The Role of Media Techniques in Managing Political Crisis

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Abstract: **There is a strong relationship between political crises and media in the Kurdistan Region, where there have been rapid changes. As a result, the Kurds have to live constantly with different crises, especially those of a political nature. Managing media crises and its techniques implies a situation in which one side creates a crisis intentionally to achieve specific aims. In such a case, the media is a top priority. Each side uses different media genres and techniques, which indicates a weakness in the planning and diplomacy to manage the political crises, especially the various difficult situations that arise between the governments of Iraq and the Kurdistan Region. The aim of this study is recognizing the management of the Kurdish media techniques during such political crises. To achieve this objective the statistical technique approach is applied on (140) teachers from both Colleges of Humanities and Pure Sciences/ university of Sulaimani. They were chosen in a systematic random mode as samples for the academic year (2013-2014). Kurdish media uses various techniques to manage political crises, but politicians do not admit their mistakes during the political crises. This study found that politicians do not pay attention to the economic results of political crises such as inflation and unemployment rates. At the end of this study, we conclude that the Kurdish Media Technique has an impact on people's daily life, according to the results during the management of political crises, but it does not address the basic problems of these political crises. The author also highlights the weak points in the Kurdish media, which plays a significant role in Management of Political Crises in the Kurdistan Region.**

Keywords: **Political crises, media genres and techniques, Kurdish media, Kurdistan Region.**

I. INTRODUCTION

Dealing with and talking about crises is a common and constant need that is closely related to personal and public life, government, state, and community among the Kurds in the Kurdistan Region. Crises can be the result of natural disasters, or pertain to the economy, education, or politics; and sometimes some of the crises occur together while at other times they take place at a specific historical point in the social context.

Managing media for crises and its techniques means a situation when one side creates a crisis intentionally to achieve specific aims. And this is an act in which its purpose is to change the current relationships for the benefit of the crisis maker. And the crisis should not reach eruption and conflict, because sometimes if it is not treated carefully and timely, it will damage the crisis maker and be out of control.

The most important and advanced questions and hypothesis for managing, dealing with, and facing a political crisis, are the roles and techniques of media in directing, dealing with, and facing the political crisis, among Kurdish media and governmental foundations. The changes are very fast in the Kurdistan Region, and we can safely conclude that Kurd in the Kurdistan Region face one crisis after another in their lives, particularly those of a political nature. Some people believe that beside the above effects, media is often compromised by the crises because they pretend to protect national

security but at the same time hide information due to the influence of political decision makers. During a crisis Kurdish media is at an active level.

The importance of this research is that it is focus on the role of Kurdish media and crises management techniques during a political crisis.

II.   THEORETICAL FRAMEWORK

2. 1 Concept and definition of crises:

A crisis is 'a difficult or dangerous situation that needs serious attention' (Merriam Webster), and the ultimate result of a crisis is a situation that is better or worse than the pre-crisis situation. It is a fundamental change in a human situation, and at the same time it is an unstable and difficult situation. We can briefly say that a crisis is mixed with other aspects such as a ″problem, sudden event, emergency case, competition, conflict, disaster..etc ″ each one causing a crisis purposely or uncontrollably.

2.2 Characteristics of crises:

 The following are the characteristics of crises (Shuman, 2002): Contingency, when the gravity of a situation threatens personal or social security; Perplexity: which creates confusion especially when information is scarce and inadequate, in which case, media has a crucial role to play. Sometimes, controlling the situation is not possible due to lack of time to prepare for the crisis; Graduation, meaning the domination of the interested parties aggravated by indecisive parties, resulting in international and national impacts.

2.3 The techniques of media:

The techniques of media during crises are related to how the media performs in the context of various factors, which include political statements and decisions, military strategies, economic collaborations, laws, disseminated news, published photos, political decision makers` agreements, comments and suppressed information.

Depending on the above situations, the most important and usable techniques of media are shown with their characteristics.

According to Bahnasi (2010), Rjrijory Nox (1995), Fawzi (1987), Hikl (2003), Al-Amari (1993), Ghali (1999), Abdul-Hamid (2000), Shahaq (2003), Faisal (1984), Fans (1984), Khdhur (1999), Habir (1986), and Murad (2008), various techniques used by media such as:

- Technique of confession.

