Strategies of the communicator in the Security Media Cell to combat rumors and the mechanisms for their application through communication and media means: A field study Contact person in the Security Media Cell in Iraq

By

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Abstract

We cannot ignore the importance of the security media in the daily life of all societies, especially in unstable societies, especially since the role of the security media emerges through the mechanism of addressing false information and rumors that destroy society and destabilize community security and civil and security peace. Therefore, the security media contributes to building bridges of mutual trust between the security establishment and the public in order to confront everything that causes confusion in its stable condition, by providing the public with various information that contributes to self-immunization of the individual without resorting to malicious sources to become a hostage to circulating rumors and making him to believe everything without knowledge and awareness, but rather works to spread it among people and promote it in terms of knowing or not knowing, the research seeks to achieve several goals, most notably identifying the most prominent strategies of the security media cell to develop the skills of the cell members, monitoring the most prominent obstacles that affect the cell's strategies in combating rumors, and inferring the most prominent media strategies adopted by the security media cell in combating rumors and to identify how the security media cell employs preventive , media, remedial and organizational strategies in the fight against rumors.

Keywords Media strategy, Security, media, The communicator, Rumors

Introduction

This research comes to study the strategies of the communicator in security media cell to combat rumors and the mechanisms of their application through media and communication media, due to the widespread spread of rumors in Iraq, where it has become a phenomenon that has negative repercussions on all joints of Iraqi society, and since rumors carry with it a huge amount of false information and fictitious allegations that aim to spread public anxiety, provoke the masses and promote a state of tension in society. The security media cell has a social responsibility towards the state and the citizen in adopting strategies to protect against rumors, and not be limited to one strategy, but rather possesses various media strategies, including transparency and honesty in refuting false news, monitoring and investigation of the source of rumors and their promoters, and the legislative response through issuing strict legislation criminalizing dissemination and promotion of rumors, clarifying deterrent penalties to eliminating or limiting them, as well as media strategies that include what is preventive, what is curative and what is organizational, and we will highlight on this through the theoretical

framework and field study.

Topic one

Methodological Framework

First, Research problem

The problem is defined as "a situation, issue, idea, or issue surrounded by ambiguity, or a phenomenon that needs explanation or analysis through the scientific study to find out its introductions and build relationships between its elements, and its current results, and reformulate it through the results of the study and put it in a sound scientific framework. (Al-Mazahra, 2011; Samarasinghe, 2020).

The problem of the research crystallizes the following question: How does the communicator in security media cell employ media strategies when confronting rumors?

From this main question, several sub-questions derive as follows.

1) What are the most prominent strategies of security media cell to develop the skills of the cell members?
2) What are the obstacles that affect the strategies of the Security Media Cell in combating rumors?

Second, the importance of research

The researcher expects that the results of the research will contribute to the development of future media practice methods regarding the strategies of the communicator in the security media cell to combat rumors and the mechanisms for their application through media and communication media, especially since the danger of rumors affects the entire community, and it is also expected that this research will contribute to supplying the Iraqi media library, because the scarcity of studies conducted inside Iraq (Sooriyamudalige et al., 2020; Watts, 2020).

Third; Research Objectives

The objective of the research lies in identifying the most prominent strategies of the security media cell to develop the skills of the cell members, and monitoring the most prominent obstacles that affect the strategies of security media cell in combating rumors, as well as inferring the most prominent media strategies adopted by the security media cell in combating rumors, as well as identifying the most prominent future strategies planned by security media cell in developing its media and security work, and monitoring the mechanisms adopted in the production of rumors through the media and communication, not to mention identifying the most prominent applications and websites that the Security Media Cell adopts in detecting fabricated information and images.

Fourth; Type and method of research

This research is a descriptive one, and the researcher has relied on the survey method, as it is the most consistent method with the nature of our current research.

Fifth: The research community and its sample

The researcher identified his research community with all communicators in the security media cell through the comprehensive inventory method, and the research sample included all members of the cell, which numbered (40) respondents.

