

Media Activities in the Union of Iraqi Writers: An Analytical Study

By

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Abstract

The media at the Union of Iraqi Writers is not restricted to perform functional tasks, namely conveying a cultural message to the members of the union and guests. The media personnel share a common cultural concern; they have faith in culture and beauty industry, dedicated to their work, which is voluntary work without any financial return. This would prompt an observer to analyze the secret behind such spiritual dedication to the cultural concern. Despite the fact there is a near-zero resources, media workers in the Union continue their work with a great deal of sincerity. The aim of this study is to analyze the media activities at the Union of Iraqi Literati and Writers to identify the methods, means, approaches, paths and rationale on which the media works. Furthermore, the study aims to find out the topics that the media focused on and to identify its means. The researchers relied on in-depth interviews and applied the media content analysis method to reach the desired results. The interviews have been conducted with two groups, the first group targeted workers in the media of the Union, while the second group contained the supervisors of the Union, the Executive and Central Councils, and representatives of minorities. The key objective of the study is to analyze the study society and the different classifications of terms. The study reached several conclusions: The Union Media has carried out various important media activities, most notably the printing of books and the issuance of cultural magazines and newspapers in various languages. It also fully supervises the international and local festivals held by the Union. The main focus of the Union Media has been on the cultural, humanitarian and social messages, providing lots of job positions, such as recreational and social, supervising the release of statements and tracking news of writers, their achievements and awards. The Union media also places great emphasis on national culture and broadly addressing foreign cultures.

Keywords: Media Activities; Union of Iraqi Writers

Introduction

Praise be to God forever and ever for all His virtues and blessings, and prayers and peace be upon the Prophet of mercy, awareness and knowledge who saved people from darkness into light, emphasized the significance of science and learning, and highlighted many holy *hadithon* education and individual and society.

Culture is the pillar of societies and the basis of their development and advancement, as it is the most important characteristic of human societies, and is a major reason for highlighting their identity, values, customs, and traditions. Many researchers have worked hard to define culture and its concept. It is a way of life, customs, traditions and concepts that were formed by individuals and passed down through generations. Here, the importance of the role played by culture in shaping the behavior of individuals and groups appears. In view of this role, culture has become the perfect gateway to bring about a fundamental (voluntary) self-change in the human psyche and in his mind and then in his behavior in order to achieve the required change in the behavior of groups. To talk about the role of culture and its importance in society is at the same time to talk about its celebrities and producers — these are the educated class that produces culture in its various forms. The intelligentsia is the class that expresses the culture of society and thus develops and elevates it. Such figures must have a vision and a position on matters that distinguishes them from the uneducated.

Based on the importance of Iraqi culture, and its role in creating the beauty of knowing, and its influence on the Arab and international environment, for it is deep in the past since the Sumerian civilization, which produced the most important innovations of science such as writing, art, music and codification, and thus we will study the media activities at the Union of Iraqi Writers. It is the media that can communicate the message of culture to the public and its impact on individual and societal behavior and reverse the wrong track.

1. The Methodological Framework

1.1 Research Problem

Iraqi culture is characterized as a descendant of an important ancient civilization that has made many qualitative leaps at the level of thought, knowledge and beauty industry. It is well-known that it invented writing and transformed the linguistic spoken into written and codified mode. The writers in Iraq are rooting for this metropolis, through its support and sponsorship of any cultural activity, as the Union of Iraqi Writers works to spread the true,

moderate, non-exotic culture that has pure Iraqi and Arab origins free from sediment, since its foundation by the late great poet Muhammad Mahdi Al Jawahiri in 1959 AD, describing culture as the aesthetic renaissance that corrects the human psyche through awareness, knowledge and beauty.

This study aims to analyze the media activities of the Union in its various aspects, be it cultural, cognitive and social. The study may be the first of its kind to enter into this field to archive and analyze these important cultural media steps.

1.2 Research Questions

Key Question: What are the media activities of the Union Iraqi Writers?

Sub-Questions:

- What are the Union educational activities?
- What are the Union guidance activities?
- What are the Union social activities?

1.3 Research Objectives

Main objective: identifying the media activities of the Union of Iraqi Writers.

Sub-Objectives:

- Identifying the Union pedagogical activities.
- Investigating the Union educational activities.
- Figuring out the Union social activities.

