

Persuasive Strategies on the Official Website of the Iraqi Government

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Abstract: This study aimed to analyze the persuasive techniques used in the news content of the official website of the Iraqi Media Network when addressing government services. The study employed a survey methodology and content analysis of a sample of 657 publications. The results showed that the website relied most heavily on an approach that emphasized authority and power, followed by clear objectives, promises, and linking content to public needs. Evidence and arguments were used to enhance the credibility of the media messages. The findings revealed the dominance of the executive branch as the primary actor in the news content, with the Prime Minister and ministers being the most frequently featured figures. The website also relied heavily on official government sources for its news. Regarding presentation styles, selective awareness-raising presentations were the most prevalent, followed by directive presentations, reflecting a focus on promoting public awareness and highlighting government achievements. The study concludes that the news content of the official website employs an integrated system of persuasive techniques that combine official authority with rational arguments, contributing to shaping public opinion regarding government services and enhancing the image of government performance in the service sector.

1. Introduction: This study analyzes the persuasive techniques used in the news content of the Iraqi Media Network's websites concerning government services. These services are directly linked to citizens' daily lives and the level of government performance across various service sectors. News content is no longer limited to simply reporting the news; it now contributes to shaping public perceptions through the way information is presented, messages are formulated, and evidence and facts are selected to enhance public understanding of the nature and various dimensions of government services.

The importance of studying persuasive techniques in news content stems from the significant role that online news sites play in influencing public opinion, particularly in societies undergoing political, economic, and social transformations, such as Iraq. These websites contribute to directing public attention towards various service-related issues such as electricity, water, health, education, and infrastructure, employing diverse persuasive techniques to influence public opinion and shape attitudes towards these issues.

Therefore, any study must identify a phenomenon that warrants investigation, monitoring, interpretation, and analysis, motivating researchers to study it. The main research question can be formulated as follows: (What persuasive techniques are used in the content of the official Iraqi government website regarding government services?)

This study aims to identify the persuasive techniques used in the publications of the Iraqi Media Network website concerning government services. It also aims to identify the most prominent forces that the Iraqi Media Network

website relies on in its handling of news content, and to identify the key figures who have emerged in the website's coverage of government service issues

2. Literature Review
Previous studies have addressed persuasive techniques in diverse contexts, agreeing on their importance in influencing public opinion and shaping public attitudes. Here, we review the most prominent of these studies in chronological order, outlining their objectives, methodologies, key findings, and their relevance to the current research.

1.2. Rusel Mohammed Abbas's Study (2022¹):

This analytical study examined persuasive techniques in the electoral campaigns of the political parties (Takadom, Imtidad Movement, and State of Law) during the 2021 Iraqi parliamentary elections. It sought to reveal the nature of these techniques' use within Facebook content and their impact on shaping the voting public's attitudes. The study aimed to analyze the persuasive techniques employed in the electoral campaigns of these parties, identify patterns of their use in Facebook posts, uncover differences in their application of these techniques, and determine the most prevalent and influential techniques in their electoral discourse. The study adopted a survey methodology, employing both descriptive and analytical approaches. Content analysis (quantitative and qualitative) was used as the primary tool for analyzing campaign publications. A comprehensive survey was conducted of all publications from the three electoral lists during the period from July 8 to October 10, 2021, totaling 1,123 publications. The study found that the electoral lists differed in their use of persuasive techniques. The "progress" and "state of law" lists relied heavily on campaign promises, while the "emtidad" movement prioritized addressing public needs. The results also revealed the absence of "street-smart" appeals in the "state of law" publications, the limited use of religious rhetoric in the "Takadom" list, and a low level of political innuendo and veiled allusions in some lists. The study demonstrated that the use of persuasive techniques varied depending on each list's objectives and campaign strategy.

2.2. Study by Muhannad Mazhar Al-Ghazi (2022²):

The research problem lies in identifying and analyzing the types of persuasive appeals used in Israeli propaganda on social media networks. This was achieved through content analysis of the "Israel in Iraqi Dialect" Facebook page to determine the types of appeals used and the propaganda techniques employed. The study falls under the category of descriptive research, employing a survey methodology and content analysis. The research concluded with several key findings, most notably that the page primarily focused on emotional appeals, with only a slight difference between these and rational appeals. Furthermore, it did not extensively utilize intimidation tactics. The study also found that slogans and symbols were the primary method used, followed by linking names and ideas, while supplication came in third.

