

Trends of Elite in Regard of News Coverings for Service Reality via Iraqi Satellites Channels

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Abstract: The idea of this study is summarized in the attitudes of the elite towards news coverage of the service reality in Iraqi satellite channels. Where the researcher has designed the questionnaire form and then presented it to a collection of arbitrators. The research community was chosen which represented by the academic elite of professors of the College of Media in the Iraqi University and their study by way of comprehensive inventory method. The reason behind choosing timing of this study is that the Iraqi government had begun a broad campaign in Baghdad in the field of all services. The researcher used descriptive research in the manner of surveying the mass to conclude results that achieve the objectives of this research.

Keywords: Trends – News Coverings – Service Reality.

1. Introduction

Due to the experience enjoyed by the academic elite of media teachers and instructors in pursuit the Iraqi satellite channels for their coverage of various Iraqi events. Which increases the mass, public's knowledge and showing them of update happenings especially service subjects. While the increasing of interesting of mass media in topics that are interested by the people by dealing with services are provided by the Iraqi government. Which stimulate many of Iraqi satellite channels to uncover, investigate and focus on their coverage of services in the respect of figuration the public opinion toward the government of Mohammed Al – Sudani

First: The research problem: It means (A question that needs to be clarified, an answer or an ambiguous stance that lacks to be explained or an unsatisfied desire) (Qanliji, 1993, Page no. 48). The research problem stems from a main question: What are the elite's trends toward news coverings of the service reality via the Iraqi satellite channels ?

There are branches of many inquiries which are as following:

- 1) To what extent is the elite exposed to Iraqi satellite channels?
- 2) What is the average number of hours that the elite exposure to Iraqi satellite channels?
- 3) What are the satellite channels that the elite rely on to follow service news?
- 4) The role of Iraqi satellite channels in transmitting the service reality?
- 5) What are the factors that make central government effective?
- 6) The Government procedures in processing services?

Hypotheses of the study:

First hypothesis: There are statistically significant differences in the respect of suitability of news coverage to the service reality according to the nature of the respondents

Second hypothesis: There is a statistically significant correlation between the role of Iraqi satellite channels in conveying the service reality and number of hours of viewing and watching the news bulletin in Iraqi satellite channels.

Second: The importance of the research:

The significance of the research lies in the results that it will produce in order to address a subject that is represented in knowing attitudes, trends of the elite in regard to the service government of Mohammed Al – Sudani , particularly the deterioration of the service reality during passing number of previous governments that did not find solutions to the service reality which is getting worse day after day

Third: Aims of the research:

1. Knowing the elite's exposure to Iraqi satellite channels
2. Revealing the hours of elite exposure to Iraqi satellite channels
3. Knowing the satellite channels that the elite rely on to follow service news
4. Knowing the role of Iraqi satellite channels in conveying the service reality
5. Expose the factors that make the central government effective
6. Knowledge of government procedures for processing services

Fourth:

2. Method of research and its tools

The method is considered as a scientific manner that through which the researcher tries to reach the facts, relying on objective scientific rules that lead to revealing the facts. It contains elements of suspense that motivate the reader to research in the field of science. Where it may enabling him to introduce its secrets. Accordingly, the methods and textbooks were not fixed templates or forms that required to be implemented, but rather these methods necessarily differ from one topic to another (Aqeel, 1991, page no. 43). So the researcher relied on using the descriptive approach in the way of the mass survey because he is being interested in identifying the problem by describing the phenomenon, its nature and characteristics besides to knowing its causes, based on collecting and analyzing information to conclude results to tackle the problem (Awadh, 2001, page no. 69).

