

# Communications Methods of War Media in Confronting ISIS's Media during the Battles for Liberation: Survey of the Activities of the Directorate of Public Information of the Popular Mobilization Authority for the Duration from (1/8/2014) to (1/8/2017)<sup>1</sup>

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## ABSTRACT

The research aims to know about the role of the war media in confronting the media of the extremist "ISIS" organization, through a survey study of the activities of the General Information Directorate of the Popular Mobilization Authority, which contributed greatly to revealing its plans aimed at crystallizing extremist ideology in the areas that were under its control. In order to develop a communication strategy that addresses the negative psychological effects left by extremist groups in the areas they controlled. This research uses the descriptive approach by adopting the survey study of all communication activities provided by the General Information Directorate of the Popular Mobilization Authority in the face of these media campaigns of ISIS by managing various methods and scientific methods. The method of comprehensive inventory of all activities was adopted, tabulated, classified and described in terms of the functions of the military media, and the limits of the field research were represented by the period from (1/8/2014 to 1/8/2017).

The research reached a set of results, the most important of which is the General Information Directorate's adoption of a set of communication strategies throughout the duration of the battles, and these strategies varied according to the nature of the stage and the course of the battles. The stage and the course of the battles, and the results showed that the interest in covering the battles and conveying the truth from the battlefield directly was one of the priorities of the Directorate's work.

**Keywords:** *Communication Methods; War Media; ISIS Media.*

## GENERAL FRAMEWORK FOR RESEARCH

### Introduction

The media is one of the most important and dangerous aspects on which the industry of public opinion can be built, because of its great role in building awareness of its various forms as the primary driver of every education or ignorance in society, whatever the type of society.

The world has known the importance of the media since ancient times, and history has mentioned many models of it. Despite the diversity of methods and the innovation of tools, the message of the media remains the same: to convey the truth, to educate people, and what has emerged from it are communication patterns that fall under the list of propaganda, rumor and misinformation.

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The function of the media may vary depending on the time frame and the nature of the stage, whether war or peace. In the peace phase, public information exercises its role in educating and developing the ethical system of individuals and society alike. At the war stage, the media played a major role in the face of shadow campaigns against individuals and society. The conflicting forces practiced various methods of distorting facts under the umbrella of the media. Accordingly, the research dealt with the role of the Directorate of Public Information in the Popular Mobilization Authority in the face of propaganda campaigns against the extremist group ISIS.

### 1. Research Problem

The problem with research is the main question:

"What are the communications methods of the war media in the confronting of ISIS media during the Tahrir battles?"

### 2. Research question

The research attempts to answer the main question through a subfields of questions:

1. What is the concept of war media and what is the justification for its need?
2. What are the key functions of the war media and what are the characteristics of the war media message?
3. What communication and media methods and technical and directorial characteristics has ISIS adopted to disseminate its doctrine and extremist ideas?
4. What communication methods have been adopted by the Directorate of War Media of the Popular Mobilization Authority in the face of ISIL media in Iraq?

### 3. Importance of Research

The world is one of the most important and dangerous means on which public opinion can be built, for the great role it plays in building awareness of its various forms as the primary driver of every education or ignorance practiced in society, Whatever kind of society this is. Hence the importance of this research to know the truth of the efforts of the General Directorate of the World for Mobilization In the face of extremist ideas of terrorist organizations by adopting a set of scientific methods and methods which answers the questions of research and achieves its objectives.

### 4. Objectives of Research

The research aims to achieve a set of objectives that can be listed as follows:

1. Exposing to the concept of war media and referring to the justification of its fulfillment.
2. Identifying the main functions of the war media and the characteristics of the war media message.
3. Revealing the communication and media methods and technical and directional characteristics adopted by ISIS to disseminate its doctrine and extremist ideas.
4. Exploring the communication methods adopted by the Directorate of War Media in the Popular Mobilization Authority to counter the ISIS media in Iraq.

### 5. Procedural Research Concepts

• **Communication methods:** This means researching all the ways and means implemented by the General Media Directorate of the Popular Mobilization Authority during the period of fighting with the extremist organization ISIS and its role in confronting its media and dealing with its messages.

• **War media:** Refers to the efforts of the Directorate of Public Information, which was called the Directorate of War Media at that time and includes organizing the anti-ISIS media message and how to respond to it and formulating an information policy against it.

• **ISIS Media:** which means all media channels representing ISIS extremist ideology include various forms and contents of communication and messages that have been adopted by the extremist group in publishing its message and advocacy.

## THEORETICAL BACKGROUND OF RESEARCH

### First Requirement: War Media "Concept and Justification for its Need"

#### 1. Concept and Definition of War Media

Military wars represent a conflict involving the systematic use of weapons and physical force by other States or major groups, by which the warring teams occupy the territories control on the various forms of resources, which include a sequences of military campaigns between opposing sides, including a dispute over sovereignty, land, natural sources, religion or ideologies. (1)

It is clear that wars are not a temporal event in the history of human civilizations. Moreover they represent an important and exceptional event but have prolonged or shortened the war. The nature of the exceptional wars requires the registration and documentation of all available means. Their details, causes and consequences are documents that deserve to be recorded from here, highlighting the need for information on events in humanity, including conflicts and wars, which indicate the importance of the media in this regard.(2)