3.2. Study by Jalal Faris Ahmed (2021):³

This study focused on persuasive techniques employed by Iraqi newspapers during health crises. The main research question was: "What persuasive techniques did Iraqi newspapers utilize during the COVID-19 pandemic?" The study aimed to identify the persuasive techniques used by Iraqi newspapers during the COVID-19 pandemic. The study included raising health awareness and the extent of its interest in dealing with that crisis. The study belongs to descriptive research and used the survey method. The researcher relied on the use of content analysis through the study sample, which was represented by Al-Sabah newspaper, Al-Zaman newspaper, and Tariq Al-Shaab newspaper. One of the most prominent results that the study reached was

¹ Rusel Mohammed Abbas, Persuasion Techniques in Election Campaigns via Social Media, Master's Thesis, Iraqi University, College of Media, 2022.

² Muhannad Mazhar Al-Ghazi, Persuasive Appeals in Israeli Propaganda Content Targeting the Iraqi Public on Social Media, Master's Thesis, Iraqi University, College of Media, 2022.

³ Jalal Faris Ahmed, Persuasive Techniques in Iraqi Newspapers During Health Crises: The Coronavirus Crisis as a Case Study, Master's Thesis, Tikrit University, College of Arts, 2021

identifying the methods of persuasion employed by the newspapers in the study sample during the Corona crisis, and they were as follows: Rational methods of persuasion came in first place with a number of repetitions (692) and a percentage of (29.1), emotional methods of persuasion came in second place with a number of repetitions (592) and a percentage of (24. 9%), while methods of persuasion by intimidation came in last place with a number of repetitions (507) and a percentage of (21.3%).

4.2. Iman Subaih Matar's Study (2018⁴):

This study examined persuasion techniques in political content. It aimed to identify the persuasive methods used in political content presented on the CNN and News websites, and to determine the types of appeals employed. The study began with the central question: "What is the nature of the persuasive techniques used by the two sample websites in the political content they present?" The study falls under the category of descriptive research and employed a descriptive-analytical survey methodology. Content analysis was used, and the research sample was limited to the period from June 1st to September 1st, 2017, using purposive sampling. The study reached several conclusions, most notably that CNN focused on the method of distributive repetition and the cumulative effect of exposure, with 32 repetitions and a percentage of 21.92%. Meanwhile, the News website focused on the method of supporting evidence and proof, ranking first with 34 repetitions and a percentage of the percentage (18.89) showed a difference between the two sample sites in their use of persuasive techniques in political content. Emotional appeals were the most prevalent on CNN, recording (51) occurrences and representing (34.93%), while EuroNews relied on fear-mongering appeals, which were recorded (78) occurrences and representing (43.33%).

5.2. Study by Samah Zaghba and Sofia Awaisi ⁵(2017):

This study aimed to track persuasive techniques in advertising spots. It focused on investigating the impact of television advertising by examining the persuasive techniques and appeals employed in advertising messages. Given the importance of persuasion and its role in the flow of information and its place in television advertising, the study sought to answer the following question: What persuasive techniques and appeals are used in advertising spots on the satellite channel MBC1? To answer this, the study followed a descriptive approach, using a content analysis form as a data collection tool. The study sample consisted of eight advertisements. The study reached a number of conclusions, the most important of which was the diversity of persuasive appeals used in television advertising on MBC1 channel, ranging from intellectual to emotional appeals. However, emotional appeals were more prevalent. Furthermore, the advertising message in the studied advertisements relied on portraying women, and consumerism was clearly present, prompting advertisers to entice the audience to focus on essential needs and various daily requirements.

6.2. Kiersten Denton's Study (2010⁶):

This study stemmed from the central question: What is the impact of persuasion techniques on young consumers through social media and digital marketing? The study aimed to determine the effect of these persuasion techniques on young consumers through social media and digital marketing. It employed a survey methodology, using a questionnaire administered to a sample of millennials aged 18 to 40 to assess the extent of persuasion's influence on them. The results showed that although these techniques have a strong impact on young consumers' purchasing decisions regarding beauty products, many still rely on word-of-mouth recommendations from trusted friends and family members.

Limits of Utilizing Previous Studies: Reviewing the scientific literature and examining the research experiences of others is essential for developing a researcher's understanding. This is where the benefit we gained from reviewing a large number of previous studies comes in. These studies helped us formulate the research problem and its questions, as well as strengthen the theoretical framework and examine the applied aspects of each

⁴ Iman Subaih Matar, Persuasive Techniques in the Political Content of Foreign Arabic-Language Websites, Master's Thesis, Iraqi University, College of Media, 2018.

⁵ Samah Zaghba and Sofia Awaisi, Persuasive Techniques in Advertising Spots - A Semiological Study on a Sample of Advertising Spots on MBC1, Master's Thesis, Mohamed Seddik Ben Yahia University, Jijel, Faculty of Humanities and Social Sciences, 2017.

⁶ Kiersten Denton, How Social Media Uses the Psychology of Persuasion, Southern New Hampshire University, May 2019, p. 3.

study, especially the analytical ones. We then used these studies to construct the questionnaire and extract the analytical categories relevant to the topic of persuasive techniques in Iraqi news content regarding government services.

