

PUBLIC ATTITUDES TOWARD GOVERNMENT PUBLIC RELATIONS METHODS IN DEALING WITH ANTI-CORRUPTION CAMPAIGNS

1Mohammed Alwan Ahmed

2 Dr. Aqil Tahsin Fathallah

1 Department of Radio and Television,
College of Mass Communication, University of Baghdad, Iraq.

2Department of Public Relation,
College of Mass Communication, University of Baghdad.

mohammed.alwan1602b@comc.uobaghdad.edu.iq,

oqil.tahseen1103a@comc.uobaghdad.edu.iq

ABSTRACT	KEYWORDS
The research aims to identify the attitudes of the Iraqi public toward public relations methods in dealing with anti-corruption campaigns. Based on the foregoing, the main question of the research can be defined as (What are the attitudes of the Iraqi public toward government public relations methods in dealing with anti-corruption campaigns?). The study is considered one of the descriptive studies that focus on describing the phenomenon under study precisely. The researcher used the survey method, which targets surveying a sample of the public of the city of Baghdad to measure government public relations methods and the public's attitude toward them. The researcher also used the questionnaire and scale as tools to measure the impact on public attitudes. The researcher used a multi-stage sample in determining the surveyed public, by using random selection and the lottery system to distribute the questionnaire and scale form, which amounted to 100 forms. The study reached a set of results, the most important of which are: 1- (Official) social media platforms came in first place as the most prominent communication medium relied upon by the Iraqi public to follow anti-corruption campaigns. 2. The results showed that anti-corruption campaigns bring the relationship between the government and the people closer. 3- The results revealed that the Iraqi public sees the concealment of the names of those involved in corruption cases as among the most prominent issues that weaken their confidence in following anti-corruption campaigns.	Attitudes, Government Public Relations, Anti-Corruption.

Introduction

Government relations are the most prominent strategic tool in building bridges of trust between state institutions and the public, and their importance is doubled in times of crises and emergency situations that the state and governments may be exposed to, as public relations are no longer merely a function limited only to promotion and the formal improvement of governments, but have become a fundamental partner in decision-making, directing public opinion, and supporting reform policies. In the Iraqi reality, the file of combating corruption and recovering the state's plundered funds stands out as one of the most complex challenges affecting the stability of the Iraqi state and its people.

The success of anti-corruption campaigns does not depend only on legal and judicial procedures, but depends primarily on the efficiency of public relations tools in formulating a media discourse characterized by transparency, speed, disclosure, refuting rumors, and presenting facts with legally proven evidence, so that a realistic direction and perception is formed among the Iraqi public following the events, which contributes to restoring trust and increasing popular satisfaction toward the state and its procedures. Especially since the Iraqi street has come to possess a high critical awareness because of the many experiences they have lived through and because of the spread of social media platforms and pages with whose content they now interact very significantly, which poses major challenges for public relations practitioners in how to leave behind the dry, repetitive traditional methods and adopt a communication strategy characterized by dynamism and speed to keep pace with the enormous flow of information and to besiege the misleading news that tries to undermine the campaigns and reform efforts.

1. Methodological Framework:

The research problem lies in the existence of a communicative and perceptual gap between what the Iraqi state's agencies announce of achievements and continuous campaigns to combat corruption and recover plundered funds, and the nature of the mental image and attitudes that the Iraqi public forms toward these campaigns. Today, the Iraqi public has naturally become a positive rather than passive public that interacts with events in a smart and effective way and has benefited from previous experiences in how to distinguish between formal government procedures and firm, sincere procedures in addressing this file and eliminating the corrupt and thieves of public money who have exhausted the state's economy. From this standpoint, the research problem can be crystallized in the following main question:

"What are the attitudes of the Iraqi public toward government public relations methods in dealing with anti-corruption campaigns?" From the main question branch sub-questions:

1. What are the most prominent communication methods that government public relations agencies employed in marketing anti-corruption campaigns?
2. What is the credibility of the Iraqi public in the government procedures followed to combat corruption?
3. What are the means the Iraqi public relies on to obtain their information about anti-corruption campaigns?
4. What are the stances that contribute to distorting the image of state agencies toward anti-corruption campaigns?
5. What is the Iraqi public's reading of the timing of launching an anti-corruption campaign?