1.4 The Significance of the study

The significance of the study in terms of its concepts lies in that it offers an opportunity to scheduling and archiving an important stage in the cultural history of Iraq by monitoring the media activities of the Iraqi Writers Union, which were distributed between social media, television, private and public newspapers and magazines. As the study analyzes these media contents and puts them in a theoretical curriculum and studies the extent of their influence and its success in reaching the general audience (literate, educated and lay persons)

The media used by the union in order to convey its aesthetic message to different classes through various means, were studied in this research and analyzed logically within the analytical approach.

Perhaps its significance can be summed up in the following points:

- 1) It is the first research study that sheds media light on the Union of Iraqi Writers, as a long-established organization founded by the late great poet Muhammad Mahdi Al Jawahiri, specialized in all aspects of culture and knowledge and its diversities.
- 2) It provides access to the structure of media coverage by analyzing the message transmitted by the Union through various methods and means.
- 3) It helps archive for an important cultural stage in the history of Iraq by monitoring the cultural connotations and their impact on the structure of the intelligentsia or the general class.

1.5 Reasons for Choosing the Subject Matter

The importance of choosing the title of the study lies in the need to shed light on the most important Iraqi cultural organization belonging to thousands of Iraqi intellectuals and of different Iraqi denominations, races and ethnicities. The Union is the first in Iraq recognized by the Iraqi government as an independent cultural organization with its moral entity, a decision was issued by the Iraqi Council of Representatives, to serve as an organization concerned with culture and the beauty industry, it will certainly have media activities with modern connotations that lie in transmitting it through the various means that the Union pursues by delivering its aesthetic, intellectual and cultural message. Thus, this study came to analyze what the media activities of the Union are and its positive impact.

1.6 Definitions of Terms

- **Media Activities:** a wide-ranging activity that uses the media and communication technology in political, social, cultural and artistic movements. It includes media activities on social networking sites in all its forms.
- **Union of Iraqi Writers:** a professional, cultural, non-profit, independent, non-governmental association concerned with Iraqi literary affairs. Its main headquarters is in Baghdad, the capital of Iraq, and it has branches in all governorates. It was established in 1959 AD.

1.7 Literature Review

Despite the strenuous efforts to obtain books and studies that shed light directly on cultural activities, it is not available in abundance except for some books and studies close to the subject matter of the research.

1.7.1 Mona Ahmed Al Masry, *AlkotaabwalUdaba' al UrduniyouwalIshbaat al Mutahaqiqalahum min Wasail al Ilam al TaqlidiyawalRaqamiya* (Jordanian Writers and Literati and their Achieved Gratifications from Traditional and Digital Media).

Type: Master's thesis

Country: Jordan

Year: 2010 AD

Culture is the pillar of societies and the basis of their development and advancement. Culture is the most important feature that distinguishes human societies and highlights their identity, values, customs, and traditions. Many researchers have worked hard to define culture and define its concept, as Hassan points out that “the concept of culture includes every human product from primitive means of production to literature, art, mythology, religion, morals, and all aspects of social life such as clothing, housing, food, drink, table manners, and other material manifestations.” rituals and manifestations of human expression and communication. UNESCO defined culture as “the totality of the distinctive spiritual, material, intellectual and emotional features that characterize a society or a social group, and that it includes, in addition to arts and literature, ways of life, methods of living together, value systems, traditions and beliefs.” Culture, according to several scholars, is a lifestyle, customs, traditions and concepts formed by individuals and passed down through generations. Herein lays the importance of the role played by culture in shaping the behavior of individuals and groups.

Based on such role, culture has become the ideal gateway to bring about a fundamental (voluntary) self-change in the human psyche and in his mind and then in his behavior in order to achieve the required change in the behavior of groups, and when we talk about the role of culture and its importance in society, the talk is about the flags of these Culture and its producers, and about the cultured class that produces culture in its various forms. The cultured class is the class that expresses the culture of its society and promotes and develops it. As scholar Gerardmaintains, “The intellectual is a person who possesses extensive knowledge translating into behavior and practice that aims at change, development and community service. Therefore, the individual must in his behavior acts as a representative and a model for people, and must have a vision and a position on matters that distinguishes him from the uneducated.”

1.7.2Lubna Mahdi, “MahuwaNashat al Muasatat al Ielamiya?” (What is the Activity of Media Institutions?)

Type: Article published in Al Arabi Magazine

Country: Egypt

Year: 2020 AD

The success of the activities of media institutions depends on good organization in their management, as well as the importance of distributing tasks and powers in accordance with the desired goals. Thus it differs from one institution to another, according to the financial and technical capabilities in addition to the nature of the media system.