The differences between the current study and previous ones: This study is among the first in the media and political fields to examine the persuasive techniques used in Iraqi news content regarding government services in Iraq in 2025. It also focuses on the communication media used in the elements of the communication process on the Iraqi Media Network website and what transpires in this virtual world, including the persuasive techniques employed to influence the audience. The study provides an analytical explanation of how these techniques are used to influence the public by the publishing entity. Ultimately, this study offers some important analytical insights, providing both an explanation and quantitative analysis of the services provided by governments.

3. Theoretical Framework: Persuasive Techniques
Persuasive techniques are defined as a set of communication methods and tools used by the sender to influence the audience's attitudes, ideas, stances, and behaviors. This is achieved by presenting messages based on arguments, evidence, logic, or emotional and psychological appeals, with the aim of eliciting a response or changing attitudes and stances in a way that serves the objectives of the communication ⁷message.

1.3. Clarity of Objectives vs. Implicit Inference:
The effectiveness of a persuasive message increases when its objectives and outcomes are presented clearly and explicitly, without leaving the audience to infer the intentions themselves. Researchers Hovland and Mandel found in their study that the percentage of individuals who changed their attitudes to align with the message's objectives was twice that of those who received messages where the outcomes were left for them to deduce. These results indicate that clarity of purpose contributes to increased impact, especially among groups with average or limited education. This approach is influenced by several factors, including the recipient's intelligence level, educational background, the importance of the topic to them, and the nature of the communicator. The higher the audience's education and intelligence, the more appropriate it is to present the objectives implicitly, as this allows them the opportunity for self-reflection and analysis, thus increasing their conviction in the message. However, in cases where the topic is of particular importance to the recipient or they have prior knowledge of it, leaving the inference of the outcomes to them may be more effective than stating them directly⁸.

2.3. Presenting the message with evidence and proof: Employing evidence and proof is a fundamental method of persuasion, as it lends credibility and legitimacy to the message and portrays the communicator as a trustworthy expert. This method is used when the message includes factual information or opinions attributed to reputable and highly reliable sources, thus enhancing trust in the news content and increasing the audience's willingness to believe it. The effectiveness of this method is linked to the audience's perception of the source's credibility. The higher the credibility, the less need there is to provide numerous pieces of evidence to support the message, and vice versa. The need for evidence also varies according to the nature of the topic; new topics or those far removed from the audience's experiences require more evidence than those related to their previous experiences or daily knowledge⁹. Several generalizations can be formulated regarding the effectiveness and effects of evidence and proof, the most prominent ¹⁰of which are:

The use of evidence and proof in persuasive messages is closely linked to the recipient's perception of the credibility level of the message's source. The higher the source's credibility, the less need there is to present a large number of supporting pieces of evidence, as prior trust in the source obviates the need for numerous examples.

- The need for evidence in a message varies depending on the nature of the topic. Some issues require more supporting evidence than others, especially those not based on the audience's prior experience or those dealing with new and complex subjects.

⁷ Hassan Emad Makawi and Laila Hassan El-Sayed, *Communication and its Contemporary Theories* (Cairo: Egyptian-Lebanese House, 2014), pp. 263-266.

⁸ Ibid., pp. 193-194.

⁹ Hassan Emad Makawi and Adel Abdel Ghaffar, *Radio in the 21st Century* (Cairo: Egyptian-Lebanese House, 2009), p. 64.

¹⁰ Mitham Falihs Hussein, *Contemporary Communication Theories*, (Baghdad: Al-Yamamah Printing and Publishing Office, 2015), pp. 72-73.

- This approach helps mitigate the weak impact of messages presented without supporting evidence, as evidence strengthens the argument and reduces the likelihood of doubts about the credibility of the persuasive content.

- The impact of evidence and proof is more pronounced with educated audiences and those with high analytical skills, as this group tends to examine arguments and verify their validity before adopting them. This makes presenting logical evidence a crucial factor in convincing them.

- The effect of evidence in the persuasion process depends on how the recipient perceives its validity or error. The effectiveness of evidence based on facts differs from that of evidence based on opinions or personal interpretations. Furthermore, research that has addressed the effect of evidence in the persuasion process has not yet addressed in sufficient depth the differences between the effect of factual evidence and that based on opinions, which opens the door for subsequent studies to examine this aspect in more detail.

3.3. Arranging Persuasive Arguments Within the Message: Arranging arguments and ideas within a persuasive message is a crucial technique for building influence. This technique relies on organizing arguments in a logical and coherent manner, with each argument building upon the previous one to strengthen the message. Messages that conclude with the strongest arguments are known as the climax or end-of-context style, while those that present the strongest arguments at the beginning are known as the climax reversal or beginning-of-context style. There is no general rule that determines the optimal arrangement of arguments within a persuasive message ¹¹to achieve greater effectiveness. Arguments in a persuasive message should be presented in an organized and logically sequential manner, as this plays a significant role in increasing its ability to persuade the audience ¹².