This study acquires its scientific and practical importance from the seriousness of the timing and the sensitivity of the issue in the current Iraqi scene, especially since the Iraqi street today awaits events minute by minute, particularly since the issue of combating corruption and recovering the people's money has become the foremost popular demand after the new government assumed its tasks. The importance of the research also stands out in presenting recent results that supply the government media offices and the state's oversight agencies; through knowing the sources of information and the level of public trust in them, the research provides a road map and clear proposals that enable decision-makers to develop public relations methods and leave stereotyping in a way that contributes to strengthening and building sustainable trust and immunizing public opinion against rumors and counter-campaigns. The research seeks to achieve the following objectives:

1. Identifying the preferences of the Iraqi public toward the strategies and methods pursued by government public relations in anti-corruption campaigns and the recovery of plundered funds.
2. Identifying the media most relied upon by the public in following anti-corruption campaigns.
3. Evaluating the extent of the success of the government media discourse in convincing the Iraqi public of the seriousness of anti-corruption campaigns.
4. Knowing the stances that cause confusion among the public toward anti-corruption campaigns.

This research is one of the descriptive studies that aim to describe the phenomenon represented by the effect of the attitudes of the Iraqi public toward government public relations methods regarding anti-corruption campaigns. The researcher used the survey method, which targets surveying a sample of the public of the city of Baghdad to measure government public relations methods and the public's attitude toward them, and the survey method is considered one of the methods suitable for measuring this phenomenon. The researcher also used the scale tool to measure the impact on the public's attitudes by distributing the form to the surveyed public and analyzing their answers to achieve the objectives of the research.

Research Population and Sample:

- 1- The research population: The research population represents all the units of the study, which were represented by the public of the city of Baghdad. The researcher set the time period from 31-5-2023 to 15-7-2023 to distribute the scale forms to the sample of respondents.
- 2- The research sample: The researcher chose a sample from the public of the city of Baghdad, after making use of the statistics of the Central Statistical Organization in the Ministry of Planning, which divided the Baghdad public into administrative units according to the number of populations. The researcher used a multi-stage sampling method in determining the surveyed public, as through the use of random selection and the lottery system, the researcher determined the areas of Karrada, al-Sayidiyya, and New Baghdad to distribute the scale form, which amounted to 100 forms.

Research Procedures:

- 1- Validity: The researcher conducted the validity test, which is one of the most important tests through which the suitability of the form for achieving the research objectives is measured. The researcher used face validity, which is the most used type of validity in research, and the researcher distributed the scale form to a number of experts and specialists in the field of media and public relations, taking into account the odd distribution to avoid a tie in acceptance and rejection, whose number reached 7. The validity rate reached (84%), which is a degree that carries very high face validity and is suitable for

application, noting that the researcher took into account all the modifications and observations of the arbitrating experts.

2- Reliability: Reliability is one of the most important research procedures through which the researcher discovers the extent of the form's stability on the same answers if it is re-applied to the same respondents. The researcher used this method to measure reliability, which is the test-retest method, as the researcher conducted an exploratory study on a sample of respondents, distributing the scale form to a number of respondents whose number reached 15 persons, then after two weeks, re-applying it to the same sample. Using the Holsti equation in analyzing the results, the reliability rate of the form reached (94%), which is a degree that confirms the validity of the tool for measurement.

Research Terms:

Attitudes: It is the general or specific public's evaluation of the content of the communicative messages and information it receives through the media, which is reflected in the form of supportive, opposing, or neutral behavior toward the institution. (al-Abd, 2021, p. 78)

The public: A group of individuals who live within the geographical area of the state, who are brought together by common interests toward political, economic, and social issues, are affected by government decisions, and form public opinion. (al-Umar, 2019, p. 174)

Operationally, the researcher defines it as: the final stance and evaluation that the Iraqi citizen today expresses toward the media messages and digital data that the government publishes about corruption issues.

Operationally, the researcher defines it as: they are the Iraqi citizens of their various categories and the targeted sample in the questionnaire who interact with anti-corruption news through communication platforms and the daily street.

Government public relations: They are communicative, planned, and continuous efforts made by government institutions and ministries, with the aim of establishing and developing channels of mutual understanding and trust between the government and the public, explaining official policies and decisions, and gaining popular support for them. (al-Sarayra, 2020, p. 112)

Operationally, the researcher defines it as: the official statements, press conferences, and instant digital publications broadcast by the media offices of government and oversight agencies (such as the Integrity Commission) in Iraq to inform the street about anti-corruption campaigns.

