

Methods of persuasion in international satellite news broadcasts- Analytical study for Russia Today Channel news broadcast (From 1/10/2021 to 31/12/2021)

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Abstract

In his study, the research deals with the methods of persuasion in the news bulletins of the international satellite channels - an analytical study of the news broadcasts of Russia Today channel. The research problem is based on the following main question: What persuasive methods did the channel use in the newsletters presented through it during the aforementioned period of time, and a number of related sub-questions emerge from this question.

After the research of the descriptive type, with the use of the analytical survey method, the researcher identified the research sample using the regular random sample after calculating the required percentage for the sample, and it is one of the most common methods for selecting the sample in the content analysis studies for the period from 10/1/2021 to 12/31/2021.

The study aimed at: Determining the persuasive methods used by the channel in the newsletters presented through it during the aforementioned period of time. Determining the journalistic arts used by Russia Today channel in presenting news according to persuasive methods.

Keywords: International satellite news broadcasts, Russia Today

Introduction

International interest in the Arab region has increased, and competition has increased to attract the audience of the Arab world who live in political conditions that have made news an essential driver in their daily lives. Al-Hurra American, Iranian Al-Alam, France 24 French and Russia Today.

The most important factors for the success of the news work are the news content and methods of presenting and organizing it, especially news bulletins. What satellite channels are seeking. (Hassin, 2022, p. 8800)

This huge technological development created fierce competition between the large number of international satellite channels directed, which prompted the communicators to constantly search for new methods and ways to formulate the media message and how to present it in a way that has a strong impact with the intent of attracting the attention of the public and moving its interests and thus influencing his decisions and convincing him of the point of view of the communicator Its objectives, and among these methods, is the use of persuasive methods and their employment in news bulletins, similar to the nature of current events and facts, and news bulletins constitute the bulk of the coverage of satellite channels directed and speaking in the Arabic language and their handling of facts and current events, topics or issues of interest to members of society or many segments and groups From him, especially the Russia Today channel as a model for this study.

Methodological framework for research

First: the research problem

The research problem starts by employing media texts in news bulletins according to specific persuasive mechanisms and methods according to pre-studied goals that represent in the long run an ideological orientation that reflects the values and ideas that the media organization believes in and is

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a reflection of the communicator's beliefs. The media and the latter's ability to shape public opinion in the way he wants, hence the interest in the media message and the ideas and beliefs it carries, and this is evident through the flow of news and information through international satellite channels directed in the Arabic language, and here the main problem of the research is determined, which can be formulated with the following questions:

- 1- What persuasive methods did the channel use in the newsletters presented through it during the aforementioned period of time?
- 2- What are the journalistic arts used by Russia Today channel in presenting news according to persuasive methods?

Second, the importance of research

The research seeks to study the methods of persuasion in the international satellite channels directed to the Arab world in Russia Today channel as a model for these channels, and in line with recent developments in media studies that are concerned with content analysis as well as monitoring the methods of persuasion and persuasion used in the news story in this channel, and is an attempt to achieve an addition Somewhat scientific for the media library in general in this field, which opens the door wide for other researchers to expand it according to the variables present at the time and the media phenomena related to them.

Third: Research objectives

The research aims to achieve a number of goals, most notably the following:

- 1- Determining the persuasive methods used by the channel in the newsletters presented through it during the aforementioned period of time.
- 2- Determining the journalistic arts used by Russia Today channel in presenting news according to persuasive methods.

Fourth: Research Methodology

This research is descriptive in kind, and the researcher has adopted the survey method most appropriate to the nature of the research, in order to collect data and information, tabulate and interpret it in order to answer the research questions (Abdulaziz, 2012, p. 257). The researcher also adopted the method of content analysis, which focuses on the use of many specialists in the field of media studies because of its importance in scientific and objective knowledge of apparent and latent intentions through understanding (events and intentions) together and standing on the results (Al-Tohamy, 1975, p. 10).

Fifthly: the research community

The Arabic-speaking foreign satellite channels are the research community, and the Russia Today channel was chosen from among those channels as a model for this community that bears its characteristics and represents it. Available around it, and the researcher's personal assessment of it and its availability on the characteristics of the entire community, and then its representation of this community, and Russia Today channel was chosen as a representative of this community according to what was mentioned.