- Technique of sufferings.

- Technique of converting the directions.

- Technique of excitement.

- Technique of the edge

- Technique of attack.

- Technique of threats.

- Technique of testimony.

- Technique of insistence and denial.

- Technique of stirring public fears.

- Technique of Blackout.

- Technique of misleading media.

- Technique of intensifying meanings.

- Technique of changing horses.

- Technique of frankness.

- Technique of legitimacy.

- Technique of planned infiltration of information.

- Technique of insistence and defense.

- Technique of calming down.

- Technique of support.

- Technique of showing force.

- Technique of presenting evidence.

- Technique of defaming the opposition.

- Technique of excuses and justification.

- Technique of the resolution (fixing the situation).

- Technique of indirect response.

- Technique of different repetitions.

So it is very difficult to show techniques of media during the political crises because they treat different, dangerous and complex situations with different aims, interests, sides, and steps. That is why it is necessary to clarify the techniques and the strategies. This clarification can be done through analyzing the reasons, and the effective forces, followers, and characteristics of targeted (purposive) mass.

2.4 Media and Political crises management:

There are some aims for crises management, which are: to have physical and moral ways to decrease the negative impact of the crises, to define the role of foundations and organizations of society, and media foundations as well, to establish an advanced operations leading centre to face emergency, for example, not having enough oil, electricity in the Kurdistan Region (Muhammad, 2007).

According to (Muhammad, 2007), managing crises involves several steps such as: decreasing the level of the crisis, Preparation, (Clash) Facing, and Recurrence of Balance step.

The Crises strategies and plans (Hameedp, 2008), of violence in dealing with the crisis, stopping the development of the crisis, dispersal, miscarrying the idea of the crisis maker, pushing the crisis forward, and the pace of the crisis.

Getting the Attention of the Media: During the existence of a crisis in general and a political crisis in particular, it is crucial to get the attention of media channels following (Muhammed, 2007, khadhoor, 2001, and Makawy, 2005).

A Crisis pulls concerns. The media increases public concerns because a crisis becomes the focus of media channels. The role of media in political and military crises appears to be of greater significance then economic crises, industrial, environmental and social crises because political crises spread faster, with the media being the main channel of dissemination to the masses. Skill is needed to create media channels to disseminate information to the public and these channels become a bridge between officials and the masses. The role of media is divided into two parts in a crisis: illustrating the evolution of the situation and its influence on public opinion and guidance.

Kurdish media includes all observers and audible channels and websites that have official permission from the Kurdistan Journalists Syndicate, of the Kurdistan region of Iraq. This is a geographical area under the control of the Kurdistan regional government, a federal authority framed within the Republic of Iraq, which is provided for in the permanent Iraqi constitution. The Kurdistan region is between the two orbits of (3722-3207) degrees in the north, and two long lines (4108-4618) degrees in the east (Ali, 2011, Talib, 2005).

Media Responsibility during political Crises: besides general responsibilities of the media, there are other responsibilities during a crisis. These special responsibilities give the media a greater role to play in politics, which can affect the political decision. The responsibilities include: the process of publishing information, the steps of analyzing information, Protection steps, responsibilities of educating the public and monitoring the crisis for the masses. It implies influencing public opinion, ways of expressing different types of comments, and how to express opposite opinions as well.

Determining the role of Media techniques in political crisis management is the major objective of this research, and the practical part of this research, which involves the teachers of the Humanity Science department/ university of Sulaimani, helps the researcher to achieve his research goals.

III. METHODOLOGY AND DATA COLLECTION

3.1 Materials and data collection:

This part shows how the data are collected and presents the data analysis follows:

3.1.1 Preliminary questionnaire with Instructions:

The researcher used many different scientific methods to achieve the aims of the research, including:

1. Preliminary questionnaire: It is divided into two main parts. On the **first part**, the researcher prepares a questionnaire that includes four questions and randomly gives it to the community sample, comprising 25 persons. And the **Second part** is casting the criterion paragraph: in order to measure techniques of media and crises in the Kurdistan Region, the researcher created a measurement and collected the questions through a preliminary questionnaire based on theoretical and moral techniques of media and crises. And the researcher made some axes (4 axes). Then, the axes were organized to build one criteria for media and crises. Finally, the criteria were applied on the research sample randomly in a systemic way.