Anti-corruption campaigns: A set of organized legal and media procedures and efforts led by the state or independent bodies to uncover illicit gain, recover plundered funds, and hold accountable those who transgress against public money to enhance transparency and integrity. (al-Kubaisi, 2022, p. 63)

Operationally, the researcher defines them as: the current government and judicial movement in Iraq represented by "recovering billions of plundered dinars and pursuing corruption networks" in state institutions and their affiliated companies.

Previous Studies:

1- Study: Zahraa Husam al-Din (Husam al-Din, 2017):

The study aimed to identify the mental image that the Iraqi public holds toward the Integrity Commission, and to show whether this image is positive or negative, in addition to revealing the sources of its formation, and studying the differences in this image according to the variables of social gender, age, educational attainment, occupation, and residence area. The study adopted the survey

method, and designed a mental-image scale consisting of (43) items distributed across the cognitive, emotional, and behavioral dimensions, and applied it to a sample of the Iraqi public. The results showed that the prevailing mental image toward the Integrity Commission was negative, as the majority of respondents saw that the Commission is affected by political and partisan pressures, and that its efforts in combating corruption are not at the required level. They also pointed to the weakness of the Commission's effectiveness in pursuing major corruption cases and communicating with citizens. The study emphasized that enhancing the Commission's independence and developing communication and public relations strategies would contribute to improving its image among the public and increasing trust in it.

2- Study of Hatim al-Shammari and Ibtihal Jasim (al-Shammari and Rashid, 2016):

The study aimed to describe the media treatment of corruption issues and present them to public opinion, in addition to determining the percentage of interest of those concerned with the media in addressing this issue from all aspects. The researcher relied on the inductive descriptive method based on observation through inferring and monitoring the concept of the phenomenon and the events and stances surrounding it and analyzing it in a practical analysis to come out with positive results useful for the research. The study reached several results, the most important of which is that the factors that led to the spread of corruption are political factors, in addition to the media playing a fundamental role in disseminating and spreading the fight against corruption.

3- Study of Falah Imran Yunus: (Yunus, 2023)

The study aimed to explain the government's policies and plans and highlight its achievements with the aim of building citizens' trust and stimulating interaction and cooperation with the government to achieve the interests of both parties.

The researcher used two methods to conduct the study. The first was analytical, as he analyzed the communicative activities of public relations on the Iraqi government's page during a certain period. The second was a survey of the public's opinions to find out the effect of the analysis results on their attitudes, and the sample included 450 individuals from various areas of Baghdad. The study found that "media activity was the most frequent and widespread on the page, at a rate of 47.67%, followed by marketing and advertising activity, in addition to a disparity in implementing government reforms, as political reforms took priority at a rate of 20.17%. The research showed that 44% of the participants confirmed that the time at which the government launched to implement the reforms was appropriate, and that social media was the main source of information about government reforms, ranking first with 371 frequencies.

2. Theoretical Framework

Second: The Factors Affecting the Formation of Public Attitudes toward Government Public Relations Methods regarding Corruption Issues

The Iraqi public is affected by many personal and social variables interacting together, and these effects differ according to the age stage. At the beginning of his life, he is affected by the family in which he lives, and at a later stage he begins to be affected by the friends and acquaintances he is close to. At another stage, the consumer is affected by the surrounding environment of customs, traditions, and social norms, in addition to his personal experiences and experiments (al-Amiri, 2007, p. 100). In this

framework, there are many factors that are invested to form a negative stance or attitude toward government public relations methods regarding corruption issues, which are:

a- Internal factors, including the following:

1- Motives and needs: These are internal factors within the public that differ from one individual to another, and individuals aim to satisfy these motives and needs. Motives are the driving force latent within individuals that pushes them to behave in a certain direction, and this force is generated because of psychological pressures from the internal and external environments, which create states of tension leading to attempts by individuals whose basic goal is to satisfy needs (Abd al-Hasan, 2016, p. 75).

2- Sex and age: Many attitudes are affected in their formation by the sex factor ((male, female)), and the reason is that they differ among men from females, in addition to that they differ at the same time in terms of age, as studies indicate that attitudes differ in childhood from adolescence and old age, since the individual's information in childhood is immature, and likewise in adolescence it is incomplete. In each stage of the individual's stages there is information specific to it that affects his formation of the attitude (Ramadan, 2019, p. 86).