The role of the media does not only depend on the documentary side, since the media, with its broad philosophy and developing tools, is one of the most powerful instruments of modern communication. The media has carried with it the revolution of communication and information that have led to huge developments in communication technology. Thus, the role of the "war media" has emerged as one of the specialized branches of media, and it has become an important element in building national security and the main means to show the activity and role of the armed forces to public opinion , which based on the interaction with challenges and threats to national security in order to affirm the country's strategy in addressing these challenges, by contributing to the discussion of these issues and finding appropriate solutions to them, it also has an important message in the face of the intellectual and cultural occupation which aimed to snatch the unity of the nation.(3)

War media is one of the oldest forms of specialized media known to man , at the beginning of his reign, it relies on traditional rudimentary methods but has existed in concept and practice. Human beings have used war media for a number of purposes, the most important of which is to achieve a sense of security for themselves and to achieve sovereignty and superiority over others.(4)

The relationship between the media and wars has existed for a long time and the media has not always been an tool of attack and defense in wars equal in terms of tools with the military side. Wars through their means of warfare, whatever they have evolved and diversified, lose their importance in power and control if they are not accompanied by the media. At present, it is regarded as a strike force through which battleground countries have achieved their goals in the face of military risks and initiatives during conflicts.(5)

Several specialized researchers have provided definitions of war media, defined as "The process of collecting, analyzing and processing data, information, images, facts, messages and instructions from all sources on the activities of the armed forces, and asserting from their reliability and formulating them in a manner in which the society can accept them and publishing them locally and externally using the various media in order to provide the masses and armed forces with the right information and frustrate the intentions of the enemy's counter-campaigns aimed at weakening morale or influencing the unity between the people, the army and the homeland."(6)

The others define the war media as "the process of publishing accurate news and information based on honesty, public addresses , and noble emotions and promoting the level of public opinion. The aim of the war media is to present accurate and truthful information that helps to understand what is going on in the field of war and to form correct opinions on the important matters concerning in which these facts and information do not conflict with the higher military goals that serve both the armed forces' and country in one time."(7)

On the other hand, the war media is defined as the media representing all communications activities aimed at providing the internal and external public with all the facts and the correct news on the armed forces in order to form a correct opinion among the masses on the efficiency and capabilities of these forces and face inimical media at that time.(8)

Even if many definitions of the war media have become several, it is no longer a than a mere process whereby ideas and news are conveyed between the sender and the recipient parties to communicate or carry a message aimed at influencing the behavior of individuals, groups, peoples, Countries and societies both during peace and during war.

This letter or information campaign is devoted to members of the armed forces, in particular members of the people, with all their fields in general, in which the warlords desire to achieve some goals.(9)

It is noted from the review of the overall definitions of the war media that this type of information includes a group of main components that can be summarized as follows:

1. War media is a form of media in a general sense and takes on the specialized nature of military matters.
2. The use of war media is not limited to times of war but can be practiced in times of peace as well.
3. The war media uses all communications activities and various means and strategies and takes on the nature of targeted and intensive media campaigns.
4. The war media targets the "local" and external audiences and several mechanisms for achieving this purpose.
5. The communication strategies and techniques of the war media take on the nature of the act and reaction as it sometimes exercises the offensive role and frustrates the enemy's counter-campaigns .

## 2. Justification for the Need for War Media

The need for war media is not limited to war, but in the preparatory stage of war. This role is to focus its efforts to win war by contributing to preparing the masses for battle, publicizing the objectives of war and explaining the dimensions of conflict. It also sensitizes the public by explaining the requirements and dimensions of security and the importance of defense in order to achieve the stability of the home front through the use of internal communication and media (10) .The role of the war media becomes important through a set of roles that can be summarized as follows :(11)

1. Revealing the facts about battles and conflicts and spreading them to the general public.
2. Resisting rumors and psychological wars by which the enemies have aroused and responded to them.
3. Demonstrating the spirit of heroism among fighters through publishing novels and stories that include their heroics and sacrifices .
4. Raising fighters' morale in the battlefield.

Hence the contours of the media-fighter's dismissal relationship as the new media war is very similar to the soldier, both of which are constantly ready to fight the battle: The first, armed with his pen or machine and the second, armed with his rifle and its weapons, both of which set the country's sights on him and never lose sight of him, is an enemy and the other on his homeland, and the sincerity of the two to their homeland is invaluable , so the word clarifies, supports, and raises morale, thus being aid and support, without which the weapon is weak and ineffective even if it is strong and modern.

## Second Requirement: War Media" Jobs, and the Main Characteristics

### 1. Functions of War Media

War media operators have a set of roles that can be identified in (five) main functions:(12)

**The first function:** following events and developments in times of war and peace at the national, regional and global levels and trying to inform the people and armed forces with abstract facts and trying to raise morale and developing the feeling of belonging to homeland.

**The second function :** media response to anti-devices and hostile psychological campaigns that may influence morale, the performance of the armed forces and the immunization of the individual fighting against psychological warfare.

**Third function:** publishing the school psychological campaign in a scientific manner against the enemy or enemies, convincing him of the leaving of his beliefs, warning them of failure and reducing his morale and psychological spirit.

**The fourth function:** To contribute to the attainment of the principle of deterrence and the prevention of war by informing the large capacity of the armed forces to respond with utmost force to any attempts to attack the security and integrity of the nation.