2. Reliability: means that the researcher obtains the trust in achieving and accomplishing the result, in a way that it can be generalized. This was done to (25) items of the research. After analysis of the answers, only (20) items were retained, and the percentage of agreement was (87%), so the measurement is scientific and successful.

3. Stability: is considered as one of the fundamental basics of the research for the special purpose of analyzing the contents. If the researcher wants a subjective analysis and a complete research, then the steps and equations must be stable. The stability of this research is in conducting a post-test to obtain the same result by using Alpha Coefficient) that was applied on (30) participants, and the result was 0.90, which is a perfect average (Wimr & Dumnik, 1998).

4. Research Instructions: This is to clarify the research instructions for the research sample; the researcher has asked the participants of the research sample to give their opinion by ticking one of the negative or positive alternatives like "always", "sometimes" and "never" which are shown in two measurements. The research was divided into three areas:

* Subject area: political crises and media are chosen as a sample.

* Time area: 15-3-2013 to 20-5-2013.

* Place area: Kurdistan Region-Iraq, University of Sulaimani.

* The basic research society is Sulaimani University teachers.

* Type of research is a descriptive methodology, which is a particular survey style that allows the researcher to maintain the aims and obtain clear results.

3.1.2 Characteristics of the research sample:

For this research, teachers from both colleges of Humanities and Pure Sciences were chosen in a systematic random mode as samples in equal numbers and totaling (140) persons.

Table no. (1): Profile of the research sample of Sulaimani University for the academic year (2013-2014).

Gender	Percentage	Age	Percentage	Specialty	Percentage
Male	57.85%	18-23	65.71%	Humanities Science	50%
Female	42.14%	24-23	27.14%	Pure science	50%
Total	100%	Total	100%	Total	100%

3.1.3 Research Instructions:

The type of current study is a descriptive methodology, which is a survey style that allows the researcher to maintain the aims and obtain the results clearly.

To clarify the research instructions for the current study, the researcher asked the participants to give their opinion by ticking one of the negative or positive alternatives such as "always", "sometimes" and "never" which are shown in two measurements.

Table (2): Negative and positive items of the measurement

Items	Sign
Positive	5,6,7,8
Negative	1,2,3,4,9,10,11,12,13,14,15,16,17,18,19,20

3.2 Results and Data analysis:

This section shows the practical steps in the (aims) goals of the role of media techniques in the management of political crises, and presents the results of the study and their discussion.

Table (3): Result of measuring the role of media techniques for political crises

Significant level	d.f	t-test		Standard Deviation	Average	Mean Value
		critical values	t-statistic			
0.05	139	1.660	3.831	4.371	40	41.414

Table no. (3) Shows the statistical results of the variables in the model using t-test with critical values. The t-statistic (3.831) is greater than the critical value (1.660) at the (5%) significance level, thus indicating the presence of co-integration between the dependent and independent variables in the model. Therefore, the null hypothesis, which suggests the absence of co-integration among the variables, is ultimately rejected.

Thus, to know the role of media technologies in the management of political crises among the teachers of the University of Sulaimani, it is shown that Kurdish media techniques and dealing with political crises are the door to detect events and for anyone who wants to watch the events and crises situations. It requires a representation of what must be said, when the crises should be made known to the public and teachers of the university with adequate information about the changes and decisions and monitoring feedback.

So the Kurdish media techniques are not emerge just with the emergence of political crises but they are related to the performance of the Kurdish media and the rest of the materials such as political statement, military decisions, supply economics, laws pertaining to stolen news, published images, political discussions, comments, hidden information, and also has a relation with the cultural level of teachers at the university level, depending on the realistic degree of these crises as projected by the techniques of the Kurdish media, as a source of information and the basis for political debates.

To find out average reference for each item throughout the experiment t-test; the researcher collected alternatives of each item and thus produced a center-reference for each item and then arranged degrees from the highest to the lowest degree, and here the average reference must not be less than (2), meaning that the item with a value of less than 2 is unacceptable because individuals did not give it a suitable value.