Sixth: Previous studies

(Jouda. 2020) A study of Ali Karim Ramadan Jouda (2020

The study discussed the public's dependence on the security media as a source of news, the security media cell as a model, and the study's problem revolves around a main question: (What is the extent of the Iraqi public's dependence on the security media cell as a source of news and security information?)

The study sought to find out the degree of public dependence on the security media cell and to know the extent of the importance of security news for the public in times of crises and to know the extent of the importance of security programs provided by satellite channels and their effects in increasing the security awareness of the public. on a sample of the public of Baghdad whose size was (150) individuals, it was selected by the available sample, which is one of the non-probability samples. (Qudeih, 2018)

The study of Shawqi Ibrahim Zraei Qudeih (2018 2

This study discussed the reliance of media students in Gaza Governorate on Palestinian websites in raising awareness of the danger of rumors, as well as the reasons for reliance on them, as well as the most important topics of interest in and on which media students depend on Palestinian websites that deal with issues of awareness of the dangers of rumors, as well as knowledge of the most important electronic sites that media students rely on while following up on the dangers of rumors on the Palestinian society, in addition to identifying the extent to which media students in Gaza governorate trust websites in disseminating awareness materials about the danger of crime, and the cognitive, behavioral and emotional effects of media students in the governorates of Gaza relying on websites in Spreading awareness of the seriousness of rumors, the study relied on the survey method, where the questionnaire was used as a research tool. It was applied to a sample of young Palestinian university students in the Gaza Strip, the size of which was (200) items, selected by the available sample.

Topic Two

Theoretical framework
An introduction to building effective media strategies

1 -What is the strategy?
If we started from the classical analysis of terminology, we find the concept of strategy found in various languages, whether Latin or Greek, and means tricks and deception, as well as the art of war, in German and French we find *Strateqie*, and when we say "*Strateqie" aqein* "strategy," it is divided into two parts, and we mean the army with which push forward, connecting the two ends of the terms *Stratqs* and *aqein* we get *Strateqos*, which means General, and the verb *Strateqo* means leader or commander, the adjective *Strteqikos,* which combines *Strateqika*, It means the functions and actions of General and in the military concept of the word it means the qualities possessed by General, so strategy is the art of commanding the army(Khair El-Din, 2013, p. 63).

2-Define the strategy
The strategy is the sound scientific basis for achieving the public and private plans of all media, security and political institutions, It is the bridge between the reality of the institution in which it lives and the desire that it is trying to reach in a professional manner based on strategic plans in accordance with the standards and executive mechanisms of the financial and human resources available to the institution. Some of them believe that the strategy is road map

for the strategic plans and objectives set by the institutions to achieve the long-term or short-term goals within a specific time and practical framework. (Al-Arefan, 2018, p. 28)

Media strategy 3

Drawing any strategy for any media organization, whether security or economic, relies heavily on its mission and clear objectives, on this basis, information related to the external environment, its relationship, evaluation, and association with the institution is studied, and the amount of available opportunities and possibilities as well as dilemmas and challenges that may face it, where the available alternatives to the strategy are identified and chosen the best and feasible through developing plans to achieve the goals set on an ongoing basis and this success depends heavily on the extent to which the institution studies the conditions, dimensions and environmental factors influencing and the extent of benefiting from their trends and impact and evaluation in determining and modifying the previously set goals.(Oudeh,2018, p. 165)

Accordingly, the concept of the media strategy is not different from the rest of the strategies because this concept, as we explained earlier, is the planned path, the future plan, and the predictive vision set by the various institutions to achieve the desired goals in line with the available capabilities, the media strategy has been defined as (an integrated and advanced view of the messages that must be presented, to which categories of the target audience, and in what ways they are presented.(Ibrahim, 2007, p. 102)

Strategic media goals 4

We can focus on some of the strategic goals that media plans seek, as follows.

A - Developing the media institutions in the country and using modern management systems and developing scenarios and methods of solutions and treatment in making the appropriate decision in the face of challenges. (Abul-Nasr, 135)

B - Employing resources in the light of needs by reaching and achieving future visions (Yousef, 2017, p. 28.86)

C- Determining priorities, methods and alternatives and creating a participatory situation in the planning process at all levels.