3- Learning: Learning means the changes in the individual's behavior resulting from experience, and learning occurs through the interaction of leadership, stimulation, cues, responses, and reinforcement. (Hammoud and al-Rubaiawi, 2015, p. 161).

4- Imitation: The individual often tends to imitate some behaviors that he sees as gaining appreciation from the society in which he lives, and that their owners achieve success and superiority, which is what can be called imitation, which is the general socio-psychological process, and imitation is an instinctive tendency to do what others do (al-Mulla, 1993, p. 49).

Young people tend to imitate other personalities who possess attractiveness and good looks, and also famous personalities who are always distinguished by a style that charms others, whether in the style of speech, dress, or even movements. Therefore, we find that the young man seeks to associate himself with a personality that has interest and appreciation in society, either through the haircut or the fashions he wears, and also the phrases for which some famous personalities are known. Imitation comes as a result of many factors, including psychological ones represented in the attempt to be accepted by those around him, and the attempt to distinguish himself and attract attention. Therefore, the appearance of famous personalities in advertisements for products and goods can affect a large number of young people, and admiration for the famous personality can reach the point of acquiring the products they advertise or appear next to.

5- Personality: The degree of individuals' response to influences differs according to the nature and characteristics of each one's personality. Among the most important characteristics of the consumer's personality are adventure, responsibility, impulsiveness, selfishness, love of control, strength, weakness, sense of duty, and desire for cooperation. Therefore, understanding these characteristics and knowing the nature of most of the people who are distinguished by the same characteristics is important in terms of knowing what the consumer prefers and dislikes; for example, adventure lovers are the most ready to buy new products (al-Hasan, 2012, p. 213). In light of this point, the researcher believes that the consumer's personality is one of the most important factors that play a major role in forming attitudes toward celebrity advertisements on social media, as there may be personalities looking for renewal and modern models through the celebrities who advertise those products.

b- External factors: they include the following:

1- Culture: It is one of the basic determinants of the individual's desires and behavior. Culture can also be defined as "the integrated fabric of the distinctive characteristics of acquired behavior shared by a group of individuals." Thus, culture is an overlapping concept that affects the individual's reactions to the world around him (Salem, 2006, p. 52).

Advertising today is affected by the values and customs prevailing in society; for example, there are advertisements that may be acceptable in some societies, which may use some emotional relationships in clarifying the idea, while they are not acceptable in other societies because they view them as contrary to the customs, traditions, and norms prevailing in them (al-Amiri, 2007, p. 104).

2- Social classes: The concept of social classes is the division of members of society into groups of individuals, each group characterized by a certain position that is similar in characteristics, way of living, ideas, behaviors, and buying style, as individuals who belong to the same social class tend to consume similar goods and services. Even the market can be divided into classes depending on individuals' income, education, and place of residence, and as a result the society's classes can be divided into upper, middle, and lower (Salem, 2006, p. 53).

3- The family: It is considered one of the most important factors affecting the formation of the individual's attitudes, buying patterns, and way of living, as the parents play a main role in the socialization process, being the first institution in which the individual acquires his attitudes, and in turn the individual will follow the same pattern of consumption to which he has been accustomed for a long period of time, due to the parents' control over the factors that contribute to forming attitudes such as deprivation of games, gifts, smiles, and punishment (Ibrahim, 2017, p. 59). Therefore, the family exercises an important and fundamental role, especially in adolescence and beyond, as the family finds the style of its son and understands his psychological needs and desires that satisfy him and tries as much as possible to steer them in the direction that is consistent with the social and economic psychology of the family. The young person, from the childhood stage, observes the behavior of his parents and begins to form his attitudes toward them, but he may reach an age period, especially in adolescence, in which there is a differentiation between his attitudes and those of his parents (Huraydi, 2014, p. 104).

4- Reference groups: These groups, which consist of social and professional groups, supply individuals with personality characteristics and affect their opinions, beliefs, and aspirations. These groups differ in terms of their size and influence from one society to another, and these groups are followed by a large number of individuals who take them as a role model. (Husni, 2016, p. 66)

This is because consumers may adjust their attitudes so that they hold opinions close to the opinions of those they appreciate and love. Therefore, the use of celebrities in advertising can attract a large number of consumers toward the products that the celebrity advertises based on consumers being affected by the advertising personality (Bin Abd al-Muhsin, 2015, p. 227).