## 2.Characteristics of the War Media Material

The war media material is characterized by a set of characteristics:(13)

- 1.Accuracy of information: One of the most important pillars of the war media means that the information reaches the recipient by name, description, usage and timeliness, making him interactive and confident of it.
- 2.Speed in the transmission of information: one of the advantages of military action and the importance of speed is due to the need to keep pace with the world's media trend as well as respect for the mentality of the viewer and to communicate information to him at the time of its occurrence and from its real source before it is distorted by the counter-media.
- 3.Exploiting non-traditional possibilities: in order for the media to reach the scene of the event, which allows the transfer of facts in full detail, which is a very sensitive public demand.
- 4.Taking into account the requirements of national security in the transfer of events: this is done due to the transfer of information that may benefit the enemy directly or indirectly, as the military media is the most capable of distinguishing between the boundaries of security in this area, so sometimes local media are not allowed to be present or transfer certain events.

### Third Requirement : Media Organization of ISIS

The ideology of "ISIS" is summarized as an armed organization that follows the ideology of jihadism groups, and its members aim according to their belief to restore the "Islamic caliphate and the application of Sharia", by promoting extremist ideas and spreading a culture of fear in the areas it targets in preparation for controlling them and declaring what it called Caliphate state through the use of a huge media machine, its members are mainly in Iraq and Syria , with news of its presence in other countries are southern Yemen, Libya, Sinai, Azawad, Somalia, northeastern Nigeria and Pakistan, and the leader of this organization is Abu Bakr al-Baghdadi (14), Through this requirement, we are trying to find out the relationship between ISIS and the media and the extent of the latter's influence in persuading thousands of fighters to join this organization and here by the media here we mean that huge and organized media arsenal that shocked the world .

Since its appearance, ISIS has not resembled its counterparts from other extremist organizations that preceded it, but it has taken a different turn, starting from the brutal methods of murder, rape and inhuman violations to its uniqueness with a huge organized media system that succeeded in attracting fighters from both the East and the West, which made this organization the first throughout history, Which takes an international character and the testimony of all the Centers of studies and research interested in the work of armed groups, which has taken marketing as its most powerful weapon and symbols and connotations such as black media and orange-robed prisoners as a well-known trademark embodied in the videos pursued by the organization

Through the axes included in this requirement, we will be exposed to the nature of the media and intellectual system of this organization in terms of the strength of its speech, means, forms and artistic methods.

### THE MEDIA MACHINE OF ISIS

The organization's media system includes various "traditional , electronic" and communicative media, cartoons and cinema, and their impact is multiplied according to the content of the article or information circulating through its pages, and the following is a presentation of the most important details of the media machine adopted by the organization "ISIS" to spread its messages, and indicate the techniques of influence and elements of attraction:

#### 1-Traditional and media Strategies

##### A-Virtual Formal Organizational Structure

The "ISIS" organization has an official organizational structure for the Media (Ministry of information), but it is a virtual entity, managing effective media outlets on the internet, as the leaders of "ISIS" rejected the idea of establishing the ministry on the ground, for fear of being targeted by American raids or the Iraqi army, and the Ministry of information of "ISIS", the "shamukh Islam network" and the "sit-in forum", which are considered to be an official trumpet to publish its official statements of its mujahideen. It should be noted here that "ISIS" has confirmed more than once that it does not have satellite channels. (15)

### **B-the Sit-in Forum**

"The propaganda tapes and materials issued by the media organizations affiliated with the organization, such as the "Sit-in" and "Al-Furqan" institutions, confirm the Great Transformation in its structure, its super capabilities, its violent tactics, and its terrifying combat strategy, it has released a series of elaborate films, called: " Salil Al-sawarm".

### **C- Dabiq Paper and Electronic Magazine**

The publication of the first official magazine of the "Islamic caliphate", Dabiq, was announced on July 5, 2014, published monthly in Arabic and English by Al-Hayat Media Center, which publishes articles, opinions and analysis of Arab and foreign that affiliated with the organization, discussing radical jihadist thought.

### **D\_Bayan Radio Station**

The Ministry of information of "ISIS" was not satisfied with that magazine issued by it, but ISIS launched a radio station "Al-Bayan" after the cessation of local radio broadcasts in the Iraqi city of Mosul in 2014. This radio broadcasts on the "FM" FM wave the speeches of the leader of the Islamic State Abu Bakr Al-Baghdadi, and it covers all areas of the city of Mosul, the second largest Iraqi city, and the surrounding areas.

## **2-Websites and Social Networks**

"The danger of ISIS is that most of its fighters are young people who were born in the era of computers, the internet and social networks, and are good at dealing with these tools, especially that some of them are Muslims and marginalized in Europe, who want to undermine Western civilization with its own technological tools," he said. "The use of social networking sites by the organization has several functions within the framework of psychological process at the stage of savagery, which are integrated with the functions of the media that it owns, namely intimidation, intimidation, extension of power and influence, calling for a "caliphate state" led by al-Baghdadi, recruitment and fundraising. Undermining society from within and provoking sectarian and sectarian strife. And hit the central authority. Highlighting the ability to destroy shrines and shrines, demolishing monuments and promoting the efficiency of military organization .(16)

As for the publication on the "Twitter" website, which is the most prominent platform for attracting its supporters, the organization continuously and through tweets presents expanded details about its activities, including the number of bombings, suicide bombings, assassinations carried out by it, in addition to the crossings and cities it controls.