4.3. Presenting One Side of the Issue vs. Presenting Both For and Against: Presenting both for and against a single issue is more effective with educated individuals, as it allows them to evaluate and analyze arguments rationally. When the audience is hesitant or confused, presenting both sides is more impactful and persuasive. Conversely, focusing on one side of the issue is more effective in influencing individuals with lower levels of education or those who already agree with the communicator's viewpoint, as the message's effect here is reinforcement rather than change¹³.

Furthermore, messages that present both sides of the issue, whether for or against, are better able to protect the recipient from counter-propaganda, while one-sided messages are less effective in protecting the audience from adverse influences. Hovland, Janis, and Kelly summarized the relative benefit of this type of message by noting that presenting both for and against an issue is more effective in the long run if the audience is exposed to counter-propaganda or if their original opinion does not align with that of the communicator¹⁴.

5.3. Utilizing Existing Attitudes or Needs of the Audience: This approach relies on activating pre-existing attitudes and needs of the audience rather than attempting to create entirely new ones. Individuals are more willing to support messages that reinforce their current needs compared to those that require them to adopt entirely new attitudes or behaviors. The persuasive message becomes more effective when the proposed ideas or behaviors are presented as a means to fulfill the recipients' genuine ¹⁵needs. Individuals tend to support their existing attitudes more than they change them, and messages with a reinforcement-oriented nature are easier to persuade than those that seek to radically change ¹⁶attitudes.

6.3. The Influence of Majority Opinion:

¹¹ Azza Saeed Muhammad, Persuasion Techniques in Children's Theater Performances and Their Role in Reinforcing Values, Journal of Research in the Fields of Quality Education, Volume 7, Issue 33, Cairo, March 2021, p. 835

¹² Azza Saeed Muhammad, *ibid.*, p. 835.

¹³ Jihan Rashti, Propaganda and the Uses of Radio in Psychological Warfare, (Cairo: Dar Al-Fikr Al-Arabi, 1985), p. 500. Quoted from: Zeina Abdel-Hadi, Persuasive Techniques in Television Commercials: An Analytical Study of Dubai IBC Channel, (PhD dissertation), Baghdad: College of Media, University of Baghdad, 2011, p. 38.

¹⁴ Hassan Imad Makawi and Laila Hussein Al-Sayed, Communication and Its Contemporary Theories, *ibid.*, p. 196.

¹⁵ Abdul Karim Kadhim Al-Shuwaili, An Introduction to the Study of Propaganda and Psychological Warfare, (Baghdad: Copyright reserved to the author, 2016), p. 84.

¹⁶ Akram Faraj Al-Rubaie, Rhetorical Gradation in the Journalistic Message, (Amman: Amjad Publishing and Distribution House, 2016), p. 110.

This approach is based on the principle of majority opinion, which represents more than half of the group members—the active and influential majority in society¹⁷. Some studies have demonstrated that the group's influence in changing individuals' opinions to those of the majority can be strong, even if these opinions are incorrect. This influence is more pronounced when the group is large¹⁸.

7.3. The Cumulative Effect of Presentation and Repetition: This method is based on the principle of repeating the persuasive message, which communication scholars consider a contributing factor in enhancing the effectiveness of persuasion. Repetition helps to solidify the objective in the mind of the recipient and continuously ¹⁹stimulates their needs and desires. This method is based on repetition, not on argument, discussion, or dogmatism²⁰. Therefore, it is considered one of the most successful methods aimed at changing or shaping public opinion, because repeating media messages contributes to mobilizing public opinion in favor of the issue being supported. However, excessive repetition may, in some cases, lead to boredom or aversion, which necessitates variation alongside the repetition. Studies have shown that individuals exposed to more than one reason or justification were more receptive to influence and persuasion compared to those presented with only one justification²¹.

4. Methodology
1.4. Research Methodology, Type, and Tools
This research is descriptive and employs the analytical survey method, a method frequently used in academic research due to its flexibility and ease of access to accurate information. These factors collectively contribute to achieving the main research objective. Accordingly, this method was adopted to study the persuasive techniques used in Iraqi news content addressing government services. The study utilized content analysis, specifically an analysis form, to identify persuasive content on the Iraqi Media Network website. This tool is among the most commonly used in media research and is considered the most suitable for achieving the research

2.4. Research Population and Sample
The research population in this study was defined as Iraqi websites that addressed government services in their content. The content of the Iraqi Media Network website was chosen for analysis because it represents official news content among the websites. (657) pieces of content were identified and subjected to content analysis for the period from August 1, 2025, to October 31, 2025.