5- Opinion leaders: They are a group of individuals within the reference group who possess special skills or distinctive personal traits, and these individuals achieve social influence.

3. Field Framework:

Table No. (1): Shows the sex of the participants in the study sample

Sex	Frequency	Percentage	Rank
Male	60	60%	First
Female	40	40%	Second

The table above shows the participation of respondents according to the sex of the participants. It is clear that the number of males came in first place with a frequency of (60) and a percentage of (60%), and females came in second place with a frequency of (40) and a percentage of (40%). This shows that the researcher took into account the lack of disparity between the percentage of males and females in the sample to obtain results representative of the research community.

Table No. (2): Shows the extent to which sample members follow government public relations campaigns regarding corruption issues

Items	Frequency	Percentage	Rank
I follow them constantly	52	52%	First
I follow them sometimes	22	22%	Second
I follow them rarely	14	14%	Third
I do not follow them at all	12	12%	Fourth
Total	100	100%	

The table above shows the extent to which sample members follow public relations campaigns regarding corruption issues. The results of the table showed that the public who follow constantly came in first place with a frequency of (52) and a percentage of (52%), while the category "I follow them sometimes" came in second place with a frequency of (22) and a percentage of (22%), followed in third place by the category "I follow them rarely" with a frequency of (14) and a percentage of (14%), while the category "I do not follow them at all" came in fourth and last place with a frequency of (12) and a percentage of (12%).

This indicates a high and continuous communicative interest among the Iraqi street in following the corruption file and the official decisions related to it. This is explained in light of the "media dependency theory," as the Iraqi public resorts intensively and directly to official platforms and statements to obtain accurate and reliable information about major corruption cases and the recovery of plundered funds, given the great importance that this file represents in their daily lives and the stability of state institutions, especially after the negative experiences they were exposed to in previous years and the volume of funds seized by various figures in the state. As for the category "I follow the campaigns sometimes," this is explained by the behavior of the Iraqi public in that their following of the government's communicative messages is not regular but is linked to the heat of events and exceptional statements (such as the issuance of summons or arrest orders against high-level figures). The public here deals with the communicative discourse as a source of information only during crises, without having a fixed daily interest in following the anti-corruption campaigns published by the Iraqi government.

The category "I rarely follow them" is due to the accumulation of the Iraqi public's previous experiences with successive governments over the past years, as an accumulated frustration was generated among them from the absence of actual seriousness and tangible resolution of major

corruption files despite the numerous previous media campaigns. According to the "psychosocial adaptation theory," this blockage between the explicit government promises and the tangible field results led to weak motivation among the citizen to follow the official statements, and their prior conviction of the futility of this discourse that continues with every government newly assuming its tasks. As for the category "I do not follow them at all," which came in fourth and last place, this is explained by the fact that the public has a prior impression, as they see this type of message issued by government public relations as nothing more than "media propaganda or formal speeches," which drives them to completely abstain from following it.

Table No. (3): Shows the Iraqi public's trust and credibility in the government's communicative discourse in dealing with corruption issues

Items	Frequency	Percentage	Rank
I trust it to a high degree	58	58%	First
I trust it to a moderate degree	27	27%	Second
I do not trust it	15	15%	Third
Total	100	100%	

Table No. (3) shows the Iraqi public's trust and credibility in the government communicative discourse in dealing with corruption issues. The results of the table showed that the category "I trust it to a high degree" came in first place with a frequency of (58) and a percentage of (58%), while the category "I trust it to a moderate degree" came in second place with a frequency of (27) and a percentage of (27%), while the category "I do not trust it" came in third and last place with a frequency of (15) and a percentage of (15%).

The results of the table are explained by the existence of a high degree of trust toward the new government's moves in dealing with corruption files, especially since the government discourse has become clearer and more precise in presenting decisions, statistics on recovering funds, and announcing arrest orders, in addition to arresting a number of influential officials in the state, which generated among them a high conviction of the credibility of the media transparency currently followed in dealing with the corruption file.

As for the result of the second rank, which was "I trust it to a moderate degree," it is attributed to the fact that this public has begun to sense the existence of tangible media and field steps and achievements in combating corruption, but at the same time they see that the communicative discourse and government treatment need more continuity and the presentation of integrated tangible evidence for all files, and the avoidance of selectivity, which made their stance tend toward conditional or moderate trust, awaiting the final field results. As for the result of the third rank, it is explained by the existence of continuous doubt about these government procedures, which are merely formal treatments with the assumption of office by any new government.

