global website in disseminating its numerous themes during the study period, as well as to disclose the highlighting aspects that were applied at that time. The researcher employed the analytical survey technique, a widely utilized framework for the procedures involved in data collection. On this basis, the research included an introduction to the categories of content analysis leading to the analysis of the content of the news reports published on the Al-Alam website, as well as its use of scientific observation and the content analysis form to know the propaganda methods directed at the Arab world that were used by the Al-Alam news website during the research period. The researcher reached several results, the most important ones are the following:

1. "Varying international positions toward the Iraqi elections" was in top place with (48) repetitions and a rate of (37.79%), while "Demonstrating the involvement of the U.S.A. in aiding terrorism" was ranked second with (31) repetitions and a rate of (24.4%). As for the category (emphasis on strengthening international rapprochement between Iran and Lebanon), it ranked third with a rate of (29), with (22.83%). The category (Highlighting the Conflict with Israel) was fourth, with (28) repetitions, and a rate of (22%). The category (highlighting the collapse of Algerian-French ties) was fifth with (17) repetitions, and (13.38%), followed by the category (showing the involvement of the Kingdom of Saudi Arabia in supporting terrorism) was sixth with (13) repetitions, with a rate of (10.23%). Finally, the category (highlighting Saudi Arabia's human rights violations) ranked seventh, with (7) repetitions and a rate of (5.5%).
2. Recurrence rated top with (38) repetitions at a rate of (22.48%), followed by (emotional grooming) with (32) repetitions at a rate of (18.93%). The (intimidation) category was third with (29) and (17%), followed by the (attracting attention) category with (26) repeats and (15.38%). The category (thrilling horror) ranked fifth, with (18) repetitions, with a rate of (10.65%). As for the category (depending on numbers), it ranked sixth, with (16) repetitions, with a rate of (9.46%). Finally, the (advance judgments) category ranked seventh with (10) repetitions, with a rate of (5.91%).
3. The results show that the (pictures) category was in the first place with (83) repetitions and a rate of (90.2%), followed by the (video) category in the second place with (9) iterations and a rate of (9.78%).
4. The researcher discovered that, in addition to sharing content with Google, the Al-Alam News website also lets users share it with social networking sites. There is a

share icon at the bottom of the subject when it is opened and read. When the reader clicks on it, he is given the choice to engage by email, Google, or communication sites.

Keywords: Saudi Arabia, Al-Alam websit, Arab world, Al-Alam news

Introduction

From the moment it first appears, propaganda relies on techniques to psychologically impact its audience, and it uses a variety of techniques to do so. When examining the many journalistic mediums, we discover that propagandist impact is present in everything from news to reports to articles to photos and caricatures. Additionally, there are other mediums that may be employed for advertising. For example, books, radio, television, and movies can be used. With the development and expansion of the role of the media and communication technologies that are sweeping our world today, modern communication technologies have been taken advantage of in the use of propaganda influence methods by employing text, images, and videos. Therefore, the research (propaganda methods directed at the Arab world on the Al-Alam News website—an analytical study in news reports for the period from 1/10/2021 to 1/11/2021) arose to highlight the propaganda methods used by the Al-Alam News website in its contents and identify the topics that were addressed by the site. Additionally, it attempts to identify the sources of data used by the global website in disseminating its numerous themes during the study period, as well as to disclose the emphasizing elements employed throughout that time. The research covered the following initial topic: the methodological framework (the research problem, its objectives, and its importance, as well as its methodology, fields, sample, validity, and stability). The second subject dealt with the idea of propaganda. The scientist arrived at a number of conclusions.

The First Topic: The Methodological Framework

First: the research problem:

It is "a position, issue, idea, or concept that requires research and scientific study to find out its premises, build relationships between its elements and current results, and reformulate them in the light of the results of the study and place them in the proper scientific framework" (Al-Hamid, 2000, p. 70). The research problem addresses the main question (What are the propaganda methods used by the Al-Alam News website in its contents directed to the Arab world?). This question includes the following sub-questions:

- 1- What are the topics that were discussed on the Al-Alam News website?
- 2- What are the sources of information adopted by Al-Alam website when publishing its various topics during the research period?
- 3- What are the highlighting factors used by Al-Alam News website in its content during the research period?