3.4. Defining Concepts and Terminology
In accordance with the adopted methodological framework, the concepts and terms are defined operationally, in line with their definitions as presented in the theoretical chapters. Some of these definitions are as follows:
1. Persuasion: This refers to one of the goals of a communication message created for utilitarian purposes. The person persuading prepares it as one of the technical activities for completing advanced communication, which carries an explicit or implicit meaning.

2. Persuasion Techniques: This refers to the methods used by those conducting persuasive communication to win over the audience through specific messages formulated in various ways, all aimed at influencing the recipient and convincing them of the message's objectives.

3. News Content: This refers to the body of journalistic material published on news websites that addresses current events and issues. It is presented in an organized news format and includes text, images, headlines, and multimedia. It is assessed based on the nature of the topics covered, the journalistic treatment methods, the sources of information, and the overall approach, all aimed at informing the public and providing them with information relevant to social realities.

¹⁷ Abdul Razzaq Muhammad Al-Dulaimi, *Propaganda, Rumors, and Public Opinion*, (Amman: Al-Yazouri Publishing and Distribution House, 2019), p. 266.

¹⁸ Muhammad bin Mahmoud Al Abdullah, *Social Psychology and the Role of the Family in Socialization*, (Cairo: Kunooz Publishing and Distribution House, 2012), p. 40.

¹⁹ Abdul Karim Kadhim Al-Shuwaili, *op. cit.*, p. 84.

²⁰ Zuhair Abdul Latif Abed, *Public Opinion and Methods of Measuring It*, (Amman: Al-Yazouri Publishing and Distribution House, 2014), p. 78

²¹ Mahmoud Haridi, *The Art of Contemporary Marketing*, (Cairo: Egyptian Publishing and Distribution House, 2021), p. 23.

4. Government Services: This refers to the range of activities and procedures provided by government institutions and service ministries to citizens to meet their basic needs and improve their standard of living. These services include electricity, water, health, education, municipal services, and reconstruction. In this study, these services are assessed based on the type of service provided, how it is presented in news content, and the entities responsible for it.

6.

Results

The analysis in this chapter is based on a comprehensive classification that addresses the persuasive techniques employed in the news content. This classification reveals an integration between the content and form levels, as the effectiveness of persuasion cannot be understood without analyzing the ideas and content presented, and how they are organized and presented within the news context. Meaning is not formed from the content alone, but also from the method of its presentation. The number of publications on the Iraqi Media Network website related to government services reached (657) during the research period. The Iraqi Media Network is an official media institution that aims to disseminate news and promote government content, focusing on national issues and guiding public opinion within an institutional media framework. This research examines the persuasive techniques used in the news content of the Iraqi Media Network website regarding government services, and interprets the results in light of their communicative dimensions.

About the Iraqi Media Network website: The Iraqi Media Network was established after 2003 as a national media institution comprising a number of television channels, radio stations, and newspapers. It is funded by public money and addresses all segments of Iraqi society in all its diversity. The network's channels include (Iraqiya News, Iraqiya General, Sports, National Media) and its radio stations (Radio Republic of Iraq, Radio Iraq, Radio Al-Furqan), the daily newspaper Al-Sabah, and the Iraqi Network magazine, in addition to the website and the Iraqi News Agency. The network works to transmit news, in addition to its staff, which enables it to deliver information accurately. It has a long history full of experiences and its commitment to internationally recognized public broadcasting standards (according to the website²²).

First: Categories of Persuasion Techniques:
Table (1) shows the categories of persuasion techniques in the content of the Iraqi Media Network regarding government services.

#	Sub-categories	Frequency	Percentage%	Rank
1	Reliance on Authority and Power	115	17.50	First
2	Clarity of Objectives	98	14.92	Second
3	Making Promises	83	12.63	Third
4	Linking Content to Needs and Motives	81	12.33	Fourth
5	Presenting the Message with Evidence and Proof	80	12.18	Fifth
6	Ordering Persuasive Arguments	75	11.42	Sixth
7	Justification	64	9.74	Seventh
8	Influence of Majority Opinion	61	9.28	Eighth

²² See the website link: <https://imn.iq/ar/about>

-	total	657	100%	-
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The total number of frequencies (657) is distributed across (8) persuasive techniques. Appealing to Authority and Power ranks first with (115) frequencies and a percentage of (17.50%), indicating that The news content on the Iraqi Media Network website stems from the centrality of official sources, presenting information as originating from a legally legitimate entity. This lends it authority and establishes a relationship built on trust.

The style of clearly defined objectives comes in second place with 98 occurrences (14.92%), reflecting the content's tendency to frame government action within specific and declared goals, thus lending a sense of rationality and organization to service delivery.

