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Knowledge of women's rights and discriminatory discourse in media

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Abctract

Gender represents the socially defined roles of the members of society, and these roles that are acquired by education change over time, and vary widely within one culture from one culture to another, and this term refers to the roles and responsibilities that society defines for women and men. between man and woman.

The importance of the study is the following: There is a general consensus and reasonable local awareness that the media is unfair in presenting women's issues and presenting a positive image that reflects the real roles that they play for the benefit of society as an effective and real contribution to development.

المستخلص

يمثل النوع الاجتماعي الأدوار المحددة اجتماعياً لافراد المجتمع وهذه الأدوار التي تكتسب بالتعليم تتغير بمرور الزمن ، وتتباين تبايناً عأنشا داخل الثقافة الواحدة من ثقافة إلى أخرى ، ويشير هذا المصطلح إلى الأدوار والمسؤوليات التي يحددها المجتمع للمرأة والرجل ويرجع ذلك إلى أسلوب تنظيم المجتمع، وليس إلى الاختلافات البيولوجية بين الرجل والمرأة. وتشكل اهمية الدراسة التالي : هناك إجماع عام ووعي محلي معقول بأن الاعلام غير منصف في طرح قضايا المرأة وتقديم صورة إيجابية تعكس الأدوار الحقيقية و التي تضطلع بها لفائدة المجتمع كمساهمة فاعلة وحقيقية في التنمية . وجاءت مشكلة الدراسة في السؤال التالي : كيف يمكن أن نخلق إعلاما إيجابيا هادفا وغير متحيز يتعايش مع متطلبات االاعلام والمصالح المرتبطة بالنهوض بوضعية المرأة وتمكينها.

Introduction.

The relationship between the media and society is an effective and intertwined relationship, considering that the media in any society are the means of transmitting patterns of thinking, knowledge, values and understandings, and thus contribute to creating a large aspect of social culture towards any group of society, especially when moral disturbances occur such as violence of all kinds and its causes. .

The media discourse needs to market positive social ideas and reduce the negative that serve the community and express its problems, while trying to provide appropriate solutions that serve the interest of the individual and society together. In fact, the distinctive characteristics of the idea are somewhat similar to the distinctive characteristics of the service.

The first requirement ….

In its coverage of women's issues, the Iraqi media was affected by many circumstances that occurred in Iraqi society, starting with wars, ending with continuous violence as a result of moral and societal conflict, and the decline in the values of civil society in light of the dominance of contradictory ideas, values and behaviors, and the resulting decline in the role of women in society, was directly reflected Or indirectly, According to many visions of researchers and specialists, traditionalism has dominated

the Iraqi media's handling of women's affairs, despite the fact that they constitute more than half of society. 1 ... As for how the Iraqi media deals with women's affairs and their issues, attention to women's issues and affairs is not among the priorities of the Iraqi media, which have been preoccupied with political, security and economic affairs,,,, so its handling of what is related to women is a reflection of their current status in society and the view of influential Islamic parties and forces He has in return for the weak role of civil forces, as well as humanitarian organizations and all media 2….in the media's handling of its issues and affairs. Activating the role of the media in covering women's issues and following up on everything related to them is that the media play its "real professional role", and it was stated in many international or local reports that "the media focused on the suffering that women experience as a result of displacement or ill-treatment." subject to social or other customs, but she did not discuss how to deal with that."3 The media rarely touched on issues of legislation and laws that protect women and their rights, and presented the negative and positive points in those legislation

Perhaps the Iraqi media, as "a copycat of many of the repercussions taking place in the Arab society, has failed to address the affairs of Iraqi women in particular, despite their

distinction from the women of the world as they have experienced years of war, siege, sectarian fighting, difficult tribal laws, and the absence of the rule of law."4

The Iraqi media "addresses women's issues in a monotonous and traditional manner, such as that she is skilled in her work and her concern for the success of her family, or that she has assumed a leadership position in a place traditionally held by men.

The problem of the study and its importance: The problem of the study is determined in monitoring, analyzing and interpreting the role of the local media towards women's issues, through the extraction of theses and analysis of the paths of demonstration on which the discourse, frames of reference, and the active forces within the study newspapers, represented in Al-Sabah, Al-Madda and Al-Mashreq newspapers, were based.

The importance of the study is due to: Knowing how the local media can contribute, along with other means of socialization, in shaping community awareness, stimulating the process of societal change, and modifying negative values that hinder the media's role in defining women's issues objectively and away from discrimination in the media discourse towards Iraqi women.