Research areas:

A - time domain:

The researcher determined the temporal field of research in three months, starting from 1/10/2021 to 31/12/2021, and the reason for choosing this period is the incidents witnessed by rapid developments in the political field, whether at the Arab, regional or international levels, and the repercussions of those incidents on At all levels, this period can provide clear indications of the nature of persuasive methods in the political content presented through Russia Today channel.

b- Subject area:

The researcher chose news and other journalistic arts that were used in presenting information, events and facts in the news bulletin of the main Russia Today channel.

Sixth: Analysis procedures and steps

The analysis process required a set of steps, according to the following:

- 1-Determining the units of analysis: The research adopted the idea or topic unit, which is one of the largest, most important and most frequently used units of analysis, and which is more appropriate to achieve the research objectives.
- 2- Determining the categories of analysis: a group of categories that appear in the content to describe the meanings and ideas, as the researcher adopted the category of the subject of communication, the

category of features, and the category of methods used in this type.

Seven: honesty and constancy

1- Apparent honesty: To achieve the validity of the analysis process followed by the researcher, what was extracted from expressive and comprehensive main categories was presented after adjusting their formulation in a brief and clear manner, as a first procedure before starting the subsequent analysis and interpretation processes and presented to a group of experts (*), who were referred to To evaluate and correct it, it was approved, as the percentage of agreement was (97%) using the following equation:

The percentage of agreement = the sum of the categories agreed upon by the arbitrators / the sum of the categories (*).

2- Consistency or stability between different analysts: by researchers doing independent work to conduct analysis on the same content using the same techniques, units, and procedures. It is a high percentage.

Eighth: previous studies Study (Hashem, 2010).

This study dealt with the methods of persuasion in television political advertising to reveal the existence of a state of ambiguity and ambiguity related to some political television advertisements for combating terrorism on local satellite channels, as well as the existence of a defect in the industry of television political advertisements directed to the public and related to combating terrorism and the belief that this industry is not based on Scientific and technical standards through which it is possible to influence the recipient and modify his behavior.

The study of the methods of persuasion in political television advertising relied on the descriptive approach and the survey method in the way of content analysis, which is based on an integrated quantitative analysis of the communicative material to determine the persuasive and propaganda methods used in television political advertising.

The study concluded that the advertising message focused on employing the emotional aspect that appears through expressions and gestures, and the advertising message tried to highlight the manifestations of sadness for Iraqi women dressed in black to indicate that terrorist acts will only result in more killing and will only bring regret for the terrorists.

Persuasion techniques:

The persuasion process depends on a set of methods that are used in order to achieve the goals that are intended to be reached by the party that carries out the persuasion process. These methods at the same time, or according to the requirements of the persuasion process, and for this reason, the methods of persuasion used in the media message that target a specific audience with its content differ. There are many considerations that lead to choosing a specific way to present the media text while providing a certain type of appeal in line with the nature of the topic and the characteristics of the target audience, and these **methods include:**

1- Clarity of objectives versus implicit conclusion (Mr. H., 2006, p. 193):

Persuasion is more effective when the goals or results of the message are clearly defined, so you should not leave the audience the burden of drawing conclusions themselves Specifically, compared to the percentage of those who changed their attitudes towards attitudes after being exposed to a message leaving the audience to draw its conclusions. It should be noted that these methods may go further (Sidhoum, 2004, p. 130), because they go beyond the level of clarity versus implicit suggestion. The message is very important in persuading the target audience, the more clear the message becomes and does not need to be interpreted and draw conclusions with effort, it becomes more convincing for certain types of audience, while the clarity of the message clearly leads to the lack of conviction of other types of audience and may create the ability to resist it, because they feel that it It reduces their scientific, mental and cognitive abilities, especially those with knowledge and intellectuals, and the ambiguity of the message and the presence of implicit goals in it leaves the recipient the opportunity to work with his mind and conclude the goal with the same e and his abilities and feel respected by the sender to help him achieve the intended purpose of the message (Sidhoum, 2004, p. 130).

2- Presenting the message to evidence and evidence:

Most persuasion seeks to support their persuasive messages by providing evidence and statements that include either factual information or opinions attributed to sources other than convincing, and

relying on evidence and evidence is one of the methods that achieve persuasion and legitimize the message, especially if it is of a scientific nature. Generalizations about the effect of presenting evidence and evidence (Sidhoum, 2004, p. 131):-

A- The use of evidence in the message is closely related to the recipient's awareness of the source's truthfulness.

b- Some topics require more evidence than others. Especially those topics that relate to the recipient's previous experiences.

c) Presenting evidence has a greater impact on intelligent audiences, that is, those who expect evidence of the ideas presented to them.