1.8 Forms of Activities by Media Institutions

Journalistic activity: It is the activity carried out by journalists and reporters.

Industrial activity: It means the activity that contributes to the operation of tools and machines related to printing and photocopying devices, in addition to binding machines, which are supervised by technicians and workers.

Marketing activity: by selling advertising spaces and how to distribute newspapers and magazines, which fall within the competence of marketing and public relations experts.

Financial and administrative activity: These are the activities that fall within the competence of management accountants.

The departments that the media organization relies on in its activities are the editorial department:

Advertising management

Printing press management

Distribution management

What are the responsibilities of administrative staff in media organizations?

Responsibilities of the Chairman of the Board:

S/he has the authority to supervise all activities carried out by media institutions and organizations.

S/he/she has the right to negotiate on behalf of the institution and the need to appoint someone he deems appropriate to act on his behalf in filing lawsuits and appearing before the judicial authorities.

S/he has the right to appoint a certain number of advisors to assist him in determining and putting in place the work that he must assign to the employees. S/he has the rights that enable them to invite the board of directors of one of the companies affiliated with his establishment and to seek the assistance of their information and expertise.

S/he possesses the ability to prepare annual reports on the organization's activities, its work, and the work of all its departments; So that it is attached to the report of the financial auditor to ensure the progress of the administrative process.

2. The Theoretical Framework

2.1 The Concept of Media

The definitions in (linguistics) differ from one school to another and one view to another, so the general vision differed in the defining frameworks of this vital and important field, but they agree on the main theme in terms of the approaches, whether practical or theoretical.

Media is considered: a group of communication channels used to publish news, promotional ads, or data.

The media can be defined as the main social means of communication with the masses.¹

Among other definitions of the media is the information disseminated by means of the media, such as (press, radio, and television). The media also penetrates into many mechanisms of means that affect a large range of individuals, such as the internet and its various platforms and other read and audio means, and the spread of media in societies depends on major media means.²

Media is one of the means or organizations that are responsible for disseminating news and delivering information to individuals, and they differ in their ownership. The function of the media, despite differences in the media, but it undertakes one task, which is to form public opinion, and develop it through its role in providing what is of interest to the public, such as entertainment programs, services, advertisements, etc., and the functions of the media are as follows: Thus, it represents institutions, offers commercial advertisements, and is responsible for marketing and promoting them, and communicates with the public in various fields, including political ones. It presents entertainment topics to the audience by reviewing some series, plays and music in the audio or visual media.

Marketing advertisements and promoting them to the public. It can be relied upon as an educational and educational tool. It is considered a guiding and directive tool and an effective means of social interaction, observing the environment and attracts and presents information. It also promotes audience concepts and self-development. The mechanism that transmits the activity varies depending on its concept, audience, and receiving class.

Perhaps the media activities have institutions that manage and supervise these activities, including large, medium and small activities and in the presentday, such as social networking pages with various forms.

2.1.1 Media Types

- Visual media: television, satellite channels, and cinema.
- Audio means: radio.
- Printed means: newspapers, magazines, periodicals, leaflets and posters of all kinds.
- Electronic means: such as electronic news sites, social networking sites, free chat applications, and forums.

2.1.2 The Most Important Functions of the Media³

- Providing individuals with important and necessary information so that they can understand society and the world, and behave and communicate in a proper way.
- Achieving socialization: by providing individuals with appropriate knowledge which contributes to enhancing their interaction with society and their participation in public events thus leading to the development of their social awareness.
- Supporting motives, that is, direct societal goals by encouraging the activities of individuals.
- Encouraging dialogue by exchanging and discussing ideas about a set of facts, clarifying different points of view with the aim of reaching an agreement on the issues raised.
- Spreading education by promoting scientific and cultural development and spreading knowledge in society.
- Publicity and advertising as a way to contribute to supporting economic activities, through the use of advertising and marketing of services and commodities.

2.1.3 Communication

What is meant here is the possible forms of communication between the various levels within the institution, whether leaders, middlemen or ordinary employees.

Communication here means the transfer of information, ideas, emotions, and skills...etc. using symbols such as words, pictures, shapes, and drawings and others. It is through this communication process that managers

¹. *Media Studies*, Abdullah AnisTaba'a, Lebanese Book House, 1998.

². *Media*, Mohammed Abu Khalief, online article, 2022.