D- Organizing and implementing current and future decisions by providing the required information and organizing human and financial resources to implement the required decisions in order to reach the achieved results

Stages of preparing a media strategy 5

Experts in this field point out that the media strategy has multiple divisions, which are important stages that represent the tangible reality available in proportion to the available human and material capabilities. They can be presented as follows.

A- Research stage: It is a basic step to be followed in successful institutions, where this step takes the first order to serve as the infrastructure in which the subsequent steps are launched, which lies in analyzing the form of communication in the institution, and also contributes to diagnosing its status and the nature of the message to be delivered to the public, this stage is an important step that helps the organization to choose the ideal strategy for it.(Belkhairy, p. 172)

B - Planning stage: It is the next stage of preparing the media and communication strategy, which contributes to determining the goals of the institution by diagnosing the situation of the public, as well as its contribution to choosing the appropriate message for it, and how could it be? Which leads to setting goals and developing plans and strategies in a way

that contributes to effectively ending obstacles to reach the desired future results. (Al-Obaidi, 2006, p. 72)

C- Implementation stage: It is the stage of preparing and developing the media and communication strategy, as it represents the process concerned with putting the strategic choice into practice, and this process requires preparing the organization for that, among the important variables that determine the success of the implementation of the strategy are the organizational structure, work design, reward systems, types of information, opinions, and media and communication programs.

Therefore, this stage is considered the stage of implementing the decisions after the objectives are defined in advance. (Hafees, 201p.29)

Elements of a media strategy 6

The media strategy consists of two important elements, the first is to build specific communication media messages aimed at achieving specific goals, and the second is to determine the method of delivering these messages to the target audience, and the effective communication that the organization wishes to practice within the framework of its external relationship. It must also be taken into consideration the efficiency of communication, the communication environment and the current level of the relationship, as the strategic and rational goal may be to develop short-term relationships or maintain the sustainability of long-term relationships characterized by continuity, where the institution in both cases needs a different communication strategy. (Al-Gamal, 2016, p. 164)

Determining the elements of the media strategy is the result of continuous attempts by the efforts of specialists in the field of media and communication to make models in a specific format to describe the media and communication process and enable it to be interpreted and analyzed, models mean "a sufficient set or framework of concepts to explain the different dimensions of the communication process. (Sultan, 2011, p. 80)

Topic Three

Application Framework

Field study results
Q 1 / What are the media strategies that the security media cell relies on in combating rumors?

The previous table shows that.
The media strategies on which the security media cell relies in combating rumors, as determined by the respondents, were as follows.

It came in the first rank (depending on the focus strategy) with an arithmetic mean (2.875), and a percentage weight of (%95.8), and came in the second rank in the category (the employment of the psychodynamic strategy) with an arithmetic mean (2.6), and a percentage weight of (%86.7), then In the third rank came the category (the employment of the problem situation strategy) with an arithmetic mean (2.525), and a percentage weight of (%84.2), and finally the eighth rank (the employment of the consensus-building strategy) with an arithmetic mean (2.25) and a percentage weight of (%75)

Table (1) *shows the media strategies that the security media cell relies on in combating*

rumors. N = (40)

S/N	Items	responses			weighted mean	standard deviation	Percentile weight	level	rank
		I agree	neutral	disagree					
1	Relying on a focus strategy	K 35	5	-	2.875	.6378	95.8	High	1
		% 87.5	12.5	-					
2	Employment of psychodynamic strategy	K 24	16	-	2.6	.4961	86.7	High	2
		% 600	400	-					
3	Use of cultural and social strategy	K 23	11	6	2.425	.7472	80.8	High	4
		% 575	275	150					
4	Relying on a meaning-building strategy	K 16	22	2	2.35	.5795	78.3	High	5
		% 40.0	55.0	5.0					
5	Employing a problem situation strategy	K 23	15	2	2.525	5986.	84.2	High	3
		% 575	375	50					
6	Rely on the dialogue strategy	K 16	13	11	2.125	.8223	70.8	medium	8
		% 400	325	275					
7	Employing a consensus building strategy	K 18	14	8	2.25	.7762	75	medium	7
		% 4.50	35.0	20.0					
8	Employing a consensus building strategy	K 20	12	8	230	7909	767	medium	6
		% 50.0	30.0	20.0					
	Total				2.431	.6810	81	High	-

Looking at the table, we find that its results indicate that the general average degree of the media strategies on which the security media cell relies in combating rumors, as determined by the respondents, amounted to (2.387), and a percentage of (%79.6), which is a high level.

