

Received: May 2023 Accepted: June 2023
DOI: <https://doi.org/10.58262/ks.v11i3.053>

The Press Interview in the Iraqi Press: An Analytical Field Study of the Interview in Al-Zawraa and Al-Mada Newspapers for the Period from 1/5/2023 to 1/8/2023

Nihad Salem Habib Al-Husseini¹, Al-Kemawee Jaafar Abd Al Hussain Kadhimi², Zuhair Assim AbdulKareem Alzerkani³

Abstract

This study examines the art of the press interview in the Iraqi press, and in light of the importance of this study, the researcher identified the problem of the study by asking the general question: What is the reason for the decline of the art of the press interview in the Iraqi press? The aim of the research is to identify the most important contents that the press interview deliberates in the Iraqi newspapers, as well as to explain the reasons that lead to the deterioration of the art of the press interview in the Iraqi press. The researcher used a questionnaire that he distributed among the respondents who conduct press interviews to reveal the extent of interest of journalists in the art of the press interview. The study reached a number of results, including:

- 1- The press interview in Al-Zawraa and Al-Mada newspapers relies heavily on the traditional method (question and answer) in practice and in formulating the press interview.
- 2- The press editor is the one who selects the person to be interviewed
- 3- The writers of the press interview tended to focus on the political aspects at the expense of other topics
- 4- The absence of a journalist specialized in the field of editing and writing press interviews in the two mentioned newspapers

Introduction

The art of the interview is one of the journalistic arts that play a prominent role in media, interpretation, explanation, and highlighting points of view in all fields, whether media, intellectual, literary, sports, economic, and others.

The interview occupies an important place that is no less than that of the news, the article, the investigation, the report, and the rest of the other journalistic arts. The receiver is connected to decision-makers, people of knowledge, thought and fame, and through it, individuals get to know the decision-makers

Press interviews require intelligence, patience, empathy, perseverance, and quick wit. In order for a journalist to become a good writer, he must learn how to conduct a successful press interview. The personality with whom the interview or meeting is conducted is of importance and status in society, regardless of whether the hosted personality is technical, security, sports, or economic.

¹ University of Babylon / Center for Civilization and Historical Studies. Email: art.nihad.salem@uobabylon.edu.iq

² University of Babylon - College of Arts. Email: art.jaafar.abdalhussain@uobabylon.edu.iq

³ University of Babylon - College of Arts. Email: art.zuhair.assim@uobabylon.edu.iq

On the other hand, dealing with the art of the press interview has another importance, which is the performance of this art for most of the functions of other journalistic arts, and in developed countries, the one who conducts the press interview is a famous journalist, and the press interview occupied a large space in international newspapers

The art of the press interview occupies an important place in the Iraqi press. The interview flourished for a long period of time and occupied important positions among the journalistic arts in the Iraqi press. It dealt with various human, scientific, sports, cultural and other fields and disciplines. Methods of editing or dealing with topics and the extent of interest in it by press institutions, as well as shedding light on the editors of the press interview will contribute to the development of a solid journalistic base that contributes to the supply of scientific libraries and helps journalists in their field work

First: The Research Problem and its Questions

The problem of the research is the instability and stability of this journalistic art in the Iraqi press, as well as the failure to deal with it in a clear and continuous professional manner, which led to the absence of the identity of the art of the press interview in the Iraqi newspapers.

The research problem can be formulated by asking the following main question: What is the reason for the decline of the art of interviewing in the Iraqi press?

The Following Questions Vary from this Question

1. What are the methods of editing the art of the press interview?
2. What are the main characteristics of the art of the press interview?
3. What are the most prominent contents of the press interview in the Iraqi press?
4. To what extent do Iraqi newspapers rely on the art of the press interview in their media coverage?