As for the style of making promises, it came in third place with 83 occurrences (12.63%). The news text does not merely describe the current reality but goes further by promising a better future, thereby reinforcing hope as a persuasive tool. In fourth place was the method of linking content to needs and motivations, with 81 occurrences (12.33%). This indicates an understanding of the content through connecting service-related information to tangible daily needs, as the argument here is based on public benefit and satisfying societal motives. The method of presenting the message with evidence and proof came in fifth place, with 80 occurrences (12.18%). Relying on figures, reports, and documented statements gives the text a rational character and brings it closer to the logic of argumentation based on proof, which enhances the image of institutional credibility.

As for the method of arranging persuasive arguments, which came in sixth place with 75 occurrences (11.42%), it organizes the data in an ascending or logical manner aimed at influencing the recipient towards a predetermined conclusion. In seventh place was the justification approach, with (64) occurrences and a percentage of (9.74%). This approach seeks to explain reasons and provide objective justifications, thus maintaining the institution's positive public image and limiting potential criticism.

Finally, the majority opinion approach came in eighth place with (61) occurrences and a percentage of (9.28%). This approach relies on the social dimension of persuasion, suggesting widespread acceptance or support for service efforts, which reinforces compliance through a sense of belonging to the group.

These results reveal that the news content on the Iraqi Media Network website is not based on a single persuasive approach, but rather on a set of methods that intertwine authority, rationality, promises, benefits, and justifications. This framework reflects the nature of official media and its responsibility in managing the image of government performance in the service sector, as shown in Table (2).
Second: Categories of Active Forces:

Table (2) Categories of Active Forces on the Iraqi Media Network News Website

#	Active Forces	Frequency	Percentage (%)	Rank
1	The Executive Authority (Prime Minister, service ministries, government agencies)	240	32.14	1 st
2	The Private Sector and Executing Companies (contracting companies, service investment)	145	19.40	2 nd
3	The Legislative Authority (Parliament / Council of Representatives, services and reconstruction committees)	105	14.06	3 rd
4	Civil Society Organizations (oversight organizations, service organizations)	80	10.71	4 th

5	Experts and Specialists (experts in planning, economy, public services)	70	9.37	5 th
6	Citizens (beneficiaries of services, public complaints and opinions)	60	8.03	6 th
7	Local Authority (governors, provincial councils, local administrations)	47	6.29	7 th
-	Total	747	100%	-

Table (2) shows the categories of actors involved in the topics and approaches to news content on the Iraqi Media Network website. The executive authority ranked first with (220) occurrences, representing (33.5%). This category dominated the news landscape because the Iraqi Media Network is an official media outlet (public service), focusing primarily on government activity, decisions issued by the Council of Ministers, and the field operations of ministries. It is the primary source of information and the driving force behind projects. The private sector and implementing companies came in second with (125) occurrences, representing (19.0%). This ranking reflects the current trend towards investment and reconstruction in Iraq. These actors stand out as key players in news related to the implementation of service projects, highlighting the emphasis on partnership between the government and the private sector. The third-ranked entity was the legislative authority, with 95 occurrences, representing 14.5% of the total. The role of parliament and its specialized committees is evident here, through their oversight of service-oriented legislation and their monitoring of ministerial performance. This institution serves as the link between legislation and implementation, a role covered by official media to clarify the legal frameworks for projects. Civil society organizations ranked fourth, with 70 occurrences, representing 10.7% of the total. Their presence as an active force indicates the existence of a monitoring or voluntary voice supporting service-oriented work. They are frequently featured in news reports discussing community initiatives or evaluating performance from a civic perspective. Experts and specialists came in fifth, with 60 occurrences, representing 9.1% of the total. News outlets utilize this category to lend a "scientific and analytical" character to their content. The presence of experts (economists, planners) aims to explain projects to the public or provide technical insights into crises and proposed solutions. In sixth place was the category of citizens, with 50 occurrences, representing 7.6% of the total. Although citizens are the primary target audience, their presence as active participants in the news (meaning they are the driving force behind events) came late, and their role is often limited to opinion polls or the presentation of complaints within the news format, rather than as decision-makers. In seventh place was the local authority, with 37 occurrences, representing 5.6% of the total. This placed it at the bottom of the list, which may be attributed to the Iraqi Media Network's focus on "centralization" (Baghdad and sovereign decisions) rather than on the details of local conflicts or activities in the provinces, or to the occasional inclusion of governors' activities within general executive authority news. Accordingly, it becomes clear that the Iraqi Media Network's coverage of government services is structured around a hierarchy of influential forces. The central government, the executive branch, dominates as the primary source of news and the main driver of news content, accounting for approximately one-third of the coverage. This is followed by the rise of the private sector, an economic partner that asserts itself in reconstruction and investment news, and then the legislative branch, Parliament, in its oversight and legal role. Meanwhile, advisory and public voices—experts and citizens—have been relegated to the bottom ranks. This indicates that news content tends to focus on decision-making and implementation rather than public opinion or academic analysis, with very limited coverage of local voices in the provinces compared to the capital.