Second: Research Objectives:

The research objectives are summarized in the following points:

- 1- Disclosing the propaganda methods used by the Al-Alam News website in its content directed at the Arab world.
- 2- Identifying the topics that were discussed on Al-Alam news website.
- 3- Knowing the sources of information adopted by Al-Alam news website in publishing its various topics during the research period.

- 4- Disclosing the highlighting factors used by the Al-Alam news website during the research period.

Third: the research importance:

The importance of the research lies in the following:

1. The study aims to offer a realistic picture of the use of the internet as a propaganda tool. As a result, our research makes a substantial contribution to the community understanding of the techniques the site uses to spread propaganda.
2. Enriching the scientific library and opening the way for researchers to conduct research and subsequent studies in other aspects of the subject.

Fourth: Research limits: Research limits are summarized in the following areas:

- 1- Subject area: This research is limited to Al-Alam news website. The researcher chose the site because of its interest in various political, social and economic issues...etc. and for different countries of the world.
- 2- The temporal field: The time period for the research is limited to the period from (1/10/2021 to 1/11/2021). Due of the rapid growth of political events such, the researcher chose this time period (the Iraqi elections, the disclosure of the Pandora documents, and the scandals of some Arab leaders). In addition, he chose it due to the deterioration of relations between France and Algeria and attempts to normalize Israel with the Arab countries and other events

Fifth: Research methodology:

This study is descriptive research that explains the current context of the phenomena or problem in order to describe a phenomenon, scenario, group of individuals, event, or collection of conditions. In order to complete an accurate and comprehensive scientific description of the phenomena or problem, based on the relevant facts, it is done by identifying its conditions and dimensions and documenting the links between them. (Al-Suraiti, n.d. p. 17). The researcher used the analytical survey method, as it is considered a standard model for the steps of data collection (Al-Hamid, Scientific Research in Media Studies, 2000, p. 158). On this basis, the research included an introduction to the categories of content analysis leading to an analysis of the content of news reports published on the Al-Alam website during the research period.

Sixth: the research community and sample:

The research community is represented by news reports published on the Al-Alam News website. The researcher drew a simple random sample from these reports and subjected them to analysis to find out the propaganda methods used by the site towards the Arab world.

Seventh: Research tools: They are a set of tools that help researchers complete their research. These tools are related to the research topic and its methodology in order to achieve the goals. In her research, the researcher used the following tools:

- A: Practical observation: The researcher used the simple scientific observation, as she followed the contents published on Al-Alam news website in general, and the researcher was able to record the most prominent indicators that help her in building a content analysis form and identifying the research problem.
- B: Content analysis form: identified by the researcher according to the research problem and the follow-up of previous studies. The researcher developed categories of what was said and how it was said in a questionnaire consisting of (11) main

categories, from which subcategories branch out, as shown in the practical framework of the research.

Eighth: Validity and stability

- 1- The validity of the face analysis: It is represented by seeking to study the suitability of the measurement method used in measuring the subjects and phenomena that the person doing the analysis seeks to measure, and the extent to which this method is able to provide the required information (Hussein, 1996, p. 128). Accordingly, the researcher, according to the research questions, identified the appropriate categories for the research topic and put them in a form with procedural definitions for each category. The form was submitted to the experts who were: Prof. Nuzhat Al-Dulaimi, Media, Journalism, University of Baghdad, Prof. Dr. Esraa Shaker, Media, Radio and Television, Al Esraa University College, Prof. Dr. Abdul Majeed Al-Khatib, Fine Arts, Audio and Visual, Ahl Al-Bayt University, and Jamal Zaki and Mr. Yassin, (1962) Foundations of Social Research, Cairo, Dar Al-Fikr Al-Arabi, p. 171. Their observations were taken into consideration, making the analysis valid and fulfilling its basic pillars and conditions.
- 2- **The stability of the analysis:** It is the possibility of repeating the analysis using the same methods and the same material, so the same results are obtained (Yassin, 1962, p. 171). The researcher used the method of consistency over time, that is, re-testing a month after the first analysis with the same main eleven categories. She found complete agreement on nine categories according to the application of the Holsti equation to measure the stability of the analysis (Yassin, 1962, pg. 172):

$$0.81 = (11 + 11) / (9 \times R = (2)), \text{ is a high stability ratio.}$$

Ninth: Previous studies

1- Hanin Tariq Hamid's study (propaganda methods for managing international conflict in news websites: An analytical study of the Saudi-Turkish conflict. Al-Arabiya website as a model) (Hamid, 2020)