The researcher seeks to achieve a main goal of monitoring, analyzing and interpreting the discriminatory discourse of

the study newspapers regarding women's issues during the study period, by answering the following questions: -

1- What are the propositions on which the discourses of the study newspapers were based in the context of women's issues?

2- What are the frameworks on which the press discourses under study were based in the context of women's issues?

3- To what extent does each newspaper differ from another?

4- What are the prominent active forces in the press discourses under study regarding women's issues?

5- What is the nature of the perceptions attributed to the study newspapers?

6- What are the limits of consistency and difference between the press discourses under study regarding women's issues?

7- What are the reasons for what was mentioned in point 6 in the context of the relationship of press speeches with societal reality?

8- To what extent did these newspapers contribute to addressing women's issues and offering appropriate solutions to their problems?

The second requirement….

This entry is distinguished by the fact that it studies the culture presented through the media without isolating it

from the structure of its production and its societal contexts. The press discourse plays an important role in formulating general perceptions of women's issues, and these perceptions differ within society according to the prevailing cultural context in society. The cultural interpretation approach focuses on the media content 5, and the relationship of this content with the surrounding societal contexts. The use of the cultural interpretation approach is useful for the study in exploring the actors and the complex and overlapping factors in formulating the Arab discriminatory discourse on women's issues in the local media.

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discriminatory discourse on women's issues in the local media.

Study methodology and methods of analysis:

Given that this study belongs to the descriptive studies, the survey method was adopted. As for the methods of analysis, it was relied on the method of discriminatory discourse analysis that was dealt with in the sample newspapers, while the data collection tools represented in the demonstration paths, the active forces and the methodological frameworks were used to reach a scientific and objective analysis of the results.

Reasons for choosing the sample:

It is one of the newspapers known to the reader and published regularly for a relatively long period of time.

- The variety of reference of Al-Sabah newspapers from the official newspapers. Al-Mada represents the apparently independent trend, while Al-Mashreq is one of the opposition newspapers.

The diversity of journalistic and technical methods, the stability of the editorial board in these newspapers to a reasonable level, and the presence of a clear professional aspect in dealing with topics in general.

sample time:

The study was based on the time period during 2021 and using the comprehensive inventory method.

sample issues:

The study relied on all the issues that dealt with women, whether they were Iraqi, Arab or foreign, and whether they were negative or positive issues.

Sample subjects to be studied:

Represented in all kinds of journalistic arts that dealt with women's issues.

The third requirement…..

Analysis unit:

The idea was relied on within each subject as a unit of analysis and counting. and extract the results.

The results of the analytical study:

An analysis of the media discourse was applied to what was published by the sample newspapers during the year 2021, and 280 topics related to women were obtained, 102 topics in the morning, 96 topics in the range, and 82 topics in the East.

First: The journalistic arts employed by the study newspapers and the sources they relied on in their discourse on women's issues:

The treatment of Al-Sabah newspaper came in first place in terms of news coverage, where Al-Mada newspaper, the opinion article, ranked first in its discourse on women's

issues, then the news story, and in the last place came the journalistic investigations. As for Al-Mashreq newspaper, it relied on the style of press news to a large extent, and in the first place, while the news story and the article came later

Through the results of the analysis, Al-Sabah newspaper relied mainly on the method of presenting the causes of the problem and its manifestations as a major technique in women's issues, while Al-Mada newspaper relied on employing the integrated technical method that is based on focusing on more than one direction of presenting the phenomenon, issue or solutions. Al-Mashreq newspaper relied on interviews and press interviews mainly in its discourse on women's issues.

As for the use of journalistic arts, it was as follows: Al-Sabah employed news reports in accordance with its daily periodicity, while Al-Mada newspaper combined reports, investigations, and dialogues in particular to discuss women's issues, while Al-Mashreq employed articles, interviews and journalistic dialogue in a different way, where investigations prevailed in its speech towards women's issues by relying on official and unofficial sources. The sample newspapers relied on the opinions of experts and specialists in women's affairs as sources of the

information provided, and on what is contained in reports, seminars and conferences.

Reasons for limited discourse direction on women's issues in the media:

Some reasons have led to a limited focus on women's issues through the media, including the following: Lack of awareness of women's roles, rights, problems and an important societal position, as this appears as a societal reality of which media professionals are a part and reflect it through the media messages they present, and the solution to this problem lies In providing media professionals with sufficient knowledge and awareness to convey a sound image of women and their issues. As well as the separation of intellectual and professional training for media professionals from the trends of modern media work 6 Concerning women's issues. And the weak effective communication between the media institutions themselves, or between them and the rest of the institutions concerned in order to serve women's issues, which calls for effective and coherent partnerships in order to overcome this problem.