³. *Media Documentation*, Abu al Saud Ibrahim, Egyptian Book House, 2002, 1st Edition, p. 289.

can direct their employees through directives that may be written or verbal, face-to-face or by phone, or junior managers.

Communication is the vital process through which any human activity takes place and without which it is impossible to accomplish.

There are two sides of business and communication for any organization:

- i. Internal communication: Through which, it is possible to know the method of functioning of the institution through the channels of communication between the superiors and subordinates.
- ii. External communication: It is represented by the institution's communication with other institutions or customers outside it. For media institutions, its main activity is communication, and therefore external communication is considered the basis of its work, as its goods, which are communication media, are directed primarily to address their audience (customers) and the management's ability to successful internal communication in the organization is the first step towards the success of managing the media organization in its external communication.

2.2 The Union of Iraqi Writers¹

The General Union of Writers in Iraq is a professional, cultural, non-profit, non-governmental association concerned with Iraqi literary, cultural and intellectual affairs as well as world literature and its translation. Many intellectual and cultural names have managed to publish their works, whether at the local or global level, and in various forms of literature and knowledge (poetry, translation, narrative, intellectual thought, criticism) etc. The Union has worked hard since its inception to include Iraqi intellectuals under its wings by providing its members with all support and privileges.

A non-profit organization is so called when it's primarily aims is to support an activity or a number of public or private activities without any commercial interest or profit goal.

3. The Practical Framework

3.1 Search Tools

The thesis of the research relied on a set of intellectual and cognitive mechanisms and cultural tools that managed to analyze its key problem and other sub-problems posed by the researchers. This has been possible by accessing the analytical structures of the media activities of the Union, in order to discover and clarify their contents. The research relied on the ability of media activities to deliver the cultural message to the intelligentsia and other people who have an interest in these messages for the sake of learning or exploring aesthetic experiences. The research tools can be summarized as follows:

3.1.1 Interview

It is a communication between the researchers and the respondent who knows the answer to the question asked and has complete knowledge of the rule of his work or observations. The interview is carried out for procedural or qualitative research or historical or social follow-up.²

3.1.2 Types of interviews

- i. Restricted interview: It means presenting questions to a chosen person to answer, and he has several options from which he picks what suits and fits his political, religious or social status.
- ii. Open interview: It gives the chosen person the complete freedom to answer and speak his mind freely without any taboos, barriers or veils.
- iii. Semi-restricted interview: This type allows the person to give his opinion, but within specific frameworks and does not have complete freedom.

It is within these contexts and interview types that the researchers conducted several open interviews with the media writers who supervise the media outlets in the Union, as well as writers from among the leaders of the Union who supervise the work of the Union, in addition to representatives of minorities and the female writers' affairs official. The interviews conducted were about media activities in the Iraqi Writers Union and their views on these activities and its impact on the recipient, whether elite or public. The research remained within these scientific systems and managed to stay on track without veering off to an unrelated topic.

¹. *Media Documentation*, Abu al Saud Ibrahim, Egyptian Book House, 2002, 1st Edition, p. 289.

². *The Art of The Press Interview*, Suleiman MousaFadhala, Publishers House, 2014, p. 190.

3.2 Research Community and Sampling

3.2.1 Research Community

It means all individuals, in whole or in part, as different people or groups that form the subject of a research question, which any researcher tries to generalize about the results and answers arising of the questions related to the research question, be it the main or the questions stemming out of it. Any researcher tries to involve large numbers of samples due to their large number, so such numbers make the researcher unable to collect answers due to their large number of analyzes, so he is limited to a specific sample of a selected group of the research community. In researching on media activities of the Union of Iraq Writers, it is not possible to involve all Iraqi writers who are members of the Union and have its membership, so the researcher chose a group of them representing the research community, and this group is called the research sample.¹

3.2.2 Research Sample

The research sample is a subgroup, within a scholarly context, chosen by the researcher from the community relevant to the research topic, and it is the best representative of the research community. The characteristics of the sub-group are conservative and very similar to the characteristics of the original research population. The research sample in our studies is a group of managers and specialists in the Union.

3.2.3 Sample Selection Methods

The research is based on studying all aspects of the research community, and because this is not possible at certain times, and because the research community is large, the researchers chose to reduce it to a sample that represents the community and according to its potential in (time, effort, material). This process is called the Sampling Process.

3.2.4 Analysis of the Responses

On Wednesday 9/11/2022, we could interview Omar al Saray, where he answered all the questions prepared for the study, and he focused on answering the role of the media in broadcasting the cultural message.