The purpose of this study is to identify the most significant propaganda strategies used in the Saudi-Turkish dispute, as well as the degree to which the most significant news stories that fueled the war were reported by news websites and the sources that provided that coverage. In addition, It aimed to identify the most notable journalistic techniques used in the Saudi-Turkish dispute, including propaganda techniques. To find these approaches, the researcher employed the analytical survey method, a content analysis tool, and straightforward observation. The researcher reached several results, most notably the following:

1. The category of penalties and bans ranked first with (157) repetitions, with a rate of (32.5%).
2. The threat and intimidation category ranked second with (156) repetitions, with a rate of (28.57%).
3. The warning category was in third place with (111) repetitions, with a rate of (20.33%).
4. The category of warning and deterrence ranked fourth with (104) repetitions, with a rate of (19.5%).

2- The study of Hussein Saadi Al-Fatlawi (propaganda methods for ISIS in social networking sites: YouTube as a model) (Al-Fatlawi, 2017)

The research aims to identify the propaganda techniques employed by the ISIS organization, to understand the grooming that went into it, as well as to understand the objectives of the ISIS gangs through their activities directed against Iraq on YouTube. Additionally, it seeks to identify the most popular techniques of YouTube. The researcher made use of the analytical survey method to extract the treatment of the problem and its results, and to generalize these results according to a set of special and well-studied rules. The researcher reached several results, the most important ones are the following:

1. The category of exaggeration ranked first with (17) repetitions, with a rate of (26.15%).
2. The military parade category ranked second with (16) repetitions, with a rate of (24.61%).
3. The category of capabilities of the combat forces of ISIS in the third stage came with (14) repetitions, with a rate of (21.53%).

Propaganda and its persuasion methods used in news websites Propaganda (concept...principles...goals...propaganda methods)

First: the concept of advertising

The term "propaganda" refers to the preacher's deliberate efforts to influence or alter the thoughts and behaviors of the populace. If the preacher uses symbols like words, revelations, flags, photos, statues, music, etc., the attempts to adapt or direct are centered in the area of ideas and values that are not shared by these individuals. (Badr, 1982, p. 192). Propaganda is defined as the activity or art that induces others to a certain behavior that they would not have taken without that activity. It is (intentionally influencing the thoughts and behavior of others with regard to values and beliefs through symbols, words, signs, and sound). The Encyclopædia Britannica defined it as (the deliberate presentation of a specific aspect in one of the cases to achieve the objectives of the propaganda sender). It was also defined as an organized plan to spread a belief or practice (Muhanna, 2005, p. 82). Propaganda is a media strategy used by the government or any other social or political body or organization to influence the minds and emotions of the public and persuade them to support the ideas and viewpoints of the party doing the propaganda work as well as to comply with its demands for altering or repairing behavioral patterns. (Al-Khulaifi, 2008). p. 356)

Second: Principles of Propaganda

In order for advertising to be effective and successful, advertising experts adopt some basic principles in this field. These principles are derived from the in-depth studies of the individuals and groups targeted by propaganda. Among these principles (Hammoud, 2008, p. 29):

1. Effective propaganda targets individuals rather than topics because topics need debate and argumentation, but propaganda directed at people addresses their morality and behavior. These drive sensations and emotions more than they demand mental and intellectual awareness.
2. Propaganda must be hidden and disguised so that it does not look obvious as propaganda; otherwise, it will fail.
3. Propaganda must be based on valuable information and accurate knowledge of events and must be fully coordinated with the political, cultural, and national trends of the state and the people to whom the propaganda is directed.