Second: The Importance of Research

The importance of the research lies in shedding light on the art of the press interview, as it is one of the prominent journalistic arts. As well as standing on the nature of this art in the Iraqi newspapers

Addressing the concept of the art of the press interview through an analytical field study can lead to generalizable results and thus contribute to crystallizing an objective perception about the art of the press interview in Al-Zawraa and Al-Mada newspapers.

Third: Research Objectives

The researcher seeks to achieve the following goals:

- 1- Identify the main characteristics of the art of the press interview
- 2- Disclosing the methods and methods of editing the art of the press interview
- 3- Statement of the reasons that lead to the deterioration of the art of the press interview in the Iraqi press
- 4- Standing up on the most important contents that the press interview deliberates in the Iraqi newspapers
- 5- To know the extent to which Iraqi newspapers rely on the art of the press interview in their press coverage

Fourth: Research Hypotheses

What is meant by hypothesis in scientific research (a speculative statement about the relationship between two or more variables, and hypotheses are written sentences that link

variables in general or in particular with other variables) (). The hypothesis is a guess or a conclusion that the researcher formulates and adopts temporarily to explain some of the phenomena and facts he observes. The hypotheses are divided into two types: research and statistical hypotheses. The researcher has adopted the following hypotheses:

- 1- The press interview has a role in the press coverage carried out by Iraqi newspapers
- 2- The press interview occupies a large space in the Iraqi newspapers
- 3- The art of the press interview deals with all media topics
- 4- The press interview is one of the most used journalistic arts for media handling
- 5- The adoption of press institutions on the presence of a staff specialized in writing press interviews

Fifth: The Type of Research and its Methodology

This research falls within the descriptive research according to its type, as this research is concerned with describing the phenomenon or topic through an organized scientific effort that includes collecting sufficient data on the topic or phenomenon during a specific time period and a specific spatial context.

The research relied on the survey methodology, as this method is one of the most important and most common methods used in media studies, especially in exploratory and descriptive research.

The survey method is classified according to its objective into two main types:

A _ Descriptive survey: It aims to describe and document current conditions or trends, i.e. it explains what is already in place at the present moment, such as the periodic survey that a television station conducts on its audience to determine their program preferences, and the extent of change in their values, tastes and lifestyles.

B _ Analytical Survey: It aims to describe and explain the causes of the current situation, and in this approach the relationship between two or more variables is studied to identify the nature of the relationship between them, and the answer is useful in answering research questions and testing its hypotheses, then deducing explanations for those relationships, for example: the survey conducted by the owners A television station on the market to determine the impact of viewers' lifestyles on their viewing patterns and exposure.

Sixth: Data Collection Tools

They are the means that the researcher relies on in collecting data and information, as the choice of tools and means includes the nature of the study or research, as well as the purpose of the study. In obtaining information, the researcher used the following tools:

Questionnaire Form: a means of collecting scientific material in studies that require identifying the opinions, attitudes, and attitudes of a group of people (they may be public opinion as a whole, or a group of society, students, employees, teachers, housewives, etc.)

The researcher found, through his study of the art of the press interview, that it is necessary to define the vision of the writers and editors of the press interview from Iraqi journalists, its components and problems, as well as diagnosing the nature of those who edit the press interviews and the most prominent problems they face.

According to the above definitions, the researcher used the questionnaire in the research tagged (the press interview in the Iraqi press: an analytical field study of the interview in Al-Zawraa and Al-Mada newspapers for the period from 1/5/2023 to 1/8/2023)

For the purpose of the study, the researcher organized the paper questionnaire, which is a tool for collecting information and data from the respondents, which expresses their response to the questions contained in the questionnaire. The researcher used this questionnaire in order to identify and take the opinions of the respondents about the questions contained therein.

Seventh: The Research Community and the Sample

A. Research Community: The research community is defined as all the vocabulary or units of the phenomenon or the subject of the study, whether the community is composed of weights, individuals, commodities, or farms in a specific area ().

And we can define the community in this research in the Iraqi press, and because the research community is large, a sample must be taken that represents it honestly so that the results can be generalized.