The researcher depended on the field survey approach by using the questionnaire method that was prepared pursuant to the research variables to access results that fulfill the research targets

Fifth: Limits of the research:

- 1- Spatial boundaries: Spatial borders are embodied in the academic elite in the College of Media - Iraqi University
- 2- Time limits: This is the time period that the study took in distributing the questionnaire form to the arbitrators, respondents, and collecting, transcribing and classifying information. The period was from 9/5/2023 until 15 / 10 / 2023

Sixth: The research community and its sample

The research community was represented by teachers of the College of Mass Media in the Iraqi University. Who were studied by way of using comprehensive inventory method? Where their number was (117) according to the statistics that was presented to us by the Deanship of the College

Seventh: Search tools

- 1) Questionnaire

Previous studies:

First: Study (Al-Atwani - 2014)

The research problem can be summed up in studying public opinion towards local governments and their responsibilities before masses. In addition to knowing the strength and effectiveness those governments in implementing their programs and tasks. Which is reflected in the trends of public opinion towards those governments. The researcher has used the descriptive analytical method by using questionnaire and interview tools. The sample included 500 people from Al – Anbar, Babylon and Misan governorates.

The study reached several results. The most important as following:

- 1) The results of the study indicated that most of the respondents' opinions were agreed that the local governments are ineffective. Which generates negative public opinion among the public
- 2) The negative public opinion came because these governments did not care about the basic needs of citizens including enforcing the law and establishing security

Second: Study of (Faihan, 2017)

The problem of the study revolves around its attempt to answer the question (What are the trends in coverage in Arab satellite channels about the Yemeni crisis). And what are the implications and reflections of this coverings within the Iraqi masses? The researcher used the descriptive approach with both analytical parts (Al-Mayadeen and Al-Arabiya Al-Hadath channels) for the period from 26 / 3 / 2015 till 26 / 6 / 2015. The community survey of the central city of Baghdad. The most prominent results reached by the study as below:

1) The interesting of both two research channels in using pivotal words, repeating them and condensing them in order to create an impact on the audience on the one hand and to show trends regarding the topic or character that is dealt in the coverage on the other hand

2) The respondents have identified the reasons are reflected by the news coverage of the two research channels in shaping their attitudes , trends toward supporting one party over another of the crisis's parties

Validity and reliability procedures are regarded of important matters for scientific research. Where it is ensured that the questionnaire application is suitable for measuring what it was confirmed for (Al-Saadi, 108, 2021). The researcher demonstrated the apparent validity of the elite attitudes questionnaire application in the respect of news coverings of the service reality in the Iraqi satellite channels. When its items were presented before (3) arbitrators in the field of media (*). Where the arbitrators were asked to estimate the validity of each seemingly apparent item. And in the light of their opinions. Some of items were amended. And no paragraph was excluded because it received their approval at a rate of (80%) or more. Therefore, this percentage was adopted as a criterion for the validity of the paragraphs

3. Theoretical frame

The trend is a term characterized by flexibility. As it allows to be used within the scope of the individual and the group. It is a point of convergence and common interest among psychologists, sociologists, media and communication experts. The attitude is defined as ((A state of mental and nervous readiness that is organized through a person's experience to exert , practice a kind of directive or interactive influence on his response to all subjects , topics and situations are associated with this response or that may provoke it) (Sufyan , 2010 , page no. 70)

Components of attitude: It has many elements which are as following:

1) The knowledge component: It includes a set of the individual's beliefs, ideas, information and knowledge. Which that he has acquired regarding the topic of the trend. And it helps him to respond evaluative for or against the subject of the trend. As it may save him of knowledge background. And the information that individuals possess about a certain subject. Which may be consistent or inconsistent against subject of trend. The individuals always try to show balance in expressing for this state of contradiction, to be considered that the individuals' evaluation of things is the basis on which the cognitive and knowledge component is based. Where the individual's expression of his love or hate is an expression of his attitude, but there are exceptions that violate this connection. Where a person may he knows that smoking is harmful to health, but he continues to smoke without interruption. As it is not reasonable or logical for us to love things that we know their negatives and adverse results, but it is possible that we hate some things or are not inclined to do them and our evaluation of them is positive (Shawi, 2008, page no. 147)

2) The affective or emotional component: The affective or emotional component consists of patterns of feelings and emotions that are invoked by certain subject, such as feelings of love or hate, relief or discomfort, joy or sadness. The affective component has the most effectiveness and vitality in persuading and creating the trends that are desired to be obtained .Because the majority who are the general public of masses, their opinion is influenced by love and hate more than their cognitive or knowledge conviction. Because individuals vary in educational, scientific, knowledge and cognitive attainment (Al-Hafni, 1978, page no. 86)