4. The most successful propaganda is the one that focuses on current issues that are well known to the people and that is characterized by honesty, objectivity, and realism.
5. Successful advertising must be mobile, in line with developments, and able to keep pace with all political, economic, and social developments.
6. The propagandist must enjoy freedom of movement and execution and exercise his art and creativity in his work and not be just an employee who receives instructions and carries them out automatically without a mental or self-presence in his work.

Third: Advertising objectives

Due to the diversity of people and civilizations across the world, propaganda has a variety of goals. Knowing if the nation is at war or at peace, if the propaganda was directed at an internal or foreign audience, or if its objective was a political or governmental entity, are the initial criteria for the growth of these goals through propaganda. In actuality, propaganda deeper objective is to sway the symbolic systems that serve as a framework for evaluating what is real and what is untrue. According to their kinds and the many contexts or instances in which they are used, advertising objectives vary. Following are examples of some of its general goals (Ammar, 1998, pp. 202-203):

First: in case of peace

7. Propagandizing for the state and promotion of its ideas and issues.
8. An explanation of the country point of view towards global issues and events
9. distorting principles and ideas that are not in line with its policies and objectives.

Second: in case of war

10. Discouraging the enemies
11. explaining its issues to neutral countries and convincing them of them.
12. confirming its links and relations with allied countries.

Fourth: propaganda persuasion methods

There are multiple methods of propaganda, the most prominent ones can be summarized in the following points (Al-Dulaimi, 2014, pg. 81-83):

1. The method of repetition: the repetition of information, ideas, phrases and vocabulary leads to understanding and acceptance by the audience, as repetition leads to fixing information and opinions in memory and then validating them.
2. Intimidation: It means that the propaganda messages should be interesting and contain some exaggeration and intimidation in order to win the support of the public.
3. Provoking terror, which is always triggered by psychological warfare and black propaganda that it uses to intimidate.
4. Relying on numbers: This method gives a lot of credibility to the news to be promoted, as the media deliberately supports many news and aids with referendums and statistics.
5. The method of using mental images: It is done by giving certain labels with which these perceptions become such as fixed expressions such as terrorism and peace.
6. The method of replacing names and terms, such as using an emotional term instead of a neutral term.
7. The method of continuous lying, in which exaggeration is resorted to.
8. The method of confirmation, which the propagandist resorts to in order to keep for himself some evidence and assurances that support the issue of validity of propaganda.

9. The method of knowing and defining the opponent, which is intended to keep the opponent away or competitor and resort to strengthening the feeling of the supporting groups or masses and individuals.
10. The style of following up others: it means imitation or fashion, or adopting the behavior that others follow, such as smoking.
11. Similarity style: It is the attention between people who are similar in certain aspects such as language, specific objects, sub-tests, and emotional aspects.

Fifth: Al-Alam News website (origin and development)

Al-Alam TV is a news TV channel based in Tehran, Iran. Since its inception in February 2003, it has raised the slogan "The truth as it is". Al-Alam broadcasts 36 brief and detailed news bulletins fed from a newsroom connected to international news agencies and reliable sources, with reports from about 50 correspondents in 40 countries around the world. Al-Alam channel adopts the latest methods and means of communication in the world of media, in addition to having a huge number of experts and technicians. All of this is dedicated to preparing the news through well-studied stages, with the aim of delivering the news to the viewer as quickly as possible without compromising the standards of accuracy. It also has correspondents in most Arab countries, in addition to main offices in Damascus, Beirut, Cairo and Baghdad. Al-Alam News Channel website: In order to expand its media coverage, Al-Alam News Channel entered the field of the World Wide Web through its website since the first year of its launch. The site allows users wherever they are to access the latest news and developments in Arabic, Farsi and English. The site provides a live broadcast service, which enables users to follow programs and news bulletins from the Internet. The site dedicates a window to the most important interviews and programs offered by the channel, less than 24 hours after its first broadcast (Al-Alam, 2021). The website can be accessed at the link <https://www.alalam.ir/>

Results of analyzing the contents of news reports on Al-Alam news website.

Based on the data of the practical framework of the research, the researcher summarized several results, as in the following points:

First: The main categories extracted from the news reports on the Al-Alam News website.