B. Research Sample: In this regard, the researcher identified the two newspapers, Al-Zawraa and Al-Mada, as a community for his research, and chose from this community, in a random manner, a sample representing the Iraqi press.

The researcher found that the appropriate sample size is (21) individuals, and to obtain the forms, the researcher sought the help of a group of friends in order to distribute the questionnaire and collect it from the respondents.

Eighth: Research Areas

- 1. The Spatial Field:** The researcher took a spatial field from the Iraqi press
- 2. Temporal Field:** The temporal field is determined by the questionnaire preparation period, which began in the fifth month of the year 2023 and ended in the eighth month of the same year.
- 3. The Human Field:** we mean by it the writers of press interviews who were subject to the study, and care has been taken to ensure that the researched sample of journalists are the writers of press interviews in Al-Zawraa and Al-Mada newspapers

Ninth: Terms Related to the Search

A- Al-Zawraa

It is the first official newspaper published in Iraq. It was founded by the Ottoman governor, Midhat Pasha, in 1869. Midhat Pasha brought to it a printing press from Paris called the Wilayah Press.

This newspaper was published in the Arabic and Turkish languages, in medium size, with eight pages. Later, it started publishing four pages, two in Arabic and two in Turkish, and its size ranged in centimeters. It was published once a week. It was stated in its issue 1218 that it is an official weekly newspaper specialized in the state of Baghdad, and it is a general political daily newspaper now published by the Iraqi Journalists Syndicate, Chairman of the Board of Directors (Moayad Al-Lami <https://alzawraapaper.com/content.php?ctgryid=3>)

B- Al-Mada Newspaper

An Iraqi newspaper issued with a distinctive artistic design and two colored pages (the first and the last). It is a daily newspaper that mainly deals with the Iraqi issue through its political, economic and social changes. It also deals with the events of the region and the world within a professional media perspective that mixes experience and the will for innovation in media work.

(Al-Mada) receives the attention and follow-up of elite decision makers in the political, economic, cultural and academic fields. The newspaper publishes distinguished supplements, most notably (Iraqis, Iraqi Memory, Manarat) in addition to the monthly cultural newspaper (Tatto), which is distributed free of charge with Al-Mada newspaper.

A number of the most prominent Iraqi media professionals and intellectuals work in editing the newspaper, and a number of other well-known Iraqi and Arab writers participate in writing for the newspaper.

Al-Mada newspaper was launched on 5/8/2003, and it carried with it all that is new in terms of political, economic, sports and even cultural news, and it contributed to transmitting the true and sure news about everything that is going on in the local, Arab and international arena. Since its establishment, it has been interested in publishing news and events from accurate and confirmed sources. Both local, Arab and international, which made it at the forefront of independent newspapers that are concerned with the citizen and the official alike. <https://almadapaper.net/index.php>

The Second Topic: The Press Interview, its Definition, Types, and Functions

First: Definition of a Press Interview

The art of the interview (press talk) is one of the brightest journalistic arts at the present time, and one of the most attractive to the reader. This is because it requires a great deal of skill on the part of the interviewer

Given the importance of the art of the press interview, its definitions have multiplied and many writers, researchers, authors, and specialists in the field of journalism and media dealt with it.

The interview was defined as: (an art based on a dialogue between a journalist and a personality, a dialogue aimed at obtaining new news and information, explaining a specific point of view, or depicting strange, funny, or entertaining aspects in the life of this character).

Salah Abdel Hamid defines a press interview as: (the meeting that takes place between a journalist and a specific personality for the purpose of obtaining new information (talk of news and facts) or to know a point of view (talk of opinion) or deals with entertaining and funny aspects in the life of that character (talk of enjoyment).

As for (Stein), he defines the press interview as: (the editor's main tool that he uses in order to obtain information. In most types of stories, the newsman has to talk to a person or more than one person, either directly or through another medium.