Interview No. (1)

Core Activities	Code
The Union publishes the Cultural Union Newspaper	A1
The Union publishes the Iraqi Writer Magazine	A2
The Union publishes the Kurdish Literary Magazine	A3
The Union publishes the Journal of the Turkmen Writer	A4
The Union publishes the Syriac Literary Journal	A5
The union publishes the Tamra Magazine	A6
The Union publishes the Matoon Magazine	A7
The Union publishes the Carbaello Magazine	A8
A YouTube Channel of writers that contains activities with directing professionalism	A9
Social media pages and groups	A10
The Union media publishes coverage, live broadcasts and data of its cultural activities to various newspapers and websites	A11
The Union media publishes culture-related issues in general and literary works in particular, disseminating the spirit of literature, community service and intellectuals.	A12
The Union media depends on the written and documented means in disseminating its message	A13
The Union media uses video imaging technology to convey its message to the recipient	A14
The Union media focuses on edited cultural news, live broadcasts, and televised recording	A15
The Unionkey mission is to cover cultural and administrative activities	A16
The Union media publishes statements and instructions issued by the Executive Council	A17
The Union media focuses on the social aspects	A18
The Union media has cadres specialized in cultural media	A19
The Union media uses media sponsorship, circulation and publication on friendly sites	A20
The Union media provides a daily literary coverage	A21
The Union media holds a weekly media conference	A22

¹. *Methods of Scientific Research*, Mohammed Sarhan Ali, 2019, Dar al Kutub, Yemen, p. 188.

The Union media seeks to establish research centers and cultural broadcasting	A23
The most important thing facing the Union media is the financial obstacle. The cadres are there, but they need funds and equipment	A24
The literary languages used are: Arabic, Kurdish, Turkmen, and Syriac, with a translation section that includes works translated from living languages.	A25
The Union enjoy an elevated status, with the ability to deliver information and cultural news through media coverage	A26
The Union is looking forward to having its own satellite channel	A27
The Union seeks to create a balanced, patriotic and cultural media industry as part of its fight against bad and foreign media	A28
There are sessions for awareness-raising activities, and interactive workshops for children and adults	A29
The Union presents music festivals and art exhibitions	A30
The Union presents meaningful plays and films	A31
The Union organizes cultural entertainment trips	A32
The Union holds specialized intellectual seminars	A33
The Union prints writers' books and important international books that are available at cost	A34
The Union performs tasks of establishing and organizing festivals	A35
The Union participates in community events such as “ <i>I am Iraqi</i> ” and “ <i>I am reading</i> ” initiatives, demonstrations, marches and public celebrations	A36
The Union communicates with writers and close groups to help solve their problems and provide financial and moral aid	A37
All cultural activities and festivals held by the Union are open to the public, as well as newspapers and magazines are available to all, and the Union library is depleted with books of writers and their achievements, and everyone has access to them.	A38
Organizing social events in all governorates and providing support by donating various cultural books issued by the Union	A39
The Union broadcasts the national discourse and the spirit of patriotism, love and peace	A40
There are special activities for women's literature through the <i>Nazik Al Malaika Club</i> , encouraging women to spread their national cultural discourse and enhance their participation in various events.	A41
In the Union, there are special sites for the minority culture, publishing their activities and events, defining the oppression of the Yazidis, as well as the rest of the minorities, and hosting them to introduce their cultures.	A42

The second interview was held with Dr. Ghannam Muhammed Khudher, head of the International relations Department. The Interview was held on Thursday 10/11/2022, at the Union. Below is his responses to the questions asked.

Interview No. (2)

Core Activities	Code
The Union has a professional media system that operates within the available capabilities, and its mission is to disseminate activities by the available means	B1
There is cooperation with local satellite channels and televisions to broadcast cultural activities	B2
There are writers specialized in electronic journalism to supervise the publication of activities on social media	B3
The Union Media works on the importance of cultural movement and cultural action to educate people, curb extremism, and deliver messages of love, peace and tolerance.	B4
The Union relies on publishing its news on the first site on social networking sites, as it is rapidly spreading in an abbreviated time frame	B5
The Union notification depends on the announcement that precedes any cultural, administrative or cultural activity	B6
There is a publication of the news of the activities after their establishment, which is documented with professional photos and videos on YouTube	B7