3- Presenting one side of the subject versus presenting the pro and opposing sides (Mr. H., 2006, p. 195):

Presenting one side of the topic versus presenting both sides of the topic Some researchers have found that presenting arguments for and against one topic is more effective and more expressive for the educated individual, and when the audience is hesitant, presenting both sides has a stronger effect (Rashti, 1979, p. 366) .

On the other hand, focusing on one aspect of the topic is more effective in changing the opinions of less educated individuals or individuals who support the view presented in the thesis, because in this case the effect of the thesis becomes unifying and there is a set of points adopted in presenting a persuasive thesis; Depending on the nature and quality of the characteristics of the recipient (Ajwa, 1986, pages 203-204):

(1) Whoever supports the presentation of the side that supports the opinion of the recipient seeks to support his opinion and obtain his interaction with the idea of the sender.

(2) When presenting the supporting and opposing opinion together, the chances of success of the persuasion process increase.

As for the expert individual, when the sender presents both points of view in a direction, the influence and persuasion can be strong, and the recipient of the point of view will have a higher degree of conviction than the opposing viewpoints afterwards.

(3) A message that presents one side of the subject is capable of inducing and persuading individuals to adopt the view presented. Nearly two thousand years ago, Aristotle advised preachers to confront opposing opinions by applying directness before beginning to present a new point of view, and preachers took the advice after him. In 1951, "Finance" emphasized the need to recognize opposing and supportive viewpoints, and Hovland and Sfield in 1949 discovered that only presenting a supportive viewpoint is more effective in bringing about transformation in both cases (Hasnain, 2014, p. 34).

(a) When the listener agrees with the opinion primarily defended by the speaker.

(b) When the listener in learning is unlucky.

While displaying the two views is more effective in the following two cases:

(a) The listener is fundamentally opposed to the opinion of the caller.

(b) When the listener has enjoyed a great deal of learning.

- Arranging persuasive arguments within the message (Hassanin, 2008, p. 34): -

This indicates the timing of the presentation of the arguments, and the fact that there is no definitive opinion on this subject. Some studies have shown that the arguments presented at the beginning have a greater impact than those presented at the end of the thesis and vice versa. The order of convincing arguments in the thesis depends on several factors, including the nature of Audience and Quality of Subjects It should be noted here that there is no general rule or law for the order of arguments in the persuasion process (Mr. H., 2006, p. 196).

In other words, this method depends on arranging arguments and ideas in a logical way and on the basis of one on the other. There are types of audience who need to analyze the ideas presented in the thesis and indicate their size. When arranging arguments, proofs and evidence, the strongest arguments are presented at the beginning and then gradually presented until the weakest argument; This is because the subject of the thesis always remains comparing the first "stronger" argument to the other "weaker" arguments, and remains consistent at all times when the first argument is accepted, i.e., arguments that follow a strong argument are a catalyst in strengthening the stronger argument that has a greater impact on the recipient (Rashti, 1979, p. 494).

5- Use of audience trends or needs:-

Sociologists believe that the public is more willing to support its existing needs by developing entirely new needs, meaning that a message is most effective when it makes the opinion or behavior you present appear to the audience as a means of fulfilling its already existing needs (Rashti, 1979, p. 161).

That is, they indicate that individuals are more prepared to meet their current needs, by developing them to meet entirely new needs. The opinion or behavior suggested by the message appears from the recipient's point of view as a means to actually fulfilling his present needs, the more likely it is to achieve the desired effect and in this respect it must be emphasized that the more the political message is linked to the needs of the individual, such as his needs for peace and harmony. ...etc.; The more likely this will change his behavior and needs (Mr. H., 2006, p. 197).

6- The effect of the majority opinion (Rashti, 1979, p. 500):-

The success of communication is affected by the nature of the situation in which the individual receives information. In general, information that agrees with the prevailing opinion increases the likelihood that others will endorse it.