3) Behavioral or actual component: The behavioral component includes two parts: behavioral intentions and actual behaviors. So some specialists in psychological aspects prefer to call this component readiness to react .Because they

believe that trends do not necessarily have to be expressed in an exemplary public manner (Barakat, 1954, page no. 92)

Periods of trend formation:

Experts point out that the trend is going through three basic stages

(Al-Atoum, 2009, page no. 202):

1) Perception or recognition stage

At this stage, the attitude is the individual's cognitive or knowledge stage and his direct knowledge of the social environment is related to the subject of the attitude. This attitude may crystallize at this stage around material things, such as situations, stances, people or various environmental phenomena. So the individual collects data and information to try to understand it. And to find out evidences that support or contradict it

2) The period of development of inclination towards direction:

This stage is characterized by the increase and growth of the individual towards things or people. This inclination is formed through the processes of dealing with the environment. And it may be a negative or positive inclination. As the cognitive component through knowledge, the emotional component through feelings begin to crystallize and appear. But it does not reach an advanced level of development and maturity.

3) The stage of stabilization and steadfastness:

This is the last stage in the formation of the trend. As the three components of the trend appear and crystallize clearly, as the individual develops feelings, knowledge and behaviors emerge from the trend. And thus it can be said that the trend has become a good degree of relative stability and time continuity for long periods.

First: Demographic information Gender

Table (1) shows the distribution of respondents according to the gender of the respondents

Gender	Recurrences	Percentage	Grade
Males	73	62.39 %	First
Females	44	37.61 %	Second
Total	117	100 %	-

It is clear from the data in the table above that the category (males) had a higher percentage than the category (females) of participants in this questionnaire application from the research sample with a relative difference between the two categories of (24%). As the male category came in first place with (73) repetitions, achieving a percentage of (62.39%) followed in second place by the female category with (44) occurrences and a percentage of (37.61%). The reason for this relative discrepancy between the two categories is that the researcher adopted random distribution of the questionnaire forms without its intervention to achieve objective results far from bias

Second: Age

Table (2) shows the distribution of respondents according to age group

Age category	Repetition	Percentage	Grade
28-34 years	32	27.35 %	Second
35-41 years	24	20.51 %	Third
42-48 years	46	39.32 %	First
54 years and more	15	12.82 %	Fourth
Total	117	100 %	--

The results of the previous table showed the distribution of respondents whose opinions were polled about the attitudes of the elite towards news coverings of the service reality within Iraqi satellite channels into four age groups. Where in which the age group (42-48 years) in the forefront the classification of categories with (46) respondents, achieving the highest percentage in this distribution reached to (39.32%) and came in first place, followed in second place by the

age group (28-34 years) with (32) respondents and a percentage of (27.35%), then the age group of (35-41 years) in third place with (24) respondents and a percentage of (20.51%). As for the age group (over 54 years) it came in last place in the classification of categories and achieved (15) occurrences with a percentage of (12.82%)

3) Marital status:

Table No. 3: It shows the distribution of respondents according to social status

No.	Marital status	Repetition	Percentage	Grade
1	Single	13	11.11 %	Second
2	Married	96	82.05 %	First
3	Divorcee	--	--	--
4	Widower	3	2.56 %	Fourth
5	Separated	5	4.27 %	Third
Total		117	100 %	--

The data in the previous table that are related to the distribution of respondents according to marital status revealed that the (married) category was the most. This category came in first place with (96) occurrences and a rate of (82.05%). While the (single) category came in second place with (13) occurrences and a rate of (11.11%). While the (separated) category came in third place with (5) Recurrences at a rate of (4.27%). While the category (widower) came in last place and received (3) repetitions at a rate of (2.56%)

The second axis: Questions are related to the respondents' opinion:

1) Do you watch Iraqi satellite channels?

Table (4) shows the extent to which respondents watch Iraqi satellite channels

Do you watch Iraqi satellite channels?	Repetition	Percentage
Yes	106	90.60 %
No	11	9.40 %
Total	117	100 %

The numbers are mentioned in table (4) show that (90.60%) of the respondents watch Iraqi satellite channels. While (9.40%) of the respondents do not watch Iraqi satellite channels

2) How many hours do you watch the news via Iraqi satellite channels daily?