Second: Types of Press Interview

Due to the multiplicity of objectives of the press interview and the diversity of its functions and topics, specialists have divided the press interview into several types, including: ()

- a. Modern information and news
- B. opinion talk
- C. Personal conversations
- D. University conversations
- E. Presentation of introductions and results
- F. Modern specialized quality university
- G. The one question
- H. Modern events and celebrations
- I. Symposium talk

Third: The Functions and Objectives of the Press Interview

The interview in the Iraqi press performs many functions and tasks, which make it an art of great importance in the Iraqi press, and among these functions: ()

1. The press interview performs the function of informing, explaining, interpreting, educating and educating
 2. It helps in the development of society and encourages social ties. It also provides entertainment and enjoyment, helps in marketing and advertising, and thus achieves financial gain.
 - 3- It acquaints the reader or recipient with prominent personalities in society or leaders and leaders
 - 4- Detecting a person who has an important role in creating an event or a group of incidents, and individuals want to get to know her
 5. Shedding light on the most important current events in society by hosting decision makers.
- The interview also performs other functions, including:

A - It is the most important tool for newspapers to present a news story.

B - It is one of the most successful means that can provide information and details on any topic.

The newspaper wants to cover it.

C - The interview gives the reader an integrated picture of a specific issue and helps draw a clear picture that the newspaper wants to form.

D- Disclosure of a personality that has an important role in creating an event or a group of accidents and that individuals would like to know

The Third Topic: The Interview in the Iraqi Press

First: Interview Editors

The interview editor is distinguished by professional and other specifications that depend on the journalist's competency, which in turn determines the level of his ability in his journalistic work. The interview editor is a journalist whose work is not limited to editing or conducting press interviews only, but they also practice other types of journalistic arts.

1. Academic achievement

Table No. (1): Shows the Educational Attainment of the Respondents.

Academic achievement	The number	Percentage
Bachelor's degree	16	76.2%
Master's degree	3	14.3%
Diploma	2	9.52%
Doctorate	0	-
Primary	0	-
Intermediate	0	-
Preparatory	0	-
Total	21	100%

Table No. (1) above revealed that the majority of the study sample, amounting to (21) interview editors in the Iraqi press, are holders of postgraduate degrees, as (16) writers of them, with a percentage of (76.2%), are holders of a bachelor's degree, and (3)) of them (14.3%) are holders

of a master's degree, and (2) of them (52.9%) are holders of a diploma, while no editor appeared who held elementary, middle and preparatory certificates, and it is clear from the table above The largest percentage of interview writers in the Iraqi press are holders of a bachelor's degree

2. The Job Title of the Press Interview Writer

Table No. (2): Shows the Job Title of the Interview Editors.

Job title	The number	Percentage
editor	10	47.62%
Secretary edit	5	23.82%
Editor in Chief	2	9.52%
Editorial manager	2	9.52%
Senior editor	2	9.52%
Total	21	100%

Table No. (2) above shows that the press editor is the one who conducts the process of conducting press interviews, and according to the above table, the number of those who occupy a press editor is (10) among the respondents, with a rate of (62.47%), while the number of those who obtained the title of editorial secretary reached (5) writers, with a percentage of (23.82%). Female writers obtained the title of editor-in-chief, with a percentage of (52.9%) of the sample, and two writers obtained the title of managing editor, with a percentage of (52.9%). %) on the title of senior editor, and the number of those who obtained the title of press editor ranked first in relation to the rest of the press and job titles, which indicates that the press editor is the one who conducts the press interview process

3. The Areas Preferred by the Writers of the Press Interview in the Iraqi Press

Table No. (3): Shows the Fields Preferred by the Journalist in Conducting Interviews.

