

Abstract

This study aimed to examine the role of media in American foreign policy, and understand the role of media in defending and directing the foreign policies of many countries, especially the role of American media in Iraq before and after war.

On the other hand, this study aimed to analyze the role of Al-Horrah Channel in Iraq, which focuses on support and advocate occupation forces that tries to control Iraqi people in different ways such as, using media in creating propaganda aims to carry on the occupation. Al-Horrah Channel brought many justifications and used many methods that have been out under the authority of American occupation. For example, Al-Horrah Channel always tell the Iraqi citizen that the stability of security situation in Iraq is connected by the existence of occupation forces in Iraq, and without this existence, Iraq will be lead to mess and instability, so, the Iraqi people must seize occupation forces that keeps security. However, the obvious truth that we cannot deny is that the appalling security situation in Iraq is mainly connected to the existence of American forces. Nevertheless, the American forces are the main challenge of security situation in Iraq, this issue has never mentioned in Al-Horrah Channel, but it seeks to present things in Iraq in an opposite way.

Thus, the main question of this study consolidates about directing media to serve political agenda. The main question is about how the American media affect in defining the American foreign policy. Then, I will discuss the main role of Al-Horrah Channel in defending the American presence in Iraq, in addition to, discuss some issues that support the political vision, such as, using propaganda in serving political objectives. Also, examine Al-Horrah attitude that reflects the American vision of Iraq in some major issues like, Iraq unity. Moreover, Al-Hurra attitude of neighbor countries that have been accusation by Al-Horrah Channel in order to gain these countries support for the American project in the region, especially in the issue of some community groups that support the American presence in Iraq against the forces that refuse that presence.

Also, Al-Horrah tried to support the voices of dividing Iraq. Some groups has got the main concern and coverage. Through Al-Horrah channel, the Kurds became able to express their demands, which are about being independent and separate "Kurdistan Area" from Iraq. This subject has wide coverage. The aim was very clear, it was an attempt from the channel to fixture the ideas that ask to divide Iraq within the Iraqi groups that has been addressed within the speech that focuses on divisions and controlling strategy.

In order to support this study in evidences that prove the point of view that says " Al-Horrah desires in increasing occupation period in Iraq" we used analyzing programs and news, as well as, analyzing the speech. Building protocol has the main role in this study.

The study contains four chapters, which are:

The first chapter is about the relation between the symbolic reality and political reality which presents the theoretical reference that study based on, especially what concerns the ideas and its ability on affecting nations and people reality. This effect is existed long time ago. The symphonic activity is a tool to control the normal situation. Rejes Dobryah says, "If you wanted to get people attention, there are three tools you can use. According to Dobryah, the first one is very bad and it based on using words, while the second one is better and preferred, which is known as expulsion. Then, the last tool that is about putting the issue in interaction.

The second chapter, examines the role of new diplomacy "Media" in decreasing the role of traditional diplomacy. The interaction between media diplomacy and traditional media caused the dominating of new diplomacy on the expense of the traditional one. As a result, we see what is classified as "Top Secret", or "secret" is now no longer secret. All this happened because of the main role of media in detection countries policies; on the other hand, this detection caused damage for diplomatic official interests for many countries.

Moreover, this study aimed to acknowledge media as a tool of foreign policy tools, and mean to defend these policies. In addition to examine the role of media in justify wars and foreign military interference. This is what exactly Al-Horra Channel have done in Iraq, the channel tried to find justification for continuing the occupation of Iraq. This is an aim reflects the occupation desire in continuing occupying Iraq.

The third chapter examines the concept of foreign policy in general, since the aim of media is to serve the foreign policies. Media is one of the main tools to spread countries beliefs to the wide world.

This chapter in general discussed the concept of foreign policy. One of the definitions that has defined in the study is "the art of controlling relations with other countries." Molskey defined it as a system of activities that is developed by communities to change other countries behaviors.

But , the most comprehended definition is that the foreign policy " is part of the general and directed policy toward other countries , in order to manipulate its activities according to the international environment."

Thus, the objectives and aims of foreign policy is placed between protecting the country territorial sovereignty, and protecting its national security, in addition to developing country power. On the other hand, most countries gives the economical aspect a great deal of attention , in order to increase the level of economical wealth of country. The main objective of foreign policy is increasing the have power over other countries and defending the country ideology and working on spreading it out-side the country as what's happening

in the great countries such as, united states of America , in addition to the cultural side that supports the other objectives.

Then, in the same chapter, I will discuss how the foreign policy of united states of America has created the Al-Horra Channel as need for occupation to justify what American occupation does in Iraq. So , establishing Al-Horra Channel was necessary need to walk side by side with the American occupation in Iraq.

AL-Horra Channel comes as a part of American strategy to influence the Arab public opinion in general and Islamic public opinion in a special way. In general Al-Horra is being used as a tool of public diplomacy to make a change, usually countries seeks from the international broadcasting making an influence in people's beliefs.

Also , I will discuss the role of Al-Horra Channel in Iraqi street and the way it deals with some issues like, Al-Horra attitude from Iraq unity , or its attitude from other neighbor countries. It is known that Al-Horra used to give other countries accusations , especially , the countries that are classified as countries that support terrorism.

Another topic to discuss is how Al-Horra Channel focuses on spreading the ideas of differences among different groups to enhance occupation points of view, a view that says that the Iraqis still needs the U.S presence , which links the stability of security situation in Iraq is connected with the presence of occupation.

The fourth chapter dealt with the moral dimension of what Al-Horra do in biased covering for some Iraqi groups, especially in supporting the American presence at the expense of other groups. Particularly we find that the Sunni Community is the most affected group of that coverage. It has been found that Al-Horra gives bulk of broadcast for the Kurdish as well as the Shiite community, boosting sectarianism in the Iraqi street. This shows some voices that do not represent the Iraqi side. This provides to Iraqis groups that do not represent them and do not express their opinions.

The last chapter in the study examines the fate of Al-Horra Channel and where to go. As it scheduled in the early years of the establishment of the channel that the United States will close after the white house realized that this channel cannot serve the purpose. Therefore , 350\$ million spent by the U.S administration on Al-Horra channel since February 2004 went unheeded. Hisham Melhem , the director of Al-Arabiya channel said that “ despite the cost the channel failed to get the fourth place at the very least.”Melhem said that “ it is rare to find people have watched Al-Hurra, and may be Al-Hurra is the channel number 10 on the list of important channels for viewers... so Al-Hurra was not in the first place, or the second ,or third , or even the fourth.

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But some people at the U.S was insisting on not to close Al-Hurra channel , rejecting that the channel will face the fate of “ Hi” monthly magazine ,which the foreign affairs decided to stop publishing it , and in spite of the audits and comprehensive assessment of performance on the channel , but it was unable to attract the Arab public.