Table (5) shows the average time respondents watching news bulletins via Iraqi satellite channels

No.	Replies	Repetition	Percentage	Average	Free degree	Value Ka2		Indication level
						Counted	table	
1	Hour	74	69.81 %	1	3	120.03	11.35	0.01
2	Two hours	21	19.81 %	2				
3	Three hours	8	7.55 %	3				
4	More than three hours	3	2.83 %	4				
Total		106	100 %	--				

The data from the table above showed that (69.81%) of the study sample members watch news bulletins via Iraqi satellite channels for one hour per day. While (19.81%) of the study sample members indicated that they watch news bulletins via Iraqi satellite channels for two hours per day. While (7.55%) indicated of the study sample members.

They watch news bulletins on Iraqi satellite channels for three hours a day. While (2.83%) of the study sample members indicated that they watch news bulletins via Iraqi satellite channels for more than three hours a day. By conducting Chi-Square Tests. It was disclosed that there were statistically significant differences in the average time respondents watching news bulletins in Iraqi satellite channels. Where the calculated K2 value was (120.03). Which is greater than the tabulated value (11.35). And it is statistically significant at a significance level of (0.01) and a degree of freedom. (3) in favor of one hour per day category. Where there are clear differences between the respondents in the average time they watch news bulletins via Iraqi satellite channels. These results indicate that a large percentage of the respondents that average of watching of satellite channels is one hour only.

3) What excites you about items of news coverage?

Table (6) shows what attracts the respondents from the news coverage items

No.	Replies	Repetition	Percentage	Average	Free degree	Value Ka2		Indication level
						Counted	table	
1	Bulletin brief	11	10.38 %	2	3	144.51	11.35	0.01
2	Bulletin preface	9	8.49 %	3				
3	Bulletin headlines	6	5.66 %	4				
4	Full bulletin	80	75.47 %	1				
Total		106	100 %	--				

The data from the table above revealed that (75.47%) of the study sample members liked the full bulletin from the newsletter items. While (10.38%) of the study sample members indicated that they liked the summary of the newsletter from the newsletter items. While (8.49%) of the study sample members indicated the study sample said that they liked the bulletin introduction from the newsletter items. While (5.66%) of the study sample members indicated that they liked the bulletin headlines from the newsletter items.

By conducting Chi-Square Tests. It was revealed that there were statistically significant differences in what appealed to the respondents regarding the news coverage items. Where K2 value counted reached (144.51). Which is greater than the tabulated value (11.35). And it is statistically significant at a significance level (0.01) and a degree of freedom (3) for the benefit of full bulletin. It means that there are clear differences between the respondents in what appeals to them from the news coverage items. These results indicate that a large percentage of the respondents are interested in watching the full bulletin from the news coverage items.

4) How the range of appropriateness of news coverage for the service reality?

Table (7) shows the suitability of news coverage to the service reality

No.	Replies	Repetition	Percentage	Average	Free degree	Value Ka2		Indication level
						Counted	table	
1	Strong	13	12.26 %	4	4	36.642	9.49	0.05
2	Rather strong	23	21.70 %	2				
3	I do not know	6	5.66 %	5				
4	Rather weak	21	19.81 %	3				
5	Weak	43	40.57 %	1				
Total		106	100 %	--				

The data in table (4) showed that (40.57%) of the sample members believe that the news coverage of the service reality is weak. While (21.70%) of the study sample members indicated that they believe that the news coverage of the service reality is somewhat strong. While (19.81%) of the respondents indicated that Members of the study sample believe that news coverage of the service reality is somewhat weak. While a percentage of (12.26%) of the study sample members believe that news coverage of the service reality is strong, and a percentage of (5.66%) believe that they do not know the extent of the impact of news coverage on the service reality