Preferred fields	The number	Percentage
Politics	7	33.33%
Social	4	19.5%
Economic	3	14.3%
cultural	3	14.3%
sports	2	9.52%
artistic	1	4.77%
intellectual	1	4.77%
Total	21	100%

Table No. (3) above shows that (7) writers, at a rate of (33.33%), prefer conducting political interviews over other fields. Social interviews came in second place, with (4) writers, at a rate of (19.5%), while (19.5%) chose (6) writers among them, with a percentage of (6.28%), prefer writing on economic and cultural topics, distributed equally. They want to write about economic and cultural topics, and the sports interviews came in fourth place. Two writers, two of them, with a percentage of (52.9) confirmed that they want to write in sports fields, and the rest were distributed In the technical and intellectual fields in the last ranks

Second: Preparing for the Press Interview in the Iraqi Press

Good preparation is required for the success of the press interview, and there are many steps that help in the success of the press interview

1. Choose the Character of the Speaker

Table No. (4): Shows the Process of Selecting the Journalist for the Character.

Character Selection Decision	The number	Percentage
by individual decision	8	38.1%
according to current conditions	7	33.33%
In consultation with the administrator	4	19.5%
By decision of the editorial board	2	9.52%
Total	21	100%

Table No. (4) above shows that (8) writers of the press interview, with a percentage of (38.1%), confirmed that the press editor is the one who chooses the appropriate person to conduct the press interview with, by his individual decision, while (7) writers, with a percentage of (33, 33% of them believe that the process of selecting the subject of the interview takes place in response to the immediate circumstances that require it to be conducted, while (4) writers and (19.5%) confirmed that they believe that the selection of the press editor for the appropriate personality takes place in consultation with his direct supervisor, meaning that the process of selecting Personality takes place between the press editor and his direct supervisor, so that the appropriate personality is determined for conducting a successful interview. It was also found that two (9.52%) writers indicated that the process of selecting the appropriate personality takes place by a decision of the press editorial board in the newspaper, and thus the press editor occupies The first place in the decision to conduct a press interview

2. The Press Editor Obtains Information About the Person to be Interviewed

Table No. (5): Shows How the Press Editor Obtains Information About the Person he Interviews.

How to get information	The number	Percentage
Information section	10	47.61%
personal friends	7	33.33%
Books authored by the character	4	19.5%
Total	21	100%

It is clear from the data of Table No. 5 above that (10) writers (61.47%) believe that they get information about the person they intend to meet from the information section of the newspaper, as there is a file for each of the prominent personalities and for each of the important topics, as it turned out From the above table, (7) writers, at a rate of (34, 33%), get their information that pertains to the character speaking through the friends and acquaintances of that character, while we find (4) writers from the sample researched, with a rate of (5, 19%), that they get information that pertains to The personality is through the books composed by the personality. We conclude from this that the largest percentage of interview writers in Iraqi newspapers get their information about the person they intend to interview from the information section of the newspaper, as the majority of press institutions maintain a special section in the archive that contains important information and data about personalities and topics. salient

Third: Methods of Conducting Press Interviews in the Press

The personal contact between the journalist and the person to be interviewed is not the only way to conduct the press interview. The press editor may indirectly contact the speaking personality, or by phone or by messaging and other methods.

1. The Most Effective Methods of Conducting Press Interviews

Table No. (6): Shows the Most Effective Methods of Conducting a Press Interview

Methods of conducting the interview	The number	Percentage
direct connection	20	95.23%
talking on the phone	1	4.77%
Indirect connection	0	-
Total	21	100%

It is clear from the data of Table No. (6) above that (20) writers, at a rate of (95.23%) of the total members of the research sample, conduct the press interview process through direct personal contact. This high percentage indicates that the majority of interview editors in the Iraqi press prefer The personal interview method because of this method's importance in preparing a sufficient number of information and data that the personality declares, as well as building a strong and solid relationship and consolidating it between the journalist editor and the speaking personality through direct confrontation between them and the presence of a kind of familiarity and understanding in this method, while one writer Only (4.77%) of them prefer the process of conducting a press interview by phone, which is a very small percentage. Thus, the process of direct personal contact occupies the first place

2. The Impact of Personal Relationships on Publishing or Delaying Press Material

The personal relations between the press editor and his supervisor have a great impact on the publication of the press interview, the extent of its suitability for publication, and its preference over other journalistic arts.