ISIS also provides digital guidance on how to use everything digital, starting from social media, through encrypted internet browsers such as Tor, and ending with saving emails, and one of the researchers at the Counterterrorism Center at the West Point Military Academy described the ISIS electronic plan as one of the best manuals approved in computer and internet security."

In an attempt to undermine the impact of the "ISIS" campaign on social media, the Iraqi government has deliberately blocked Facebook, Twitter and other sites. However, preventing "ISIS" from using social networking sites may not have a vital impact on the organization's promotional activities. This is because he has supporters and followers from various Arab and Islamic countries, so the measures against him in this area in Iraq probably will not have much effect. It is important to note that the organization's online presence does not necessarily equate to a popular size.

## **Other Media Mechanisms and the Promotion of the Role of "ISIS" and its Criminal Actions**

### **A-Film Production Companies**

ISIS confirms on all occasions that it has geniuses in the arts of photography and editing in its ranks, and they are considered to be among the first responsible for preparing videos published through the media, especially satellite ones, through their most prominent production companies "epics" and "clouds". Visual productions also take on an epic character, through production institutions that have submitted films that can be classified as documentary or documentary films, such as the "Al-Furqan" Foundation, the "Khyber" Foundation, the "Dabiq" Foundation and the "Al\_Hayat" Foundation, and are fully subject to the vision that ISIS wants to convey. These institutions have produced a number of documents that monitor the organization's movements and chart its various features within its territory or on its changing borders.

### Technical Characteristics of ISIS Video Releases

The philosophy of "ISIS" films is not limited to the image and the uniform worn by the organization's elements and the executed, but extends to visual and audio effects, and the strength of the organization's media strategy is not limited to films, but focuses on social networking sites, broadcasting audio versions and electronic games, in addition to the production of high-tech videos, shocking to the mind, logic and humanity his messages to his target audience, which meet our ears. They come to volunteer in its ranks, and provide all their various experiences, Sciences and funds to secure the human tributary that ensures the continuity of the organization in the long term.(17)

We can briefly present the technical characteristics of the ISIS video releases, which are considered one of the influential media in shaping public opinion in support of the "ISIS" ideology. Namely (**headlines, various audience, audio-visual effects, jihadist legend, fervent jihadist anthems**)

### Second: Research Procedures and Tools

This axis aims to clarify the steps of field research, including: the research methodology and tools, the limits of research and its fields, and tests of honesty and consistency, and the researcher has taken into account that they meet the scientific conditions to reach accurate results that achieve the research objectives and answer his questions.

#### 1.Research Methodology and Tools:

This research uses a descriptive approach to all activities and statistics related to the subject of research, which is concerned with collecting data on the activities of the General Directorate of information and revealing its communication methods in the face of ISIS media campaigns. By conducting a survey study of the activities of the Public Information Directorate in the Popular Mobilization authority through a research tool aimed at revealing the communication methods used by the Popular Mobilization media. The research tools are as follows:

**\_Survey form for Activities:** the form was built in the light of the functions of the military media and to see a sample of the activities of the Directorate (subject of research).

**\_Interview:** the interview method was used with officials and specialists at the Directorate General of Information in order to answer a number of research questions and achieve its objectives, as well as to interpret some of the results associated with it.

#### B-Research Limits and Its Aspects

The researcher must subject his study to certain limits drawn to serve his research (and the researcher's identification of his research areas is another complementary step to proceed with the research process according to coordinated and integrated steps.

**1-Spatial Limits:** in order to achieve the subject of the research, its questions and the goals it seeks to achieve, the research was adopted by the Directorate of public information in the Popular Mobilization authority as a spatial field of study .

**2\_Temporal Limits:** the temporal limits of the field study and the comprehensive inventory of all the activities of the Public Information Directorate of the Popular Mobilization authority represented the period from (1/8/2014 to 1/8/2017) as it represents the stage of battles to declare victory.

**3\_Objective Limits:** The objective limits in this research are to identify the communication methods of the war media in the face of the extremist ISIS media.

#### C-Tests of the Apparent Honesty of the Research Tool

The authenticity of the search tool was confirmed outwardly after it was presented to a group of arbitrators , for the purpose of judging the validity of the search tool, the researcher then modified some paragraphs of unloading the results, and deleted others based on their guidance.

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## Research Results and Their Analysis

Media Directorate of the Popular Mobilization Commission in the face of ISIS media and thought.

### General Directorate of Information:

It is one of the formations of the Popular Mobilization Commission. Its mission is to develop the media strategy of the Popular Mobilization Commission and all its formations by covering various security and service activities. It is also responsible for delivering information to the public according to the expert frameworks in coordination with the national media, as well as countering psychological warfare directed by the enemy. The Directorate is also responsible for creating media content that is consistent with the philosophy of Popular Mobilization.