By conducting Chi-Square Tests. It was revealed that there were statistically significant differences in the suitability of news coverage to the service reality. As the calculated K2 value reached (36.642), which is greater than the tabulated value (9.49), and it is statistically significant at a significance level of (0.05) and a degree of freedom (4). . In favor of a weak group, it means, there are clear differences between the respondents in the suitability of news coverage for the service reality, and these results indicate that news coverage of the service reality is weak, due to the weakness in the services provided by the state to the citizen, and many satellite channels cover certain weak points and ignore many others. Because she does not want to get into trouble with the government

4. Scale questions

Elite attitudes towards news coverings of the service reality via Iraqi satellite channels

The level of elite attitudes towards news coverage of the service reality via Iraqi satellite channels can be determined using the arithmetic mean .Where the beginning and end of the categories of the five-point scale are: Agree to a degree Strongly agree (five degrees), Agree (four degrees), Neutral (three degrees), Disagree (two degrees) No Strongly agree (1 point). The data was coded and entered into the computer, and to determine the length of the cells of the five-point scale (the lower and upper limits), the range was calculated = largest value - least value (5 - 1 = 4), and it was divided by the number of cells of the scale to obtain On the corrected cell length (4 / 5 = 0.8), then this value was added to the lowest value in the scale or the beginning of the scale, which is the correct one, in order to determine the upper limit of this cell, and thus the length of the cells became as follows (et al., 2007, p. 119)

Table (8): Verbal estimation of weighted mean values

No.	Weighted mean values	Verbal estimation
1	From 4.20 till 5.00	Very large
2	From 3.40 till 4.20	Large
3	From 2.60 till less than 3.40	Medium
4	From 1.8 till less than 2.60	Little
5	From 1 till less than 1.8	Very little

This is done by distributing the range (5-1=4) over five items . So the length of the item is (0.8) Fourth axis: The role of Iraqi satellite channels in conveying the service reality

Table (9) shows the role of Iraqi satellite channels in conveying the service reality. (N = 106)

No .	details	Replies						Weighted mean	Standard deviation	Percentage weight	Grade	Level
		Strongly agree	agree	neutral	I disagree	Strongly disagree						
1	Iraqi satellite channels contributed to conveying a positive image of	K	2	55	8	24	17	3.01	739	60.2	9	Medium
		%	1.87	51.87	7.55	22.64	16.04					

	the service reality											
2	Iraqi satellite channels contributed to diagnosing deficiencies and poor services in certain areas	K	10	39	--	38	19	2.84	851	56.8	11	Medium
		%	9.43	36.79	--	35.85	17.92					
3	Iraqi satellite channels contributed, in their news coverage, to spreading the culture of integrity and combating corruption	K	14	42	6	13	31	2.95	775	59	10	Medium
		%	13.21	39.62	5.66	12.24	29.25					
4	Iraqi satellite channels contributed in their news coverage to the importance of the citizen's role in helping the government in the service field.	K	11	57	10	28	--	3.48	690	69.6	5	big
		%	10.38	53.77	9.43	26.42	--					
5	Iraqi satellite	K	--	57	21	16	12	3.16	945	63.2	8	Medium

	channels contribute d in their news coverage to providing solutions to the Iraqi government by hosting experts	%	--	53.7 7	19.81	15.09	11.32					
6	Iraqi satellite channels contribute d to their news coverage of the unveiling of the lagging projects	K	66	--	--	23	17	3.71	746	74.2	1	big
		%	62.2 6	--	--	21.70	16.04					
7	Iraqi satellite channels contribute d to their news coverage by identifyin g areas of corruption in some projects	K	27	33	16	18	12	3.42	810	68.4	6	Big
		%	25.4 7	31.1 3	15.09	16.98	11.32					
8	Iraqi satellite channels contribute d to their news coverage by encouragi ng a suitable investmen t	K	40	31	7	13	15	3.64	707	72.8	3	Big
		%	37.7 4	29.2 5	6.60	12.24	14.15					

	environm ent											
9	Iraqi satellite channels contribute d, in their news coverage, to attracting investmen t companie s	K	27	46	9	19	5	3.67	731	73.4	2	Big
		%	25.4 7	43.4 0	8.49	17.92	4.72					
10	News coverage of the service reality covered all aspects	K	39	25	8	18	16	3.5	544	70	4	Big
		%	36.9 2	23.5 8	7.55	16.98	15.09					
11	News coverage contribute d to conveying a positive image of the governme nt	K	23	34	16	28	5	3.40	721	68	7	big
		%	21.7 0	32.0 8	15.09	26.42	4.72					
Total								3.35	750	67	--	Mediu m