Table No. (4): Shows the communication media most used to follow anti-corruption campaigns

Items	Frequency	Percentage	Rank
Social media sites (official)	64	64%	First
Satellite channels (talk shows, news bulletins, breaking news)	21	21%	Second
Public pages (unofficial)	15	15%	Third
Total	100	100%	

Table No. (4) shows the communication media most used to follow anti-corruption campaigns. The results of the table showed that the category "Social media sites (official)" came in first place with a frequency of (64) and a percentage of (64%), while the category "Satellite channels (talk shows, news bulletins, breaking news)" came in second place with a frequency of (21) and a percentage of (21%), while the category "Public pages (unofficial)" came in third and last place with a frequency of (15) and a percentage of (15%). This result is explained scientifically in light of the "Media Dependency Theory," as the Iraqi public prefers to obtain the information, official data, arrest orders, arrest scenes carried out by state agencies, and figures on recovering funds issued by the public relations and media departments (such as the Integrity Commission and the media office of the prime minister) from their direct primary source, due to the speed of publication and the avoidance of distortion or editorial mediation. This lead is also clearly attributed to the huge numerical density of the Iraqi public present on social media platforms, as the communication indicators indicate that digital networks (such as Facebook, Telegram, and the X platform) have become the primary medium for the Iraqi street of its various age and cultural categories, which made the official platforms of government institutions the closest, most widespread, and easiest outlet to reach the public and provide them with official data in record times compared to other traditional media such as radio, television, and newspapers (al-Shaykhli, 2023, p. 45).

As for the second rank, it is explained by the continued weight of traditional media as a tool for "framing and analyzing corruption issues." This result is attributed to the fact that this Iraqi public also relies on satellite channels to follow television talk shows and news investigations that provide a deep analysis of what is behind the brief government statements, and allow hosting specialists and experts to discuss the dimensions of those campaigns and their field effects.

As for the category of unofficial pages obtaining (15) frequencies, the researcher believes that a part of the Iraqi public wishes to search for "the alternative narrative or unfiltered information." This is explained in light of the sediments and experiences of past years among some sample members, as they tend to follow content creators, independent news pages, and digital leaks to verify the extent to which the official government data matches the field reality, or to know the unframed popular reactions about the resolution of those files.

Table No. (5): Shows the most prominent government communication methods that weaken the sample members' trust in following anti-corruption campaigns and interacting with them

Items	Frequency	Percentage	Rank
Selectivity and vagueness in presentation	8	8%	Fourth
The consumerist news character	6	6%	Fifth
Delay in clarification and interaction during campaigns	3	3%	Eighth
Concealing the names of major involved parties	34	34%	First
Using dry language that lacks visual methods	2	2%	Ninth
Absence of centralization in presenting campaign results	5	5%	Sixth
Exaggeration in presenting campaign results	11	11%	Third
Ignoring complaints and reports submitted through the platforms	4	4%	Seventh
Announcing the start of the campaign without final results	27	27%	Second
Total	100	100%	

Table No. (5) shows the reasons and communication methods that weaken the sample members' trust and drive them to abstain from following the government's communicative discourse regarding corruption issues. The results of the table showed that the category "Concealing the names of major involved parties" came in first place with a frequency of (34) and a percentage of (34%), while the category "Announcing the start of the campaign without final results" came in second place with a frequency of (27) and a percentage of (27%), followed in third place by the category "Exaggeration in presenting campaign results" with a frequency of (11) and a percentage of (11%), and the category "Selectivity and vagueness in presentation" came in fourth place with a frequency of (8) and a percentage of (8%).