Q 2/ How does the Security Media Cell employ preventive strategies to combat rumors?
Table (2) *shows how the Security Media Cell employs preventive strategies to combat rumors.*
N = (40)

S/N	Items	responses			weighted mean	standard deviation	Percentile weight	level	rank
		I agree	neutral	disagree					
1	Stay away from media blackout	K 37	3	--	2.925	.2667	97.5	High	2
		% 9.25	7.5	-					
2	Commitment to credibility, transparency, and verification of the authenticity of the news	K 34	6	-	2.85	.3616	95	High	4
		% 85.0	15.0	-					
3	Speed in responding to false news and incorrect information	K 35	5	-	2.875	.3349	95.8	High	3
		% 875	125	-					
4	Enhancing the role of the media in building bridges of mutual trust between citizens and the state	K 38	2	-	2.95	.2207	98.3	High	1
		% 95.0	5.0	-					
5	Activating confrontation strategies by spreading awareness of the rumors of rumors	K 32	8	-	2.8	.4051	93.3	High	5
		% 800	200	-					
6	The means of communication enhances the ability of religious institutions to fight rumors	K 30	10	-	2.75	.4385	91.7	High	6
		% 750	250	-					
7	The means of communication enhance the importance of the role of the family, schools and universities in combating the rumors -	K 29	11	-	2.725	.4522	90.8	High	7
		% 725	275	-					
8	The means of communication enhances the ability of social institutions to take moral responsibility to raise awareness against rumors	K 29	11	-	2.725	.4522	90.8	High	7
		% 72.5	27.5	-					
	The total				2.825	.3664	94.2	High	-

The previous table shows that.
How the security media cell employs preventive strategies to combat rumors, as determined by the respondents, as follows.

It came in the first rank (enhancing the role of the media in building bridges of mutual trust between citizens and the state) with an arithmetic mean of (2.95), and a percentage weight of (%98.3), and came in the second rank (away from media blackout) with an arithmetic mean (2.925), and a percentage weight of (%97.5), then came in the third place the category (speed in responding to false news and incorrect information) with an arithmetic average (2.875), and with a percentage weight of (%95.8), and finally the seventh place in the categories of

(communication means enhance the importance of the role of the family and schools in dealing with rumors, the means of communication enhance the ability of social institutions to assume the moral responsibility to raise awareness against the dangers of rumors) with arithmetic mean (2.725) and a percentage weight of (%90.8)

Looking at the table, we find that its results indicate that the general average of the degree of how the security media cell employs the preventive strategies to combat rumors as determined by the respondents reached (2.825), and a percentage of (%94.2%), which is a high level.

Q3 / How does the Security Media Cell invest in remedial strategies in combating rumors?

Table (3) *shows the special paragraphs of how security media cell invested in remedial strategies in combating rumors. N = (40)*