The previous table shows the role of Iraqi satellite channels in transmitting the service reality according to the following:

The category (Iraqi satellite channels contributed in their news coverage of unveiling lagging projects) came in first place with a weighted mean (3.71) and a percentage weight of (74.2%), followed by the category (Iraqi satellite channels contributed in their news coverage to attracting investment companies) in second place with a weighted mean (3.67). With a percentage weight of (73.4%), then came the category (Iraqi satellite channels contributed to their news coverage by encouraging a suitable investment environment) in third place with a weighted mean (3.64) and a percentage weight of (72.8%), and finally came the category (Iraqi satellite channels contributed to diagnosing deficiencies and weak services). In certain regions it ranked eleventh with a weighted mean (2.84) and a percentage weight of (56.8%)

The results of the previous table reveal to us that the general average score showing the role of Iraqi satellite channels in transmitting the service reality was (3.35), with a percentage reaching (67%), which is an average level. We conclude from analyzing the results of the previous table that the most important role of Iraqi satellite channels in conveying the service reality is that they contributed in their news coverage to uncover lagging projects and attract investment companies, in addition to their contribution to encouraging a suitable investment environment

The fifth axis: What are the factors that make the central government effective in terms of services?

Table (10) shows the factors that make the central government effective with regard to services. N = (106)

No .	details	Replies						Weight ed mean	Stan dard devi ation	Percent age weight	Grade	Level
		Strongly agree	agre e	neutr al	I disagr ee	Strong ly disagr ee						
1	Choosing competent leadership figures who contribute to providing services	K	61	34	8	2	1	4.43	781	88.6	6	Very big
		%	57.55	32.08	7.55	1.89	0.94					
2	Paying attention to the youth peoples contributes to the development of service projects	K	26	77	3	--	--	4.22	748	84.4	11	Very big
		%	24.53	72.64	2.83	--	--					
3	Present plans and implement them systematically	K	39	58	9	--	--	4.28	702	85.6	9	Very big
		%	36.79	54.72	8.49	--	--					
4	The government's commitment to its service program contributes to changing the public's negative attitudes regarding previous governments	K	53	44	9	--	--	4.42	469	88.4	7	Very big
		%	50	41.51	8.49	--	--					
5	Achieving economic development contributes to the development of the country	K	61	38	7	--	--	4.51	737	90.2	4	Very big
		%	57.55	35.85	6.60	--	--					

6	Monitoring construction projects contributes to reducing project delays	K	55	40	7	5	--	4.40	793	88	8	Very big
		%	51.89	37.74	6.60	4.72	--					
7	Identifying the basic needs of the citizen contributes to reflecting the image that the government is interested in those needs	K	52	38	8	4	2	4.21	667	84.2	12	Very big
		%	49.06	35.85	7.55	3.77	1.89					
8	Following up on citizens' problems and complaints contributes to making the government close to the citizen	K	58	43	--	5	--	4.45	663	89	5	Very big
		%	54.72	40.57	--	4.72	--					
9	Developing strategic plans for infrastructure development contributes to the development of the country	K	45	52	3	4	2	4.26	654	85.2	10	Very big
		%	42.45	49.06	2.83	3.77	1.89					
10	Developing a strategic plan to create job opportunities that contributes to eliminating unemployment	K	67	33	6	--	--	4.58	888	91.6	3	Very big
		%	63.21	31.13	5.66	--	--					

11	Attention to people with special needs reflects the government's interest in this segment	K	63	43	--	--	--	4.59	833	91.8	2	Very big
		%	59.43	40.57	--	--	--					
12	Monitoring field work to achieve a high degree of achievement and continuity contributes to reducing corruption and project delays	K	71	35	--	--	--	4.67	672	93.4	1	--
		%	66.98	33.02	--	--	--					
Total								4.42	717	88.4	--	--

The previous table shows the factors that make the central government effective with regard to services as follows :