Meanwhile, the category "The consumerist news character" came in fifth place with a frequency of (6) and a percentage of (6%), followed by the category "Absence of centralization in presenting campaign results" in sixth place with a frequency of (5) and a percentage of (5%), then the category "Ignoring complaints and reports submitted through the platforms" in seventh place with a frequency of (4) and a percentage of (4%). The category "Delay in clarification and interaction during campaigns" came in eighth place with a frequency of (3) and a percentage of (3%), while the category "Using dry language that lacks visual methods" came in ninth and last place with a frequency of (2) and a percentage of (2%). The absence of comprehensive disclosure is considered the main reason for the decline of the Iraqi street's trust. This result matches the "communicative transparency theory," as the concept of credibility for the citizen is linked to boldness in announcing the full facts, and the practice of secrecy or contenting oneself with symbols and initials of the names of major involved parties leads to creating an impression among the public that the communicative discourse practices "cautious misleading" or is subject to political settlements, which causes the government campaign to lose its oversight value. The results also explain the sharp negative attitude of the Iraqi public toward policies of hesitation and communicative interruption, as the public is affected by the intensive announcements and campaigns of corruption campaigns, the formation of committees, the opening of files, and arrest initiatives, then subsequent silence without revealing the final judicial decisions against the accused, which generates among the public the impression that the campaign is merely a temporary media phenomenon. The results also explain that the Iraqi public by nature does not wish to feel that there are communication circles and channels affiliated with the government that practice a large media show around functional procedures, which generates a reverse reaction that raises the levels of prior doubt toward the figures and data issued.

Also, the Iraqi public's feeling that there is a communicative focus on specific sectors or institutions and not others leads them to the conclusion, namely the existence of an imbalance in the media coverage of corruption issues, which is reflected negatively on the street's evaluation of communicative objectivity and neutrality.

Meanwhile, the multiplicity of official outlets and sources authorized to speak about the same file (among ministries and oversight bodies) leads to a conflict of official narratives and weak coordination of the unified discourse.

Table No. (6): Shows the opinion of the study sample on government public relations methods regarding corruption issues

Items	Agree		Neutral		Disagree	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
The campaigns rely on a visual presentation without the existence of real field weight	19	19%	32	32%	49	49%
The campaigns and media messages are employed to pressure opponents or settle scores	41	41%	37	37%	22	22%
The media messages reflect the government's will for transparency and disclosure	71	71%	17	17%	12	12%
The media campaigns are used to calm public opinion	32	32%	51	51%	17	17%
The campaigns focus on junior employees and ignore the major levels of corruption	21	21%	23	23%	56	56%
The media messages are formulated to meet international demands to hold the corrupt accountable	19	19%	54	54%	47	47%
Anti-corruption campaigns bring the relationship between the government and the people closer	73	73%	12	12%	15	15%

Table No. (6) shows the attitudes of the study sample members and their opinion on government public relations methods and Iraqi government media messages directed toward corruption issues. The results showed a clear disparity in the percentages of agreement, neutrality, and rejection for each of the items specified in the scale.

The first item: "The campaigns rely on a visual presentation without the existence of real field weight"
Item results: (Agree: 19% | Neutral: 32% | Disagree: 49%)

Scientific interpretation:

Category (Disagree - 49%): formed the largest percentage by a large margin, as about half of the sample members see that the official communication campaigns are not merely showy scenes, but have become supported by real field achievements and results (such as figures on recovering plundered funds and arresting the accused).

Category (Neutral - 32%): reflects the existence of a wide segment that suffers from a state of cognitive uncertainty and awaits the completion of these campaigns' results to judge their field weight definitively.

Category (Agree - 19%): represents the smallest percentage of respondents who view the media discourse with skepticism and see in it a formal, cosmetic dimension that precedes the real effect.

The second item: "The campaigns and media messages are employed to pressure opponents or settle scores"

Item results: (Agree: 41% | Neutral: 37% | Disagree: 22%)

Scientific interpretation:

Category (Agree - 41%): led this item, as a large percentage of the sample has the impression that the timing and circumstances of launching some official messages and media campaigns are linked to power struggles between political blocs and parties, which makes the media a tool of soft pressure.

Category (Neutral - 37%): a very high percentage that shows caution and vagueness, as most of the public find it difficult to separate the pure political intentions from the professional procedures of the oversight institutions.

Category (Disagree - 22%): represents the segment convinced of the professionalism and independence of the government institutions and their isolation of the communicative message from the tensions of the political scene.

The third item: "The media messages reflect the government's will for transparency and disclosure"

Item results: (Agree: 71% | Neutral: 17% | Disagree: 12%)

Scientific interpretation:

Category (Agree - 71%): obtained sweeping agreement exceeding two-thirds of the sample, as the Iraqi public senses a fundamental change in the communicative style of the government and the Integrity Commission through publishing instant statements framed with detailed statistics via documented platforms, which generated a feeling of will and transparent disclosure.