Third: Categories of Influential Figures: Table (3) Categories of Influential Figures on the Iraqi Media Network News Website

#	Active Personalities	Frequency	Percentage (%)	Rank
1	The Prime Minister	210	27.5	1st
2	Ministers (Electricity, Health, Municipalities, Reconstruction, Education...)	171	22.4	2nd
3	Official Spokespersons on Behalf of Government Ministries and Agencies	120	15.7	3rd
4	Governors and Local Officials	100	13.1	4th
5	Experts and Specialists in Service Affairs	70	9.2	5th
6	Citizens Benefiting from Services	50	6.6	6th
7	Members of Parliament	42	5.5	7th
-	Total	763	100%	-

Table (3) reveals that Mohammed Shia' al-Sudani (Prime Minister) topped the list of influential figures with (210) mentions, representing (27.5%). His prominence reflects the nature of the current Iraqi political system, which focuses on a service-oriented government, where his field activities and ministerial meetings are prioritized as absolute news coverage.

The second category was ministers, with (171) mentions, representing (22.4%). They represent the direct executive tools and appear frequently in service-related news (electricity, health, reconstruction) to explain progress rates, making them the figures most connected to the daily issues of public concern. The third category was official spokespeople, with (120) mentions, representing (15.7%). They represent the voice of the institution, and their importance lies in providing official data and figures and filling information gaps. They are often called upon in news bulletins due to their rapid communication. In fourth place was the category of governors and local officials, appearing 100 times, representing 13.1% of the total. This reflects the role of local governments in implementing projects within their governorates, a presence linked to field visits and the inauguration of small and medium-sized service projects. Fifth place went to the category of experts and specialists, who are called upon to provide technical support for news reports. Their role is advisory, aiming to simplify complex information for the public. However, their presence remains less frequent than that of political and executive figures.

Sixth place was occupied by the category of citizens, appearing 50 times, representing 6.6% of the total. While citizens may appear as a reaction to or eyewitness to the service provided, even though they are the intended audience, their role as active and influential figures in shaping the news remains limited compared to officials. The seventh position was occupied by members of parliament, with (42) occurrences, representing (5.5%). Their relegation to the last position indicates that the network's news content focuses more on executive achievements than parliamentary oversight, particularly in service-related matters.

The above demonstrates the dominance of personalizing executive decisions in news content, with the prominent prominence given to the Prime Minister and ministers. This reinforces the image of the government as the sole actor in the service sector. This ranking reflects the diminished role of parliament, which possesses the tools for information and direct implementation.

Fourth: Categories of Persuasive Appeals: Table (4) shows the categories of persuasive appeals on the Iraqi Media Network's news website.

#	Persuasive Appeals	Frequency	Percentage (%)	Rank
1	Rational Appeals	280	42.6	1st
2	A Mixture of Rational and Emotional Appeals	210	31.9	2nd
3	Emotional Appeals	110	16.8	3rd
4	Fear Appeals (Scare Tactics)	57	8.7	4th

Persuasive Strategies on the Official Website of the Iraqi Government

-	Total	657	100%	-
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Table (4) shows the categories of persuasive techniques used as persuasive arguments within the news content of the Iraqi Media Network website. The total number of occurrences was (657), representing (100%), distributed across four main categories. These categories reflect the nature of the persuasive tools adopted by the website in building its media agenda and directing public attention.

The rational (logical) approach ranked first with (280) occurrences, representing (42.6%). This indicates the website's primary reliance on logical arguments based on facts, causal analysis, and contextualizing events. Rational persuasion contributes to highlighting the importance and priority of the issues presented, making them worthy of public attention. This, in turn, lends the journalistic material an air of objectivity, credibility, and resilience against criticism. The approach of appealing to both reason and emotion came in second place with 210 occurrences (31.9%), reflecting the site's use of this more complex and effective method. It combines the power of logical argument with the warmth of emotional impact. This blend first convinces the mind of the facts, then frames these facts within an emotional framework that ensures the position is solidified and adopted. This combination gives the news content a balance that prevents it from becoming dry and protects the emotional content from falling into the trap of superficiality.

The emotional approach came in third place with 110 occurrences (16.8%), indicating a limited reliance on direct emotional appeals such as evoking sympathy or anger. This suggests that the site prioritized rational and authoritative content over purely emotional content in building its agenda, relying instead on charged graphics and targeted emotional language. The scare tactics or alarmist approach came in fourth and last place with (57) occurrences, representing (8.7%). This reflects the use of warnings about dangers as a supporting persuasive tool, aiming to raise awareness of the seriousness of issues included in the media agenda. It works by increasing public anxiety, leading to the adoption of a specific stance or the avoidance of a particular behavior.