Table (4): The average degree of media techniques

Number of items in measurement	Items	Average	Degree
13	Media techniques reach the crises to the top level.	2.37	1
17	It intimidates people	2.35	2
1	They use documentation	2.15	3
5	They do not use any techniques	1.78	4
9	The politicians do not admit their mistakes	1.53	5

Table no. (4), explains that item no. (13), in which the center of reference is (2.37) is in the first rank and item no. (17), in which the center of reference is (2.35) is in the second rank, and item no. (1), in which the center of reference is (2.15) is ranked third. And item no. (5), in which the center of reference is (1.78) is in fourth rank because it is considered a negative item, and its value is less than (2) and for this reason it achieves the goal, but the last item which is item no. (9), with a center reference of (1.53) are considered as a positive item and its value is less than (2) and for this reason it did not achieve the goal. See Table no. (4).

Thus, the highest value of the average reference is (2.73) for item no. 16 (it has an effect on the daily life of the people) and the lowest rate is (1.53) for item no.9, with politicians not admitting their mistakes. These items have not got the accepted grades from individuals for (14, 12, 11, 9, 2), and because each of item (5-6-7-8) is a negative item, so whenever they account for less than 2, they will be acceptable. See Table (1, 2), in the Appendix.

And according to the results of the role of Kurdish media techniques in the management of political crises, Kurdish media pushes crises to the top by using a variety of techniques and thus creates an atmosphere of terror among the masses and uses a document technique, in addition to other media techniques which are used during political crises, but the politicians' are determined not to admit their mistakes during political crises, in order to deprive the Kurdish media from using it as a technique.

Table no. (5): According to the answer of individuals for axis of providing information

Number of items in measurements	Items	Average	Degree
10	It clarifies the situation before and after crises	2.22	1
18	It changes the direction of the public opinion	2.09	2
6	The crises is not within the agenda	1.68	3
2	It indicates the causes of the crises	1.88	4
14	It protects civilian freedom	1.83	5

Table no.(5), clarifies that item no. (10), which is (2.22) is ranked first and item no.(18), which it (2.09) is ranked second, while item no.(6), which is (1.68) is ranked third. An item is negative if the value is less than (2) but it achieves the goal. Item no.(2), with the center reference of (1.88)is ranked fourth and it is a positive item and its value is less than(2) and for that it did not achieve the goal but the last item, which is item no. (14) ,which is (1.83) is a positive item with its value of less than(2) and for that purpose it did not achieve the goal and is ranked fifth.

Thus, according to the results of the role of Kurdish media techniques in crises management, by giving published information before and after the crises, and giving details of the crises to its users, the Kurdish media influences public opinion about the political crises. This researcher has selected teachers of the University of Sulaimani to determine their response to the role of Kurdish media techniques in crises management as the Kurdish media pays much attention to political crises and gives a variety of information, but it does not analyze the information necessary for the parties while political leaders do not encourage freedom to access information or elicit different opinions as personal freedom of expression in Kurdish society is weak.

Defining (recognizing) the role of the Kurdish media techniques provides the time and space during the political crises management, to attain the research objective and so the researcher has used the reference average by (2) to determine the value and quantity of the positive and negative items. See Table no. (6.)

Table (6): Adequate time and space during the political crises management

Number of items in measurement	Items	Average	Degree
3	It has a continuous follow up of the crises	2.2	1
15	There is continuous briefing of the press	2.16	2
19	It provides the people's need information on the crises	2	3
7	It deals with only news casts	1.80	4
11	The evaluation process will be done by the people	1.82	5

Note: Table (6) is the Average reference according to the individuals' answers for the time and space axes.

Table no.(6) shows that item no. (3) Which averages (2.2) is ranked first and item no. (15) with average value of (2.16) is ranked second and item no.(19) with average value of (2) is ranked third, while item no. (7), with reference average value of (1.80) is ranked fourth because it is considered negative and less than (2), Item (11), which is the last item and with a reference average value of (1.82) is considered a positive item because it is less than 2, is ranked fifth and does not achieve the goal.