The category (Monitoring field work to achieve a high degree of achievement and continuity that contributes to reducing corruption and project delays) came in first place with a weighted mean of (4.67) and a percentage weight of (93.4%), followed by the category (Attention to people with special needs reflects the government's interest in that segment) in second place with a mean Weighted (4.59) and with a percentage weight of (91.8%), then the category (Developing a strategic plan to create job opportunities that contributes to eliminating unemployment) came in third place with a weighted mean (4.58) and with a percentage weight of (91.6%), and finally came the category (Identifying the basic needs of the citizen that contributes to Reflecting an image that the government is interested in those needs) ranked twelfth with a weighted mean (4.21) and a percentage weight of (84.2%). The results of the previous table reveal to us that the general average score for the factors that make the central government effective with regard to services was (4.42), with a rate of (88.4%), which is a very large level.

We conclude from analyzing the results of the previous table that the most important factors that make the central government effective with regard to services is monitoring field work to achieve a high degree of achievement and continuity that contributes to reducing corruption and project delays, and paying attention to people with special needs reflects the government's interest in that segment, in addition to developing a strategic plan. To create job opportunities that contribute to eliminating unemployment.

Sixth Axis: Government procedures in dealing with services

Table (11) shows government procedures for processing services. (N = 106)

N o.	details	Replies						Weight ed mean	Stand ard deviat ion	Percen tage weight	Grad e	Level
		Strongly agree	agree	neutr al	I disagr ee	Strong ly disagr ee						
1	The services provided	K	32	61	5	6	--	4.07	743	81.4	4	big
		%	30.19	57.55	4.72	5.55	--					

	by the government meet the needs of citizens											
2	Covering the streets contributes to changing the citizen's view of the government	K	10	15	26	45	8	2.70	996	54	9	Medium
		%	9.43	14.15	24.53	42.54	7.55					
3	Services contributed to reducing irrigation momentum	K	--	--	--	55	51	1.52	708	30.4	10	Very little
		%	--	--	--	51.89	48.11					
4	I see that the government is serious about finding solutions to congested roads and bridges	K	43	63	--	--	--	4.41	487	88.2	3	Very big
		%	40.57	59.43.51	--	--	--					
5	I see that there are difficulties facing the government in providing services	K	28	34	--	37	7	3.37	492	67.4	7	medium
		%	26.42	32.08	--	34.91	6.60					
6	The Iraqi government did not care about slums	K	78	18	3	7	--	4.58	765	91.6	1	Very big
		%	78	18	3	7	--					
7	Residential complexes have affected the green spaces in cities	K	45	61	--	--	--	4.42	761	88.4	2	Very big
		%	42.45	57.55	--	--	--					

8	Government measures have contributed to reducing corruption rates in projects	K	34	17	35	12	8	3.54	799	70.8	6	big
		%	32.08	16.04	33.02	11.32	7.55					
9	I see that the government is serious in combating corruption	K	32	12	26	20	16	3.23	653	64.6	8	Medium
		%	30.19	11.32	24.53	18.87	15.09					
10	I see that changes in administrative positions contribute to providing better services	K	44	38	5	11	8	3.93	543	78.6	5	big
		%	41.51	35.85	4.72	10.38	7.55					
Total								3.58	694	71.6	--	big

The previous table shows the government procedures for processing services as follows:

The category (The Iraqi government did not care about slums or random residential areas) came in first place with a weighted mean (4.58) and a percentage weight of (91.6%) followed by the category (Residential complexes affected green spaces in cities) in second place with a weighted mean (4.42) and a percentage weight of (88.4%), then the category (I see that the government is serious about finding solutions to congested roads and bridges) ranked third with a weighted mean (4.41) and a percentage weight of (88.2%), and finally the category (services contributed to reducing traffic jam and congestion) came in tenth place with a weighted mean (1.52) and a percentage weight of (30.4%)

The results of the previous table reveal to us that the overall average score for government procedures in addressing services was (3.58) with a percentage of (71.6%) which is a significant level

We conclude from analyzing the results of the previous table that the most important government measures in addressing services is that the Iraqi government did not care about slums, and that residential complexes affected the green spaces in cities in addition to that the government was serious about finding solutions to crowded roads and bridges