The category (varying the international positions towards the Iraqi elections) ranked first with (48) repetitions with a rate of (37.79%). The category of showing the involvement of USA in supporting terrorism was second with (31) repetitions, with a rate of (24.4%). As for the category (emphasizing the strengthening of international rapprochement between Iran and Lebanon), it was third with (29) repetitions with a rate of (22.83%), whereas the category (highlighting the conflict with Israel) was fourth with (28) repetitions, with a rate of (22%). The category (highlighting the collapse of Algerian-French ties) ranked fifth, with (17) repetitions, with a rate of (13.38%). The category (showing the involvement of the Kingdom of Saudi Arabia in supporting terrorism) was sixth with (13) repetitions, with a rate of

(10.23%). Finally, the category (highlighting Saudi Arabia's human rights violations) was seventh with (7) repetitions, with a rate of (5.5%).

Second: the category of varying international positions towards the Iraqi elections:

The category (highlighting the wide participation in the elections and the support of the religious reference to it) was first with (22) repetitions with a rate of (45.83%). As stated in the report (what distinguishes the Iraqi elections from its previous ones?) (Al-Alam, Al-Alam website, 2021), it was quoted by the website in the report (Iraq votes .. Iraq is new) (Al-Alam, <https://www.alalam.ir/>, 2021). It was also confirmed by the news report (What is the real battle that the Iraqi voter wants) (Al-Alam, https://www.alalam.ir, 2021). The category (Highlighting International Positions Confirming the Integrity of the Elections) was second with (18) repetitions at a rate of (37.5%). The report stated (a number of Western countries issued a joint statement on the Iraqi elections) (Al-Alam, https://www.alalam.ir /, 2021). The site mentioned it in the report (The Iraqi elections are a pivotal task for adopting a new method) (Al-Alam, https://www.alalam.ir /, 2021). Finally, the category (Demonstrating Saudi Arabia's position opposing and questioning the integrity of the elections) was third with (8) repetitions and a rate of (16.66%), as in the report (Saudi Arabia and its panic over the Iraqi elections) (Al-Alam, https://www.alalam.ir /, 2021), and was confirmed by the news report (Iraq.. an electoral race between the patriot and the occupier) (Al-Alam, https://www.alalam.ir /, 2021)

Third: The category of showing the involvement of the United States of America in supporting terrorism

The results revealed that the category (Highlighting American Support for Terrorism in Iraq, Syria and Yemen) was first with (23) repetitions and a rate of (71.87%), as in the report (US helicopters release a new batch of ISIS militants from SDF prisons) (Al-Alam, https://www.alalam.ir /, 2021). As for the category (linking the US withdrawal and the spread of terrorism in Afghanistan), it was second with (8) repetitions, at a rate of (25%), as in the news report (The US war bill in Afghanistan over 20 years) (Al-Alam, <https://www.alalam.ir/> 2021), and the news report (Taliban talks with Washington in Doha...why and where) (Al-Alam, <https://www.alalam.ir/>, 2021).

Fourth: The category of emphasis on strengthening international cooperation between Iran and Lebanon

It becomes clear that the category (demonstrating the positivity of the Iranian Foreign Minister's visit to Lebanon) was first with (18) repetitions with a rate of (62%), as stated in the news report (Al-Bina'a TV of Lebanon... The Iranian Foreign Minister's visit to Beirut is still the first event) (Al-Alam, <https://www.alalam.ir/>, 2021). The report confirmed it (The Lebanese hashtag "Khosh Amdeed" welcomes the visit of the Lebanese Foreign Minister) (Al-Alam, <https://www.alalam.ir/>, 2021), and the website mentioned it in the report (this Letters from Amir Abdallahian's visit to Lebanon) (Al-Alam, <https://www.alalam.ir/>, 2021). The category (Iranian government's support for Lebanon in facing the economic war) in second place, with (11) repetitions and a rate of (37.93%). The report states (Dear Iran, thank you... The Lebanese thank Iran) (Al-Alam, <https://www.alalam.ir/>, 2021), and the website quoted it in the report (After breaking the siege...Lebanese hopes for an ally that does not let friends down), and it was mentioned in the news report (Iranian Foreign Minister in Lebanon .. Messages and Repercussions) (Al-Alam, <https://www.alalam.ir/>, 2021)