### The philosophy of the General Directorate of Media at Facing ISIS Media

The general media directorate has provided a Supporting Role in the Battle of Iraq against terrorist organizations, as "the media directorate was established to be a gateway to convey the real news to the public on various topics, as well as attention to the psychological aspect and proving the falsity of ISIS extremist claims, and then the war media strategy moved to the stage of attack and proving that this war is a war with Iraq in general, and not a sectarian war as extremist organizations claim, and the media also worked to maintain the morale of the members of the popular mobilization, especially since the threat of terrorism is still ongoing, with the need for the Popular Mobilization to maintain its true public confidence in the Popular Mobilization It also worked to preserve the historical legacy of the martyrs and highlight the activities of the Popular Mobilization in the service aspect (18), and accordingly, the media directorate focused on implementing its tasks through three main ideas:

- Collecting, analyzing and processing data, information, photos, facts, messages and instructions for ongoing battles from all sources (Popular Mobilization and other security forces).
- Ensuring the credibility of the news and its formulation in a manner acceptable to the public opinion and publishing it locally and abroad using all media in order to provide the Iraqi public and the armed forces with the correct information .
- Frustrating psychological counter-campaigns aimed at weakening morale or affecting the cohesion between the security forces and the Popular Mobilization on the one hand, and the people and the people of the areas witnessing the conflict on the other hand, while emphasizing loyalty and belonging to the homeland.

### The Communication Methods of the General Directorate of Media at Facing the Extremist ISIS Media

In his field study, the researcher identified a set of communication methods after reviewing a sample of the activities of the General Directorate of information and based on what was stated in the research, the specific theory of the functions of War Media, and accordingly, a set of communication methods was adopted that correspond to the nature of the activities provided by the General Directorate of information in the face of the extremist ISIS media, such as:

- First-The Method of Education:** it includes activities aimed at consolidating the principles of military doctrine and affirming the values of sacrifice and giving for the sake of the homeland and psychological and moral preparation of fighters.
  - Second-The Method of Confrontation:** it includes all activities aimed at countering the psychological warfare of the extremist ISIS organization and the media that are regarded as enemies to the Popular Mobilization and have an agreement with ISIS.
  - Third: The Method of Raising Combating Capability:** includes all activities aimed at developing the will to fight and raising the morale of the Popular Mobilization fighters and the Armed Forces.
  - Fourth: The Method of Mass Mobilization:** includes all popular activities aimed at raising the morale of the Iraqi public opinion to prevent being affected by counter-media campaigns.
  - Fifth: The Method of Public Relations :** includes all activities aimed at building the mental image of the popular mobilization among the public and countering smear campaigns and all public relations activities.
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### Research Results and Their Analysis

**First-The Method of Education:** this method includes activities aimed at consolidating the principles of military doctrine and affirming the values of sacrifice and giving for the sake of the fatherland and psychological and moral preparation of fighters. The results were shown through the activities adopted by the Directorate General of information within the following method of Education:

1. Focusing on the theoretical scientific rehabilitation courses for fighters, with 69 courses, the courses were opened periodically in order to raise the level of mental building among fighters and provide them with scientific knowledge and theories in various fields, especially military ones.
2. Making an educational lectures on the importance of the popular mobilization within the security equation by 65 lectures in order to counter the rumors that were broadcast by the media content of the ISIS organization and the media supporting it, which reduce its importance and promote its unacceptability within the military institution and accusations of sectarianism and talk about its integration and decay.
3. Taking lectures on enhancing mutual trust between popular mobilization's fighters and the residents of the liberated areas by 51 lectures to counter the media content of the ISIS organization was promoting the unwillingness of the residents of the liberated areas to the presence of the popular mobilization their areas, as the lectures included the principles of human rights and methods of humanitarian treatment and the mechanisms of peaceful coexistence with the population
4. Visiting to the wounded and the families of martyrs in various governorates, with 42 visits to raise the morale of the fighters and enhance confidence.
5. Taking an educational lectures for the residents of the liberated areas on confronting the extremist ideology of ISIS, with 40 lectures on explaining the dimensions of the international project that produced ISIS, its identity and causes, and exposing the falsity of the slogan of the Islamic caliphate raised by the organization to attract and win the population and emphasize national identity.
6. Making an educational seminars to reveal external projects targeting Iraq and its unity by 15 seminars that dealt with the importance of Iraq and the regional region for the Zionist-American project, international power balances, the reality of the new Middle East project, the reality of creative chaos in the region and the international conflict over energy sources.
7. Making an educational lectures on the reality of the International and regional conflict and its implications on the Iraqi affairs, 12 lectures dealt with the American-Russian conflict, the Cold War between the United States and China, as well as the Iranian-American conflict and the Turkish intervention in Iraq, as well as the dimensions of the intervention of the Gulf states in Iraq and how is It and what are the reasons.

Table (1) shows: the activities of the General Directorate of information within the method of Education

No	The method	The content of The activity	Frequenc y	Percentag e	Method of Education
1	Courses	Theoretical scientific qualification of fighters of the Popular Mobilization	69	23%	
2	Lectures	The importance of the popular mobilization within the security equation	65	22%	
3	Lectures	Strengthening mutual trust between combatants and residents of liberated areas	51	17%	
4	Visitations	visiting to the wounded and to the families of martyrs in various governorates	42	14%	
5	Lectures	Educating parents to confront extremist ideology of ISIS	40	14%	
6	Seminars	Detection of external projects which targeting Iraq and its unity	15	5%	

7	Lectures	The reality of the regional and international conflict and its implications for the Iraqi affairs	12	4%	
Total			294	100%	

### Second : Method of Confrontation:

This method includes everything related to countering the psychological warfare of terrorist organizations and hostile media, and the results were shown through the activities adopted by the general media directorate within the following confrontation method:

•**First of all**- The formation of a processing room to monitor and analyze the media content of ISIS by 783,464 reports dealt with the analysis of the media content of ISIS and deciphering its intentions and objectives to determine the media trends of ISIS in order to produce counter-media content, and 374,496 counter-television analysis dealt with the analysis of counter-political programs in order to warn and support in order to audit and evaluate them in cases of error, and the Directorate's teams also followed up and analyzed everything issued by news agencies social communication by 109424 in order to detect the volume of false information that the organization targets the morale of the Popular Mobilization and at the same time produce The media directorate has relied in this aspect on specialists in Psychological processing selected in the light of scientific competence, which reflects the Directorate's interest in psychological reports in its communicative messages and its various media results , the number of specialists in Psychological processing at that stage reached (5) specialists with higher degrees as well as observers with experience in this field. (19)

•**Second** - the issuance of enthusiastic anthems and TV breaks with 55 motivational poems, 5496 TV breaks, 16 patriotic poems in order to arouse the spirit of enthusiasm among the fighters and confront the issuance of ISIS such as Salil Al-sawarm issued by the Al-Furqan Foundation affiliated to the extremist organization, the media directorate has paid attention to TV breaks very much due to the nature of the stage that requires brevity in communicating the idea as well as relying extensively on the digital field in marketing these breaks as well as TV channels. The media directorate is the first in the field of producing intervals and real war clips from battles, which used to document the presence of its cadres in battles and on the walls, and conducts direct meetings with the battle commands, including interviews with the martyr commander (Abu Mahdi al-Muhandis) these intervals were transmitted on many local, regional and international satellite TV.(20)

•**Third**-educational lectures for fighters on methods of verifying information in the media included axes in digital citizenship and media education to enable fighters to properly deal with media content and cyber security and at that stage, there were 130 multiple and various courses for both fighters and members of the media directorate. experts from outside Iraq were hired in this field.

•**Fourth**-the establishment of websites with 2 Facebook sites and 2 Twitter sites officially, as well as relying on supporting sites through users of social media networks, the number of these sites at that stage on Facebook reached 3,000 pages and on Twitter 565,000 to produce content which can be against ISIS media content.

In this aspect, the media directorate of the Popular Mobilization Commission paid great attention to electronic media and took a media strategy after the Battle of Fallujah, which is to transfer the audience from Facebook to Twitter in the name of "migration to Twitter", and this reflects the large numbers shown by the study of the number of Twitter-supporting sites, and the media directorate took this strategy, considering Twitter supporting the Popular Mobilization at The Directorate also worked through the publishing team and websites to adopt a reputation management strategy and assign specialists to respond to public inquiries about the topics and issues that were of concern to them, as well as countering the shading campaigns that were practiced by sites and channels supporting ISIS in the digital space.(21)

Table (2) shows: the activities of the General Directorate of information within the method of confrontation

Method	The content of the activity	Frequency	The Details of the activity	Frequency
Reports and analysis	Formation of processing room to follow up and analyze the media product	783464	Television analysis (counter and supporting)	374496
			Analysis of news agencies (counter and supporting)	374496
			Network analysis (counter and supporting)	109424
Anthems and breaks	Issuing enthusiastic anthems and TV breaks.	5567	Expressionist poems	55
			Television breaks	5496
			Patriotic poems	16
Lectures	Educating fighters on ways to verify information in the media	130	Courses in media culture	89
			Courses in media education	41
Electronic media	Creating websites to counter ISIS websites	568004	Official Facebook sites	2
			Unofficial Facebook sites	3000
			Official Twitter sites	2
			Unofficial Twitter sites	565000

### Third: Method of Raising Combating Capability:

This method includes everything related to raising the combat capability, developing the will to fight, raising the morale of the Popular Mobilization fighters and the armed forces, and demonstrating cooperation between them and the people. The Directorate General of information adopted the method of raising combating capability through a set of activities as follows:

1. The production of documentary films about the role of the Popular Mobilization in achieving victory by 37 films focused on demonstrating the combat capability of the popular mobilization of the Popular Mobilization formations in carrying out combat missions within the axes of responsibility and achieving the goals in record time to raise the morale of the fighters and enhance the image of the Popular Mobilization, the films also included documenting the history of the martyrs, and in this aspect, the media directorate is the first military institution that documented all its martyrs, commanders and fighters, and worked on scheduling memorial events for the martyrs, as well as the dates of victories, and was working to embody these ideas in documentary films that of awards in several international and local participations. (22)
2. Holding dialogue sessions between the leaders of the Popular Mobilization and the security leaders, which amounted to 35 sessions to enhance cooperation and exchange experiences to consolidate the image of a single military institution.
3. Opening courses in psychological rehabilitation for fighters in the psychological processes department by 12 courses by specialists in psychological processes to raise psychological readiness in the face of psychological operations directed by ISIS and the media supporting it.
4. Holding seminars on cooperation and high coordination between the Popular Mobilization Units and the security forces in the conduct of battles by 12 seminars to respond to the media content of the ISIS organization and the media supporting it, which promotes the existence of a division between the Popular Mobilization and the security forces .

5.Preparation of scientific research on enhancing trust between the Popular Mobilization and the residents of the liberated areas amounted to 8 researches that reached important results in developing a program to rehabilitate the population and address the effects of extremist ideas of the organization.