There is a media section in the Union whose mission is to document, publish and broadcast all news and activities of the Union inside and outside Iraq	B8
In the Union there is a department for local and international relations	B9
There is continuous coordination between the union, the Journalists Syndicate and the management of satellite channels	B10
The lack of financial resources greatly affects the work of the media at the Union, as it needs large financial resources that	B11
Several languages are being used at the Union and these are among the mission formations at the Union and these languages are (Arabic – Kurdish – Turkmen – Syriac)	B12
The media is the main pillar for transmitting the cultural and aesthetic message of the Union	B13
The Union seeks to develop the media approach and use modern tools that are compatible with the great progress of devices and equipment	B14
The Union media underestimates extraneous cultures and stands firmly against them	B15
The Union is interested in all sciences that serve humanity and are related to culture and knowledge	B16
There is a solid and important education that the Union is doing by educating the next generation on the national culture	B17
In the union, there is the <i>Nazik Al Malaika Forum</i> for Iraqi female writers, and it has a major role in feminist activities	B18
The Union publishes magazines and newspapers in multiple languages	B19
The Union is keen to spread moderate national cultural values that are not extremist or biased towards a particular nationality	B20
There are workshops organized by the Union for beginners and amateurs to teach them the alphabet of creative writing	B21
The Union makes many cultural and scientific recreational trips	B22
The Union is keen to keep the intellectual's voice loud and unrestricted, no matter what happens	B23
The International Relations Committee maintains channels of communications with Arab and international Unions	B24
The Union Media hosts many Arab and international cultural and knowledge figures	B25
The Union seeks to communicate its moderate cultural voice to the whole world through its media	B26
The Union is keen on multiple visits by its members in the headquarters and executive councils for sick writers and supporting them financially and morally	B27
The Union has many forums and branch Unions for ethnic and national components	B28
There is a clear renaissance in the Iraqi feminist literature in the Union, with many creative Iraqi women	B29
<i>The Nazik Al Malaika Club</i> holds cultural evenings for women	B30
<i>The Nazik Al Malaika Club</i> holds educational workshops for talented young female writers	B31
In the Union, there is a solid communication between the Union and the Iraqi writers residing outside Iraq and in exile	B32

4. Conclusions and Recommendations

4.1 Conclusions as per the Research Questions

- i. The first sub-question: What are the educational media activities of the Union? Throughout our research, investigation, analysis and collection of the sample's responses, we concluded that the Union media has focused professionally and greatly on the educational activities offered by the Union, through the means and channels that it owns and others that believe in its cultural message, and it has highlighted it in a manner consistent with its technical and material capabilities. Since the educational activities are of paramount importance in the discourse of the Union and its cognitive identity, this aspect played a major role and secured a pioneering share in the work of the media.
- ii. The second sub-question: What are the union guidance activities? Throughout our research and analysis of the contents of the responses, we concluded that there are many directive activities adopted by the Union media in order to convey its cultural message to its members and wide audience, whether it is from the intelligentsia class or the general public.
- iii. The third sub-question: What are the Union social media activities? Throughout the study, we concluded that the media of the Union cares a lot about social media activities and allocates a wide space for them in its work, due to its great role in creating a social cultural atmosphere that leads in a tangible and clear way to its psychological impact on the recipient. We find clear follow-up for everything on the horizon of this task and shedding light on it through the media arrangements required by the task.

- iv. Based on what we have learned above, there were ample responses to the key question raised in the first chapter of the research, that is: What are the media activities of the Union of Iraqi Writers? Throughout our research journey of analysis and study, we have learned several grounds and themes that the Union works on. The Union holds a plethora of media activities such as sessions, workshops, morning and night events, printing and publishing magazines and newspapers, in general and for its members' achievements along with seminal international books, as well as the continuous attendance of its members in cultural programs as it has many international and local festivals.

4.2 Recommendations

Throughout our research and analysis journey, we recommend the following:

- i. To focus and carefully work on the important and ancient worlds of Iraqi culture, investigating the media of the Union and the important activities that it carries out extensively.
- ii. To study the cultural impact on the individual and society, the sociological variables, and the role of the media in delivering the pure cultural message in proper ways.
- iii. To recommend the international and cultural institutions to provide support to the media of the Union due to its intellectual and aesthetic importance and its role in transmitting the nation's cultural message to the whole world.
- iv. To recommend the Iraqi government to foster the Union of Iraq Writers as the mentor for Iraqi culture.
- v. To recommend the Iraqi and international educational institutions that are concerned with culture to expand the horizons of cooperation with the Union.

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