We also find that to improve the role of women in the media, there should be joint cooperation in order to improve the role of the media in achieving the manifestation of women as it should across different cultures and borders, through

making more efforts to show women in non-stereotypical situations 7 .

Second: The attitudes of the Iraqi newspapers' discourse in dealing with women's issues:

The directions of Al-Sabah newspaper's discourse towards women's issues centered on initiatives related to women, especially government initiatives such as the initiative to combat violence against women through holding conferences, seminars and workshops in state institutions, in which men have a large share in terms of preparation and implementation, as well as the creation of administrative departments related to the empowerment of women and their legal function more than Executive in most ministries 8.

As well as focusing on raising the level of women's political participation in elections, for example, and in administrative or security and military jobs, as well as explaining the causes of domestic violence in which women occupy a large share of it, and administrative and occupational violence and the lack of opportunities to work in the private sector for family, clan, regional and random reasons. Choosing vital and important issues related to women and turning them into issues of public opinion without relying on good and objective foundations in the selection process .

As for Al-Mada newspaper, its discourse on women's issues focused on dealing with the issue of domestic violence in the first place because of its great impact on society during the last two years due to the economic and social conditions that accompanied the repercussions of the Corona virus, as events and cases that were strange to society emerged in terms of type and style of domestic violence, while it came Women's political representation or their political role is ranked second in terms of the newspaper's interest and the tendency to present this role. As for the state's role in women's issues and justifying their presence in proportion to the importance, it came in the next rank, as the newspaper's tendency showed that there is a clear failure by the state institutions in highlighting the role of women despite the contract A lot of workshops, seminars and conferences because the original is the application, which was weak compared to the seriousness of the problems . As for Al-Mashreq newspaper, the percentages of media discourse on women's issues converged in terms of their political role, the issue of domestic violence, and the state's role in following up on women's issues of all kinds. Perhaps the matter is related to the high level of political problems during 2021, which clearly overshadowed the newspaper's interest in women's issues9.

Third: Regarding the media frame of reference on which the study sample's speech direction was based:

The frame of reference on which the sample newspapers relied, firstly Al-Sabah newspaper, varied between political, legal, social and humanitarian, such as the constitution, reports issued by civil organizations and monitoring bodies, citing past cases and incidents, and comparing with similar cases. Social, economic, humanitarian and legal, as the term adopted by official officials and those concerned with family relations and specialists in the legal field 12… As well as the opinions of experts in psychology .. The Mashreq also relied on a number of large and exceptional events that passed through the Iraqi society during the year 2021, including cases of domestic violence, persecution of women in general at various levels, and bullying against women, and in the context of what is dealt with in citizen journalism from the means of communication social.

Fourth: The sources approved to support the trend of discriminatory discourse on women's issues:

It became clear in the direction of the media discourse of Al-Sabah newspaper, the main sources are women in general, whether they are educated, illiterate, educated and known at the traditional media level or at the digital media level, as well as relying on civil organizations and government institutions to disseminate opinions and trends

towards what is published or presented to the public.13. . The most prominent media sources for the discourse on women's issues in the discourse of Al-Mada newspaper were women related to issues and events covered by traditional or digital media, as well as statements by government officials or civil organizations... . As for the most prominent sources of ideas regarding women's issues, they are experts and specialists in family and child affairs, activists in the field of human and women's rights, and government officials.

Conclusion

The rights of women came as a term adopted by state institutions to obtain the appearance that supports democracy, which is supposed to be an approach to the state, in addition to the factors that accompanied the Corona crisis, which included a series of social, family, humanitarian and economic crises, which in their entirety constituted a situation From the family suffocation, it entered into a framework of violence, bullying and marginalization of women in particular Having a unified strategy for dealing with women's issues does not lead to a delay in placing women in their rightful position, but rather to benefit from the gains that have been achieved in the past decades in general, and also to move away from

duplication and fluctuation in societal visions towards women 10.. This is based on the importance of having a clear and constructive goal and vision towards The issue of women, among all those who work in the traditional and digital media, because of their great influence in the delivery of the media message .

Suggestions:

Emphasizing the role of governments in improving the status of women through their national systems, such as establishing centers to monitor and finance all kinds of national media.

- Strengthening the media and women's communication networks, by creating joint programs between the media and other institutions aimed at achieving equal opportunities and focusing on establishing projects that enhance the image of women in the media.

- Empowering women to establish their own global networks in all fields available to them, by providing them with the opportunity to access information and communication technology

Taking into account cultural diversity and societal needs and priorities, and governments should pay attention to holding public discussions on the importance of the media in promoting social responsibility. Supporting and

encouraging scientific research that deals with the field of media discourse on women.

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