Fifth: The category of highlighting the conflict with Israel

The category (Highlighting the rejection of Israeli attempts at normalization with Arab countries) ranked first with (13) repetitions with a rate of (46.42%), as stated in the news report (Which normalization is Lapid talking about) (Al-Alam, <https://www.alalam.ir/>, 2021). The website confirmed it in the content of the news report (a Kuwaiti writer calls on the Israeli entity to strangle Gaza more) (Al-Alam, <https://www.alalam.ir/>, 2021). The category (Expressing Israel's Fears of Iran's Nuclear Weapons) was second with (8) repetitions and (28.57%), as confirmed by the report (an Israeli military commander...only the Iranian nuclear weapon terrifies us) (Al-Alam, <https://www.alalam.ir/>, 2021). The website mentioned it in the report (an Israeli plan to attack Iran's nuclear facilities from this gate) and the website quoted it in the news report (After Iran's advice... Will Baku give up buying the illusion of security from Israel) (Al-Alam, <https://www.alalam.ir/> 2021). As for the category (Demonstrating Israel's Violations of the Palestinian People), it was third with (7) repetitions and a rate of (25%) as stated in the report (the director of Al-Aqsa Mosque considers the situation dangerous and Israel bears the consequences of its decisions) (Al-Alam, <https://www.alalam.ir/>, 2021). The report showed it (The Expulsion, Killing, and Looting of the Palestinians during the setback ... Documents that Israel conceals) (Al-Alam, <https://www.alalam.ir/>, 2021).

Sixth: The category of highlighting the collapse of Algerian-French ties

The results reveal that the category (highlighting the insulting statements of the French President to Algeria) ranked first with (8) and (47%). This is what the report addressed (Macron's motives for insulting Algeria is much greater than being racist or electoral) (Al-Alam, <https://www.alalam.ir/>, 2021). The news was confirmed by the report (Macron is retreating ... Can he end the tension he created with Algeria) (Al-Alam, <https://www.alalam.ir/>, 2021). The site discussed it in the report (What are the repercussions of the escalation between Algeria and France) (Al-Alam, <https://www.alalam.ir/>, 2021), while the category (Highlighting the Algerian government's decisions to sever international relations with France) got (5) repetitions and a percentage (29.41%), as stated in the report (Nation of a Million Martyrs... France sent its ambassadors to Algiers, not to Istanbul) (Al-Alam, <https://www.alalam.ir/>, 2021). As for the category (Demonstrating the Algerian popular rejection of the statements of the French President), it was third, with (4) repetitions and a rate of (23.52%), as in the report (Social networking sites... France plunders Africa... When will the reckoning come) (Al-Alam, <https://www.alalam.ir/>, 2021).

Seventh: Demonstrating the involvement of the Kingdom of Saudi Arabia in supporting terrorism

The results of the above table show that the category (highlighting Saudi Arabia's involvement in destabilizing security in the Arab world) ranked first with (9) repetitions and a rate of (69.23%), as in the reports (A new Saudi scandal in Yemen) (Al-Alam, <https://www.alalam.ir/>, 2021) and (Saudi Arabia's lion's share in the Pandora leak scandals remains the same as it was in WikiLeaks and Snowden) (Al-Alam, <https://www.alalam.ir/>, 2021) and (Saudi pressures threaten the UN investigation into war crimes in Yemen). (Al-Alam, <https://www.alalam.ir/>, 2021). As for the category (disclosing Saudi Arabia's involvement in supporting ISIS with weapons), it was second with (4) repetitions and (30.76%), as reported by the website in the report (Saudi princes involved in supplying ISIS with weapons in Yemen) (Al-Alam, <https://www.alalam.ir/>, 2021) as well as the report (Pandora Reports, Saudi Arabia's involvement in supplying weapons to al-Qaeda and ISIS in Yemen) (Al-Alam, <https://www.alalam.ir/>, 2021).