While a message that reflects a minority opinion is unlikely to attract supporters. Many studies confirmed that the masses adopt some opinions simply because they believe that they agree with the majority opinion or the prevailing opinion. Lazarsfeld and his companions found that a large percentage of the residents of the Abri region reported promotional campaigns that confirmed the victory of US President "Roosevelt" in the presidential race if they voted for him (Sidhom, 2004, p. 135).

Information that agrees with the prevailing opinion increases the likelihood of being influenced by others, while messages that reflect the opinion of the minority are unlikely to attract supporters, the more information appears to agree with the prevailing opinion, the more likely the individual is ready to accept it (Rashti, 1979, p. 161).

In other words, the more the message appears to reflect the experts' opinion, the more likely the individual will accept it. In addition, the more the message appears to reflect the experts' opinion; The more the audience accepts its content, the more receptive the individual becomes to the behavior or opinion.

The results of a large group of research showed that the masses adopt some opinions, because they believe that these opinions agree with the opinion of the majority or the general opinion, and this confirms that the nature of communication and its success are affected by the circumstances in which the individual receives the information (Mr. H., 2006, p. 198).

- Repeating the message (Al-Hadidi, 2004, p. 86):-

When the message is repeated moderately in the number of times, this increases the acceptance of your ideas, but excessive repetition may reduce the chances of approval as it may lead to boredom, and this is known as media saturation

For this reason, we find that most communication experts recommend repetition of the message with renewal and diversification in the parts of the message, which we tend to describe as employee repetition, since this repetition is one of the factors that help persuasion (Hanoun, 2008, pg. 50).

As we find that repetition is one of the factors that help persuasion, and the repetition of the presentation of the message can modify the general attitudes of the audience towards any issue or topic, and this repetition sometimes can cause distress and boredom for the recipient, which prompts the sender to repeat his messages using a variety of ways, renewable and attractive . Experiences indicate that those who have been exposed to the same content in more than one way, and for more than one reason or justification, are more willing to persuade than those who have been exposed to the same content using the same justifications. Therefore, it can be said that the possibilities of persuasion through cumulative exposure to the subject are greater than the possibilities of persuasion as a result of exposure to the subject once, and the repetition of the message is an important factor for persuasion, and this is what advertising campaigns that deliberately repeat the advertising message do (Mr. H., 2006, pg. 193).

The results of the analytical study of the methods of persuasion used in the news broadcasts of Russia Today channel.

1- Persuasive methods:- It is the category through which the media message resorts to the use of persuasion, which leads to the public's acceptance and acceptance of the content of the communicative message. Persuasion and influence. The results of the analysis were as follows:

1. The method of "clarity of goals versus implicit conclusion": it came in first place, as it scored (56)

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recurrences and a percentage of (18.98%), meaning that news and information present clear goals, but they require a conclusion from the audience in part, that is, that Persuasive methods push the public to conclude the idea itself by suggesting, for example (our correspondent reported that the Sudanese army responded to the Ethiopian artillery shelling targeting border areas and these developments come a day after the visit of the President of the Sovereign Council Abdel Fattah Al-Burhan to the border area of Al-Fashqa) (1).

2. The method of “arranging persuasive arguments”: It came in second place after recording (43) recurrences and a percentage of (14.75%), and this method is used to achieve persuasion in topics that are exposed to multiple points of view and the level of interest in them increases or decreases from The audience was accepted according to its importance to the public and the nature of this audience, and an example of this method: (The settlers stormed the courtyards of Al-Aqsa Mosque through the Mughrabi Gate in Jerusalem under strict protection from the Israeli forces, and this comes after an Israeli court allowed the Jewish settlers to perform prayers in the Temple Mount, and in the same context, he demanded Palestinian Prime Minister Muhammad Shtayyeh, the US administration, to fulfill its commitments and maintain the organization in force in Al-Aqsa Mosque and not allow any change to occur. For its part, the Jordanian Foreign Ministry condemned the Israeli decision in a statement and considered it null and a violation of international legitimacy) (2).

3. The “Link to Past Events” method: It came in third place after recording (41) recurrences and a percentage of (13.36%), and an example of this method: (Protests renewed in Khartoum after the army commander Abdel Fattah Al-Burhan issued a decree to form a new Sovereign Council in the country about a month ago) (3).