Study hypotheses:

The first hypothesis: There are statistically significant differences regarding the suitability of news coverage to the service reality according to the gender of the respondents. To verify the first hypothesis according to the gender of the respondents to determine the significance of the difference in the suitability of news coverage to the service reality of the male and female respondents. The researcher used the T-test for two independent samples, and it became clear that the average for males is (14.1538) with a standard deviation of (4.80861), and the average for females is (14.1538)

with a standard deviation of (4.80861). 8.0130) with a standard deviation of (2.75515) and a degree of freedom (115) degrees, and the calculated T-value (7.206) is greater than the tabulated value (1.98). This result indicates that the difference is statistically significant at the level of (0.05), and table (11) shows this.

Table (12) T-value for the difference between males and females in the average scores of the suitability of news coverage to the service reality

Social type	number	Counting mean	Standard deviation	Free degree	T value		Rule
					Counted	Table	
Males	73	14.1538	4.80861	115	7.206	1.98	Indication at level symbol 0.05
Females	44	8.0130	2.75515				

This result indicates that there are statistically significant differences between males and females with regard to the average scores of the suitability of news coverage to the service reality at a significance level of (0.05) and in favor of males with an arithmetic mean of (14.1538). Thus, the first hypothesis was proven correct.

The second hypothesis: There is a statistically significant correlation between the role of Iraqi satellite channels in conveying the service reality and the number of hours of viewing of the news bulletin on Iraqi satellite channels

Table (13) shows the relationship between the role of Iraqi satellite channels in transmitting the service reality and the number of hours of viewing of the news bulletin on Iraqi satellite channels

Variable	Number of watching hours of news bulletin via Iraqi satellites			
Role of Iraqi satellites channels to show service reality	Free degree	Pearson value		Rule
		Counting	Table	Function at level indication 0.01
	104	.887"	0.254	

The data of the previous table shows that there is a positive correlation between the role of Iraqi satellite channels in transmitting the service reality and the number of hours of viewing of the news bulletin on Iraqi satellite channels. As the value of the Pearson coefficient reached .887**, which is greater than the tabular value (0.254) at the significance level (0.01).) and a degree of freedom (104), thus proving the validity of the second hypothesis

5. Conclusions of the study

- 1) The results of the study showed that there is a percentage of respondents who prefer Al-Sharqiya Channel and Dijlah Channel and what they offer to learn about the elite's attitudes towards news coverage of the service reality via Iraqi satellite channels, followed by Al-Iraqiya and Al-Sumaria Channel in the classification of satellite channels that have adopted news coverage of the service reality.
- 2) The results of the study revealed that a large percentage of respondents averaged only one hour of watching satellite channels.
- 3) The results of the study showed that a large percentage of respondents are interested in watching the entire bulletin from the news coverage items.
- 4) The results of the study showed that news coverage of the service reality is weak, due to the weakness in the services provided by the state to the citizen, and many satellite channels cover certain weak points and ignore many because they do not want to get into problems with the government.
- 5) The results of the study indicated that the most important role of Iraqi satellite channels in conveying the service reality is that they contributed in their news coverage to uncover lagging projects and attract investment companies in addition to their contribution to encouraging a suitable investment environment.
- 6) The results of the study confirmed that the most important factors that make the central government effective with regard to services is monitoring field work to achieve a high degree of achievement and continuity that contributes

to reducing corruption and project delays, and paying attention to people with special needs reflects the government's interest in that layer of society in addition to developing a strategic plan to find job opportunities contribute to eliminating unemployment.

- 7) The results of the study showed that the most important government measures in addressing services is that the Iraqi government did not care about slums, and that residential complexes affected the green spaces in cities, in addition to that the government was serious in finding solutions to crowded roads and bridges.
- 8) The results of the study revealed that there were statistically significant differences between males and females with regard to the average scores of the suitability of news coverage to the service reality and thus the first hypothesis was proven correct.
- 9) The results of the study showed that there is a positive correlation between the role of Iraqi satellite channels in transmitting the service reality and the number of hours of viewing of the news bulletin via Iraqi satellite channels and thus the second hypothesis was proven correct.

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