Table (3) shows: the activities of the General Directorate of information within the method of raising the combating capability

No.	Method	The content of activity	Frequenc y	Percentage	Method of Raising Combating Capability
1	Documentary films	The role of the Popular Mobilization in achieving victory	37	36%	
2	Dialogue sessions	The leaders of the Popular Mobilization Forces with the leaders of other security forces	35	33%	
3	Courses	Psychological rehabilitation of fighters from the Popular Mobilization	14	13%	
4	Seminars	Cooperation between the Popular Mobilization and the security forces	12	11%	
5	Studies	Some researches on enhancing trust between the Popular Mobilization and public people	9	8%	
Total			107	100%	

#### Fourth: Method of Media

The method of media includes everything related to activities related to

covering military processes during battles and transmitting combat Developments first-hand. within this strategy, the Directorate General of information has carried out several activities to cover everything that is happening on the battlefield and convey the facts to the public opinion according to the following:

- 1.Covering the events of the battles through breaking news with 28,800 breaking news to inform the public opinion on the course of the battles first-hand .
- 2.The media directorate also worked on coordination with other media outlets by sending all its activities related to covering the battles and sending laser discs periodically and daily, and the number of repetitions of this axis reached 17,000 to show the extent of the Directorate's interest in cooperation with other media.
- 3.Conducting investigations and preparing reports on the topics raised in the media about 1981 report and investigation to uncover the facts and respond to false information and destructive rumors to prevent distracting public opinion trends.
- 4.In this aspect, the media directorate was keen to transfer the battles from the battle in a live and direct manner in order to make the public live the conditions of the battle first-hand, including holding dialogues with commanders on the cover of the battles, the Directorate provided in this aspect a number of martyrs and wounded documented until the moments of their martyrdom.
- 5.The number of press delegations received by the media directorate reached 323, and the media directorate is unique in being the only one that was transporting media delegations and facilitating their procedures.
- 6.Preparing 91 military and artistic breaks about the battles to enhance the facts with pictures and live scenes.
- 7.The production of 65 reportages, including scenes from battles and statements by commanders, to enhance the spirit of victory among the public opinion and are also displayed at festivals and conferences.

Table (4) shows: the activities of the General Directorate of information within the method of media

No.	The method	The content of the activity	Frequency	Percentage	The method of media
1	Breaking news	Battle events	28800	59%	
2	Distributed discs for media	Activities of the Directorate of information regarding the battles	17000	35%	
3	Investigations and reports	Topics raised in the media	1981	4%	
4	Live broadcast hours	The reality of battles directly	391	0.80%	
5	Press delegations	Incoming press delegations include	323	0.66%	
6	Military and technical breaks	Facts from battlefield	91	0.18%	
7	Reportages	Scenes from battles and statements of commanders	65	0.13%	
Total			48651	100%	

#### Fifth: The Method of Mass Mobilization

It includes raising the morale of the Iraqi public opinion to prevent the impact of counter-media campaigns, and the Directorate organized several activities in this regard according to the following:

- 1.The media directorate has contributed to providing round-the-clock media coverage of these activities, and the number of such coverage at that stage reached 411 media coverage. This coverage contributed to strengthening the interaction between the public and the fighters through live broadcasting of the battles, which made the general public feel that they were in the battle and participating in it, and therefore the masses came to support the fighters on the battlefields. Many films and segments have been released that embodied popular cohesion with the Popular Mobilization and its fighters from various segments of society.
- 2.Covering the Popular Mobilization's support operations for the displaced with 234 different media articles focused on providing aid, food basket and medicine to enhance the image of the Popular Mobilization to the Media 's opinions.
- 3.Holding and covering press conferences of field commanders on the field situation of the battles to make the public opinion fully informed of what is happening, the frequency of this activity has reached 117.
- 4.Conducting field visits to the families of the wounded and martyrs by 108 visits in different areas of Iraq cities to enhance confidence with the members of the Popular Mobilization and raise their morale.
- 5.Covering the service effort of the Popular Mobilization with 76 different coverage, such as paving streets and the crisis of floods that swept the southern regions during the battles to strengthen the popular base of the Popular Mobilization and consolidate the government personality.
- 6.The organization of 62 public festivals to strengthen the relationship between the Popular Mobilization and public opinion included events that addressed various social issues, the Popular Mobilization's participation in people's concerns, the Popular Mobilization's participation in social and national events in various cities of Iraq and the provision of gifts.
- 7.Organizing religious visits to the holy shrines for poor families and families of martyrs to strengthen trust between the commission and the families as they are the true core of the Blessed fatwa.

Table (5) shows: the activities of the General Directorate of information within the method of mass mobilization

No.	The method	The content of the activity	Frequency	Percentage	The Method of Mass Mobilization
1	Coverage	Organization and coverage of logistics support convoys	411	39%	
2	Coverage	The Popular Mobilization 's supporting for the displaced people	234	22%	
3	Press conferences	Launch the processes and their situation	117	11%	
4	Field visits	Families of martyrs and wounded	108	10%	
5	Coverage	The service effort of the Popular Mobilization	76	7%	
6	Festivals	Strengthening the relationship between the Popular Mobilization and public opinion	62	6%	
7	Religious visits	Conducting family visits to religious shrines	48	4%	
Total			1056	100%	

#### Sixth: The Method of Public Relations

It includes all activities aimed at building the mental image of Popular Mobilization among the people, countering smear campaigns and all public relations activities. In this regard, the Directorate General of information has adopted several activities according to the following:

1. The media directorate was interested in organizing exhibitions periodically and permanently. it ranked first among public relations activities and received a frequency of 313. that stage witnessed great interest by universities in these exhibitions, both in terms of organization and sponsorship, they were held permanently, for example, a permanent exhibition in the Qishla area on Al-mutanabbi Street, which reflects the media directorate's interest in the educated class and the scientific and literary character of these exhibitions and not limited to for what it has It has a great impact on the documentary side .
- 2.Reception of international delegations to attend the various activities of the Mobilization Commission by 69 different delegations to enhance the institutional image of the Popular Mobilization in the eyes of the external public opinion.
- 3.Participation in Arab and international festivals and in films produced by the general media directorate with 52 entries and a number of films amounting to 17 films that dealt with various topics, through which images of battles, the repercussions of wars and stories of heroism of fighters were embodied to inform the outside public opinion about the reality of what is happening and uncover the crimes of ISIS committed against Iraqis. The media directorate has achieved many awards in this aspect, for example, the film (The Last Breath) won more than 60 international awards, the film (Maryam) won more than 32 awards, the film Red window won more than 22 international awards, as well as many films produced by the media directorate and won many local awards.(23)
- 4.The media directorate has been interested in organizing and participating in academic seminars that address issues related to the battles and their repercussions on various political, economic and social aspects, as well as the impact of ISIS media campaigns on the intellectual system of the population of the liberated areas. the number of these conferences has reached 21 scientific conferences between the participation and organization .
5. Preparing of scientific research on the communication methods of the Popular Mobilization and analysis of the media content of the counter and supporting media by 10 researches these researches contributed to familiarizing the reader and students with the media machine of ISIS and its sources of supply and identified the trends of the media discourse of ISIS and its goals.
- 6.Preparing studies based on courses to follow up the mental image of the Popular Mobilization in the public opinion and conducting coursing surveys on the activities of the public opinion in order to evaluate them, which amounted to 8 studies at that stage.

Table (6) shows: the activities of the Directorate of public information within the method of Public Relations

No.	The Method	The content of the activity	Frequency	Percentage	The Method of Public Relations
1	Organizing and sponsoring exhibitions	Show the victories of Popular Mobilization, the human side and others	313	65%	
2	Reception of delegations	Receiving international delegations to attend the activities of the commission	69	14%	
3	External international participations	Number of international participation in films produced by the media directorate	52	11%	
4	Organizing academic seminars	Introducing the achievements of the Popular Mobilization and its legal, religious and social legitimacy	31	6%	
5	Public Relations Research	Researches dealing with Popular Mobilization communication methods and analysis of counter and supportive media	10	2%	
6	Public Opinion Studies	The mental image of the popular mobilization and the evaluation of activities and festivals	8	2%	
Total			483	100%	

## THE RESULTS

1.The results of the research revealed the dependence of the General Media Directorate on a set of communication methods that reflect the functions of the Military Media, which are diverse and integrated to achieve the main goal at that stage, which is related to countering counter-media campaigns, as well as strengthening the home front and taking the initiative. Through figures and statistics, it became clear that the media directorate's interest in tactical aspects was very large compared to Strategic Studies and research, and we can attribute this to the nature of the stage that required it.

2.The results showed the interest of the General Directorate of information in consolidating the principles of military doctrine and affirming the values of sacrifice and giving for the sake of the homeland and psychological and moral preparation of the fighters, it attached great importance in the face of psychological warfare directed by the extremist organization ISIS, and the establishment of a team specialized in Psychological processes.

3.The results of the research showed the media directorate's interest in developing the will to fight, raising the morale of the Popular Mobilization fighters and the armed forces, and demonstrating cooperation between them and the people, especially in light of the media attacks that were focused on dividing the security forces and the Popular Mobilization by organizing educational courses and lectures in this aspect.

4.The results showed that the media directorate had the most prominent role in covering the military operations during the battles and transmitting the developments of the fighting first-hand through hours of live broadcasting and provided many martyrs in those battles in order to convey the truth to the public opinion as well as its role in securing the entry of media personnel to the battles as well as high coordination with other media and agencies, as it was keen to provide various media with reports, news and coverage on a daily basis.

5.The results of the research showed the media directorate's interest in public opinion through festivals, films, and tactical and expressionist poems to convey the truth in order to raise the morale of the Iraqi public to prevent the impact of counter-media campaigns, as well as great interest in the digital space, social media networks, and the conduct of electronic warfare at a high level, specifically on Twitter as the most prominent space for ISIS.

6.The results of the research show the media directorate's interest in public relations activities through events aimed at building the mental image of the popular crowd among the public, public opinion polls, and countering smear campaigns and all other public relations activities.

7. It turned out through the research results that the film productions of the media directorate were at a high level if they won many awards in appreciation of their quality, which shows that these materials were thoughtfully planned and reflect the interest of public opinion in addressing their topics as well as the directorial and dramatic aspects.

## THE RECOMMENDATIONS

According to the results of the research, we can identify a set of recommendations, which can be listed as follows :

1. Unifying the media discourse by developing clear media policies in accordance with the requirements of the national discourse to reduce media chaos, which poses a clear challenge to the function of the military media.
2. The need to discipline for the process of posting on social networking sites.
3. Activating the work of the security media and developing a unified media policy for all branches of the military institution approved by war correspondents and military spokesmen.
4. Giving attention to the scientific and academic aspects in various media fields, especially studies aimed at addressing the psychological effects, correcting impressions and rebuilding the intellectual system of the people of the liberated areas from the control of the extremist organization ISIS.

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