Eighth: highlighting Saudi Arabia's human rights violations

It is clear from the above table that the category (Demonstrating Human Violations in Saudi Prisons) was first with (5) repetitions and with a rate of (71.42%), as confirmed by the website in the report (more than 68,000 detainees in Saudi prisons in inhumane conditions) (Al-Alam, <https://www.alalam.ir/>, 2021). As for the category (Highlighting the Case of the Execution of Minors in Saudi Arabia), it was second, with (2) repetitions and a rate of (28.57%), as in the report (Has Saudi Arabia really stopped executing minors) (Al-Alam, <https://www.alalam.ir/> 2021).

Ninth: The category of propaganda methods on the Al-Alam news website

The category of recurrence came first with (38) repetitions, at a rate of (22.48%), followed by the category of (emotional grooming), with (32) repetitions, at a rate of (18.93%). As for the (intimidation) category, it ranked third with (29) and (17%), followed by the (drawing attention) category, which ranked fourth with (26) repetitions and (15.38%). The category (thrilling horror) ranked fifth, with (18) repetitions, with a rate of (10.65%). As for the category (depending on numbers), it ranked sixth, with (16) repetitions, with a rate of (9.46%). Finally, the (advance judgments) category was seventh with (10) repetitions, with a rate of (5.91%).

Tenth: The category of multimedia accompanying news reports on the Al-Alam website

The results show that the (pictures) category came in the first place with (83) repetitions, with a rate of (90.2%), followed by the (video) category, with (9) repetitions, with a rate of (9.78%).

Eleven: The category of services associated with news reports on Al-Alam news website

The researcher found that Al-Alam news website provides the visitor with the service of sharing the topic with social networking sites, in addition to sharing it with Google. When opening the topic and reading it, there is a share icon at the bottom of the topic. When clicked, it gives the reader options to participate, either through communication sites, with Google, or send via e-mail.

Twelve: The category of periodic updates in Al-Alam news website

The Al-Alam News website updates the topics every two hours, as the site appears to its audience with new topics, because the news occurs every minute. Therefore, the site must meet the needs of its fans in knowing the new event as soon as it occurs.

Conclusions

From the previous results of the content analysis questionnaire, the researcher arrived at several conclusions represented in the following points:

- 1- Al-Alam News website has been very interested in contents related to Iraq, Saudi Arabia, Lebanon, Yemen, Syria and Palestine. The reason for this is that Al-Alam news website is directed in its speeches to the Arab countries, in addition to the fact that these countries are among the unstable countries.
- 2- Al-Alam News website focused heavily on the Iraqi elections, where a variety of propaganda methods were employed in these contents, including attracting attention and relying on numbers. The website concentrated on the substantial amount of participation in the elections, which confirmed their integrity through international monitoring. Additionally, the website used prejudices in its focus on the United States of America distorting the image of the populace in order to withdraw electoral votes,

- focusing on the fact that the elections came with water on the desire of the religious authority in Iraq and in fulfillment of the blood of the martyrs.
- 3- It became apparent to the researcher that the Al-Alam news website placed a lot of emphasis on the subject of the US government's role in the growth of terrorism in Arab nations. Repetition, emotional appeals, and intimidation were employed on the website to persuade the public and decision-makers of the risks associated with doing business with the United States of America.
 - 4- The Al-Alam website focuses on showing the good image of the Islamic Republic of Iran on the issue of international rapprochement between it and Lebanon, as it sheds light on the site on Iran's standing with Lebanon in the face of the economic war. Use the site in this aspect emotional grooming and repetition.
 - 5- The Al-Alam News website demonstrates how the Kingdom of Saudi Arabia supports terrorism and continuously focuses on human rights abuses in Saudi Arabia. The website was intended to raise awareness in an effort to contact international organizations and human rights groups to halt these abuses.
 - 6- The site shed light on the collapse of French-Algerian ties, as the method of repetition was used to draw attention by focusing on the French President's insult to Algeria.
 - 7- The site focused on the categorical rejection of Israeli normalization with Arab countries. The method of terror was used by highlighting Israel's fears of the Iranian nuclear as well as focusing on Israel's violations of the Palestinian people.
 - 8- It is obvious that the Al-Alam News website is interested in using images and videos. This is because the website uses advertising strategies in an effort to keep up with current technological advancements.
 - 9- The site depends on the continuous updating of events, and this proves the presence of a huge number of experts and correspondents in various countries of the world to cover the events firsthand

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