Categories (Neutral - 17% / Disagree - 12%): represent the remaining low percentages that see that this transparency is still tainted with some vagueness and does not rise to full disclosure in all files.

4. The fourth item: "The media campaigns are used to calm public opinion"

Item results: (Agree: 32% | Neutral: 51% | Disagree: 17%)

Scientific interpretation:

Category (Neutral - 51%): obtained the absolute majority (more than half of the sample), as most of the public see that the media messages may carry both goals together (informing people of achievements + absorbing the anger of the street and venting crises), which drove them to take a neutral and non-definitive stance.

Category (Agree - 32%): indicates that about a third of the respondents see that the Iraqi government discourse aims to contain the street when major public-opinion corruption issues emerge.

Category (Disagree - 17%): view the campaigns as a routine communicative and institutional duty and not as merely a tool for absorbing and venting crises.

5. The fifth item: "The campaigns focus on junior employees and ignore the major levels of corruption"

Item results: (Agree: 21% | Neutral: 23% | Disagree: 56%)

Scientific interpretation:

Category (Disagree - 56%): recorded the highest percentage by a large margin, which is a positive result, as the public noticed through the Integrity Commission's statements and recent official conferences that the media messages included announcements of summons and arrest orders against officials of special grades and former ministers, which dropped the traditional impression of targeting only junior employees.

Categories (Neutral - 23% / Agree - 21%): represent the remaining percentage that still sets stricter conditions for disclosure and sees the necessity of exposing the major corrupt without exception to completely change their conviction.

6. The sixth item: "The media messages are formulated to meet international demands to hold the corrupt accountable"

Item results: (Agree: 19% | Neutral: 54% | Disagree: 47%)

Scientific interpretation:

Category (Neutral - 54%): led the responses, attributed to the absence of direct communicative evidence for the Iraqi street about whether these campaigns result from "external agendas and pressures or an internal national motive," which made the majority stand in the area of cognitive neutrality.

Category (Disagree - 47% / frequency 47): expresses a wide conviction that the communicative discourse represents a response to internal popular and national pressing demands and not merely messages directed abroad.

Category (Agree - 19%): the smallest segment that believes in the existence of a link between the government communicative discourse and the requirements of international institutions.

7. The seventh item: "Anti-corruption campaigns bring the relationship between the government and the people closer"

Item results: (Agree: 73% | Neutral: 12% | Disagree: 15%)

Scientific interpretation:

Category (Agree - 73%): recorded the highest positive agreement percentage in the entire table (73%), and is considered the most important outcome in the scale. The majority of respondents see that disclosure and the employment of modern public relations methods in corruption issues clearly contribute to bridging the historical gap between authority and the citizen.

Categories (Disagree - 15% / Neutral - 12%): indicate a limited and skeptical segment that sees that the gap is deep and cannot be bridged by merely media campaigns unless accompanied by radical changes in the living and service reality.

4. Results of the Study:

1. The results showed the superiority of (official) social media platforms in first place with a percentage of (64%) as the most prominent communication medium relied upon by the Iraqi public to follow anti-corruption campaigns.

2. The results showed that anti-corruption campaigns bring the relationship between the government and the people closer at a rate of (73%).

3. The results of the study showed that the Iraqi public trusts government public relations campaigns and methods regarding corruption issues to a high degree at a percentage of 58%, and trusts them to a moderate degree at a percentage of (27%), while it does not trust them at a percentage of (15%).

4. The results showed that the Iraqi public always follows anti-corruption campaigns at a percentage of 52%, while it follows them sometimes at a percentage of (22%), and rarely follows them at a percentage of (14%).

5. The results revealed that the Iraqi public sees the concealment of the names of those involved in corruption cases as among the most prominent issues that weaken their trust in following anti-corruption campaigns at a percentage of (34%), while the public sees that announcing the start of the

campaign without presenting final results also weakens their trust at a rate of (27%), while exaggeration in presenting campaign results weakens their trust at a rate of (11%).

6. The results of the study showed that the public disagrees at a rate of (49%) that government public relations methods regarding corruption issues rely on campaigns of visual presentation without the existence of real field weight.

7. The results of the study showed that the public agrees at a rate of (41%) that government public relations methods regarding corruption issues employ campaigns and media messages to pressure opponents or settle scores.

8. The results of the study clarified that the public agrees at a rate of (73%) that anti-corruption campaigns bring the viewpoints of the people and the government closer.

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