S/N	Items		responses			Weighted mean	standard deviation	Percentile weight	Level rank
			I agree	neutral	disagree				
1	It depends on the method of spreading the rumor to monitor and analyze it on a daily basis	K	38	2	--	2.95	.2207	98.3	High 1
		%	95.0	5.0	-				
2	It seeks to verify the source of the rumors to find out who is behind its promotion	K	33	7	-	2.825	.3848	94.2	High 5
		%	82.5	17.5	-				
3	It is keen to refute rumors psychological, logical and mental in preparation for eliminating them	K	28	12	-	2.7	.4641	90	High 8
		%	70.0	30.0	-				
4	Involving the rumor-fighting department in the markets and malls for field monitoring	K	36	4	-	2.9	.3038	96.7	High 2
		%	90.0	10.0	-				
5	- It works to verify the content of rumors related to a ministry, government agency, or institution through its electronic accounts	K	30	10	-	2.75	.4385	91.7	High 7
		%	75.0	25.0	-				
6	Increasing the permanent censorship of social networking sites that circulate false news and images to be refuted by the anti-rumor department	K	34	6	-	2.85	.3616	95	High 4
		%	8.50	15.0	-				
7	-It is working on creating electronic departments to follow up on social media	K	27	13	-	2.675	.4743	89.2	High 9
		%	67.5	32.5	-				
8	Activating the supremacy of state laws over those who spread rumors and those who circulate them	K	31	9	-	2.775	.4229	92.5	High 6
		%	77.5	22.5	-				
9	Increasing reliance on artificial intelligence applications to analyze information and monitor fake news	K	25	10	5	2.5	.7161	83.3	High 11
		%	62.5	25.0	12.5				
10	Activating the media honor charter to counter rumors that are broadcast and spread by all media outlets	K	25	12	3	2.575	.6385	85.8	High 10
		%	62.5	30.0	7.5				
11	It is keen to follow the official electronic newspaper, Al-Naba, which speaks on behalf of the terrorist organization, to monitor all the fabricated videos, photos and news that are published	K	35	5	-	2.875	.3349	95.8	High 3
		%	87.5	12.5	-				
12	It seeks to address rumors through the counter-media to refute them immediately by releasing facts and information	K	29	10	1	2.7	.5164	90	High 8
		%	72.5	25.0	2.5				
13	- It is keen to coordinate with the Media and Communications Authority to follow up on suspicious sites for the purpose of blocking them and following up on their promoters	K	35	5	-	2.875	.3349	95.8	High 3
		%	87.5	12.5	-				
	Total					2.765	.4316	92.2	High -

The previous table shows that.

How security media cell invests in remedial strategies in combating rumors, as determined by the respondents, as follows.

It came in the first rank (depends on the method of the spreading rumors to monitor and analyze it on a daily basis) with an arithmetic mean of (2.95), and a percentage weight of

(%98.3), and came in the second rank in the category (put the elements of the anti-rumor department in the markets and malls for field monitoring) with an arithmetic mean of (2.90), with a percentage weight of (%96.7%), and then came in third place in the categories of (Keeping to follow the official electronic newspaper, Al-Naba'a, which speaks on behalf of the terrorist ISIS, to monitor all published fabricated videos, photos and news, keen to coordinate with media and communications commission to follow up suspicious sites for the purpose of blocking it and following up its promoters) with an arithmetic mean of (2.875), and a percentage weight of (%95.8), and finally the eleventh rank (increasing reliance on artificial intelligence applications to analyze information and monitor fake news) with an arithmetic mean of (2.5) and a percentage weight of (%83.3)

Looking at the table, we find that its results indicate that the general average of the degree of how security media cell invests in remedial strategies in combating rumors as determined by the respondents amounted to (2.765), with a percentage of (592.2), which is a high level.

Conclusions

1)   We conclude that electronic means and communication are superior to traditional media and communication in the matter of combating rumors because of their great role in refuting and refuting rumors that appear on these means or that are circulated by citizens.
2)   We conclude that the development of digital technology contributes to spreading rumors, and this development leads to the desire for diversification and spread, and the desire to achieve the scoop.
3)   We conclude that the reasons for the spread of rumors in Iraq is the difficulty of subjecting social media to official control, which makes the means of communication rely on unknown and unreliable sources, with the emergence of a case of forged sites with the names of unofficial bodies on social media.
4)   We conclude that one of the most important media strategies that security media cell relies on in combating rumors is to rely on the strategy of focus with the use of the psychological dynamic strategy, in addition to employing the strategy of the problematic situation.

Recommendations

1)   Conducting studies on the Iraqi media's dependence on the Security Media Cell as a source of information.
2)   Conducting studies on media legislation and laws and their reflection on the skills of the communicator in security media cell.

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