Thus, according to the results, the role of Kurdish media techniques, by giving adequate time and space during political crises and the Kurdish government and political parties also providing time and space for political crises meet a certain degree of the psychological needs of the people pertaining to the crises. In addition to the news, other presses also provide time and space for political crises in the Kurdish media.

Table (7): Showing the individuals' answers for the axis of Results

Number of items in measurement	Items	Average	Degree
16	It affects daily live	2.73	1
4	The results are on the government service	2.42	2
20	It clarifies the different aims of the various parties	2.03	3
12	It solves the problems	1.89	4
8	The situation does not return to the pre-crisis level	1.97	5

Table no.(7) clarifies that item no.(16) which with the value of weighted average at (2.73) is ranked first, and item no. 4 the average value of (2.42) is ranked second followed by item no. (20) with an average value of (2.03) is ranked third. Item no.(12), with an average value of .89 is the fourth-ranked item; it is a positive item and its value is less than (2)so it does not achieve the goal but, item (8), with average value of (1.97) is considered a negative item and its value is less than(2) and because of that it does not achieve the goal and is ranked fifth . See table no. (7)

Thus, according to the results of Kurdish media techniques in the management of political crises we see that the results of using these media techniques in the Kurdish media have an impact on daily life and serve the interest of political power. Also, the intentions of the different main parties would be clarified. However, in the final analysis, the use of these techniques does not solve the basic problems of the political crises or the pre-crises situations.

IV.   CONCLUSION AND SUMMARY OF THE STUDY

In this study, we considered two different points of view. First, we discussed the management of political crises. Second, we studied the role of media techniques in the management of political crises on the basis of both theory and practice.

The main objective of this study is to determine and analyze the Kurdish media techniques in the management of the crises. The paper achieved the objective of the study by discussing the theoretical framework and providing the scientific analysis the statistical technique was applied in the study, and the data covered the period 2013. The empirical results show that Kurdish media depends on a variety of techniques in crises management, especially in relation the concerns of the masses, but politicians are not prepared to admit to their mistakes for fear of exposure by the Kurdish media which tends to report and compare pre- and post-crises situations and thus sway public opinion.

However, despite the fact that the agenda of Kurdish media includes interest in the political crises, it is weak in providing adequate information on a range of issues related to the political crises, faced by a situation where there is no absolute freedom.

In conclusion, this paper shows the Kurdish Media Technique has an impact on people's daily life, judged by the results during the management of political crises and it serves political power benefit, and finally clarifies the goal of parties and basic political crises to the people and the situation will be back to the pre-crises state but the basic problems of the political crises remain unaddressed. In such a situation, Kurdish politicians should be prepared to admit their mistakes through the media to earn the trust of the people.

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APPENDEX - A

Table (1): The average of the research items

No.	Items	Average
1	They use document	2.15
2	Indicate the crises cause	1.88
3	There is a continue fellow up for the crises	2.2
4	It is on government service	2.42
5	They don't use any techniques	1.78
6	The crises are not within the agenda	1.68
7	It deals with only during the news	1.80
8	The situation does not traced due before the crises	1.97
9	The politician does not avow their iniquity	1.53
10	It clarifies the situation before and after the crises	2.22
11	The evaluation of the procedure is perfumed by the people	1.82
12	It solves the problems	1.89
13	It reaches the crises to the top	2.37
14	It protects the Civilian freedom	1.83
15	There is a continuous brief press	2.16
16	It has an effect on daily live	2.73
17	It scares the people	2.35
18	It changes the public opinion's direction	2.09
19	it supplies the people's neediness	2
20	It presents the strategy of variable aims of political parties	2.03

Table (2): The degrees according the research items

Number of items in measurement	Average	Degree
16	2.73	1
4	2.42	2
13	2.37	3
17	2.35	4
10	2.22	5
3	2.2	6
15	2.16	7
1	2.15	8
18	2.09	9
20	2.03	10
19	2	11
12	1.89	12
2	1.88	13
14	1.83	14
11	1.82	15
6	1.68	16
5	1.78	17
7	1.80	18
8	1.97	19
9	1.53	20