It is clear that persuasive techniques on the Iraqi Media Network website are important in framing topics because they contribute to prioritizing the public's views on various issues. This is achieved by framing topics through a focus on logical and referential persuasion as the primary tool for agenda-setting, with the secondary use of scare tactics and emotional appeals.

Fifth: Source Categories:

Table (5) shows the sources on the Iraqi Media Network news website.

#	Sources	Frequency	Percentage (%)	Rank
1	Official Government Sources (statements, official declarations)	250	38.1	1 st
2	The News Website's Correspondents	180	27.4	2 nd
3	Official News Agencies	110	16.7	3 rd
4	Anonymous Sources / Unnamed Sources	55	8.4	4 th
5	Citizens' Statements	37	5.6	5 th

6	Specialized Experts and Analysts	25	3.8	6 th
-	Total	657	100%	-

Table (5) shows the sources of topics and methods for handling news content on the Iraqi Media Network's news website. Government sources ranked first with (250) occurrences, representing (38.1%), reflecting the website's commitment to accuracy and reliability. The Iraqi Media Network's news content relies on official statements as a primary reference, giving the news a strong legal and official character. The website's correspondents ranked second with (180) occurrences, representing (27.4%). This ranking indicates a reliance on in-house effort and field reporting, giving the website a distinctive ability to report events as they happen through its own staff, thus enhancing the exclusivity of the news. Official news agencies ranked third with (110) occurrences, representing (16.7%). Reliance on agencies like the Iraqi News Agency (INA) is a means of enhancing comprehensive coverage of local and international events, ensuring a continuous flow of news around the clock. In fourth place was the category of anonymous sources, with 55 occurrences and a percentage of 8.4%. This low percentage is understandable in official media, which avoids leaked or ambiguous sources, adhering to professional standards that require clearly stating the source of information. Fifth place went to the category of citizen statements, with 37 occurrences and a percentage of 5.6%. This low percentage indicates that popular sources are often used as supplementary or supporting elements to gather impressions, rather than as primary sources for creating news events. Sixth place was occupied by the category of experts and analysts, with 25 occurrences and a percentage of 3.8%. This represents the least frequent source, as their role is limited to providing analytical interpretations of information already provided by official sources, making their presence secondary to the strength of the government statement. It is clear from the above that the Iraqi Media Network website adopts a strategy of documented official media by obtaining its information from direct government sources, thus reducing the scope for interpretation or rumors. The pivotal role of field reporters in bringing dynamism and speed to the coverage is also highlighted, while the decline in analytical and grassroots sources is noted. This hierarchy reflects a high level of professional discipline in source selection, but it may limit the diversity of non-governmental perspectives in the content.

Sixth: Presentation Methods:
Table (6) shows the categories of presentation methods on the Iraqi Media Network News website

#	Content Format	Frequency	Percentage (%)	Rank
1	Selective presentation of the subject to achieve awareness and education	215	32.7	1st
2	Guided presentation of multiple aspects of the subject	165	25.1	2nd
3	Comprehensive presentation of the subject	130	19.8	3rd
4	Information analysis and interpretation	85	12.9	4th
5	Propagandistic or mobilizing presentation of the subject	62	9.5	5th
-	Total	657	100%	-

Table (6) shows the categories of presentation and handling methods used in news content on the Iraqi Media Network website. The first category, selective awareness-raising presentation, came in first place with (215) occurrences, representing (32.7%). The website focused on selecting specific angles of the news to serve awareness and educational goals. This is a classic approach in government media to ensure that citizens receive guidance messages about new services or laws. The second category, directive presentation, came in second place with (165) occurrences, representing (25.1%). This method relies on guiding public opinion towards specific aspects of an event, such as focusing on

achievements. This enhances the image of the sponsoring institution and contributes to organizing the public's response to government initiatives. The third category, comprehensive presentation, came in third place with (130) occurrences, representing (19.8%). This is used in detailed news articles or extensive reports that cover the event from all angles. It aims to provide the recipient with a complete information base, increasing the platform's credibility as a news source. The fourth category, analysis and interpretation, came in last place with 85 occurrences, representing 12.9% of the content. This low ranking indicates that the website prioritizes presenting information rather than dissecting it, devoting less space to complex analytical opinions compared to direct news reporting. The fifth category, promotional content, came in last place with 62 occurrences, representing 9.5% of the content. This style's decline to the bottom reflects the website's attempt to move away from directness and towards a more professional journalistic style, despite the persistence of a subtle mobilization tone regarding national projects. The above demonstrates that the Iraqi Media Network website adopts a strategy of purposeful media by prioritizing selective and targeted presentation methods to enhance public awareness. While the overall presentation is adequate, the weakness of the analytical aspect suggests that the news function outweighs the critical one. The decline in overt promotional content confirms an improvement in the professional balance of official news content.