4. The method of “Repetition by Distribution and the Effect of Accumulation of Presentation”: ranked fourth with a number of repetitions of (39) and a percentage of (13.22%), and this method is embodied in presenting an idea with the aim of persuasion by distributing information and ideas in a cumulative manner with regard to its presentation to the public Examples of the use of this method are what has been repeatedly reported (the director of the Russian intelligence service warned against attempts to push Kyiv to ignite a conflict in eastern Ukraine) (4).

5. The method of “presenting one side of the topic”: it came in fifth place with a number of repetitions of (32) and a percentage of (10.84%), for example: (The RT channel office announced the suspension of broadcasting the German-speaking channel on the European satellite Eutelsat, Meanwhile, the editor-in-chief of RT confirmed that the channel faced unprecedented pressure from German authorities) (5).

6. The method of “presenting the pro and opposing side”: it ranked sixth after recording (28) recurrences and a percentage of (9.49%), and this method is objective and aims to convince the public of the impartiality and objectivity of the media and gain their confidence in it, an example of this method : (Russian President Vladimir Putin warned against deploying offensive systems on the territory of Ukraine, while the Secretary-General of NATO reiterated the need for the alliance to confront Russia and China) (6).

7. The “Use of Expected Needs” method: It came in seventh place, with (22) recurrences and a percentage of (7.45%). The use of this method means that Russia Today channel is fully aware of the nature of the society to which the events relate and conforms to its needs, which Be predictable and clear.

8. The “majority effect” method got it the eighth place after scoring (19) recurrences and a percentage of (6,44%), and this method can raise in the minds of members of the public a sense that their opinion does not differ Expressing the opinion of the majority of the community on crucial and important issues, which generates in them an impression of satisfaction and complete conviction with the news content presented in the newsletter.

9. "Attribution with Evidence and Evidence": It came in ninth place after scoring (15) recurrences with a percentage (5.08%), as it got the least number of repetitions among the persuasive methods used in the channel's newsletter. see table (1)

Table No. (1) Categories related to methods of persuasion

T	persuasive techniques	Repetition	percentage	rank
.1	Clarity of goals vs. implicitly deduced	56	18,98	1
.2	Arranging persuasive arguments	43	14,75	2
.3	Link to past events	41	13,36	3
.4	Repetition by distribution and the effect of cumulative width	39	13,22	4
.5	Show one side of the topic	32	10,84	5
.6	View the pro and opposing side	28	9,49	6
.7	Use of expected needs	22	7,45	7
.8	The influence of the majority opinion	19	6,44	8
9	Support with evidence	15th	5,08	9
	the total	295	%100	

2- The results of arts and journalistic forms:

It means expressive forms or formulas that have a coherent internal structure characterized by the nature of stability and reflect the event directly and interpret events, phenomena and developments with the aim of delivering a specific message to the recipient. The results of the analysis came as follows:

1. TV news: It ranked first among the journalistic arts, and scored the largest number of repetitions, reaching (582) recurrences and a percentage of (64.09%).
2. The TV report: The number of its repetitions is (207) and the percentage is (22.79%).
3. The News Interview: It came in third place with a frequency of (87) and a percentage of (9,58%).
4. Infographic: It ranked fourth in the newsletter, as it reached (32) recurrences and a percentage of (3,52%). See Table No. (2)

Table No. (2) Categories related to arts and journalistic forms

T	used arts	Repetition	percentage	rank
.1	news	582	64,09	1
.2	Reports	207	22,79	2
.3	news interview	87	9,58	3
.4	infographics	32	3,52	4
	the total	908	%100	-

Conclusions

1- The foreign policy of the Russian Federation pays great attention to methods of persuasion through the channel Russia Today directed as a means of addressing the Arab peoples to achieve their persuasion and propaganda goals in general and to improve their image and the image of their political and military approach that they follow in interfering with Arab and global crises.

2- The superiority of the news over the rest of the arts and journalistic forms is due to one of the goals of the medium directed to be characterized by the nature of stability and reflect the event directly and

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explain the events, phenomena and developments, aiming to deliver a specific message to the recipient to achieve this goal.

3- The emergence of the institutional impact of Russia Today channel through the method it adopts of linguistic and stylistic instructions, and certain methods adopted by the medium in dealing with events of all kinds, and the method of the news medium in preparing and distributing news. All of this is a product of the ideological inclinations of the reporter, as well as the influence of the political environment in which the news organization operates.

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