Table No. (7): Shows the Impact of Personal Relationships on the Publishing Process.

Do personal relationships affect the publishing process?	The number	percentage
Yes	9	42.86%
sometimes	7	33.33%
No	5	23.81%
Total	21	100%

Table No. () above shows the extent of the influence of personal relationships on the process of publishing the press interview, as (9) writers, or (42.86%) of the research sample, confirmed that personal relationships greatly affect the publication of the press material, so the more the interview editor has a strong relationship With the editor-in-chief or his deputy, his journalistic material will find its way to confirmed publication, while (7) writers (33.33%) of the research sample explained that personal relationships sometimes affect the validity of publishing the journalistic material and submitting it to other journalistic materials, while (5) writers of them (81.23%) answered that personal relationships do not always affect the process of publishing press material and presenting it to many other press interviews.

Results

1. The press interview in Al-Zawraa and Al-Mada newspapers relies mainly on the traditional method (question and answer) in practice and in formulating the press interview.
2. The press editor is the one who chooses the person to be interviewed
3. The tendency of the writers of the press interview to focus on the political aspects at the expense of other topics
4. The press interview in the two newspapers can be considered of the objective type, as the goal of informing, directing and advising dominated the goal of entertainment or propaganda.
5. Most of the editors of the press interview are the ones who write interviews and ask questions from specializations and branches other than journalism and media.
6. Personal relationships influence the publication of press interviews and give preference to many other important press materials
7. The largest percentage of interview writers in the Iraqi press are holders of a bachelor's degree
8. The press interview was not fixed on one space in the two newspapers, as it was found to be different from one interview to another according to the content of the interview.
9. The absence of a journalist specialized in the field of editing and writing press interviews in the two mentioned newspapers

Recommendations

Through the findings of this study regarding the general characteristics of the art of the press interview in the newspapers Al-Zawra and Al-Mada, the researcher proposes a number of recommendations that he deems necessary for this art of journalism, including:

1. The newspaper should establish for itself a consistent editorial policy that takes into account the technical aspects of the art of the press interview, separating it from other journalistic arts, and establishing a balance between its topics, types and functions.
2. That newspapers rely on specialization in writing press interviews by preparing the press staff specialized in each field
3. Training and qualifying the working press staff through continuing education programs that can be organized in cooperation with academic and specialized institutions.
4. Providing technical facilities and allocating financial allocations to secure better conditions for the work of the interview writer
5. The newspaper should give the press interview enough space to cover the topic and specify a fixed place for it that does not change so that the reader can easily find it, in addition to what this stability gives of an output feature to the newspaper.
6. Opening a specialized department for the press interview book in all Iraqi press institutions that deals with all issues and developments related to the art of the press interview.
7. The media and press departments must meet the press institutions' need for press staffing to fill the shortfall in the poor practice of journalists in those press institutions.

Sources

- 1- Muhammad Abd al-Aal al-Nuaimi and others, *Scientific Research Methods and Methods*, Amman, Al-Warraaq Foundation, 2015

- 2- Mahmoud Hassan Ismail, Media Research Methods, Cairo, Dar Al-Fikr Al-Arabi, 2011
 - 3- Barakat Abdel Aziz, Media Research Methods, Cairo, Dar Al-Kitab Al-Hadith, 2015
 - 4- Saad Salman Al-Mashhadani, Scientific Research Methods, Al-Ain, University Book House, 2017
 - 5- Farouk Abu Zaid, The Art of Journalistic Writing, Jeddah, Dar Al-Shorouk, 1983
 - 6- Salah Abdel Hamid, The Art of Journalistic Editing, Cairo, Thebes Foundation, 2013
 - 7- Issa Mahmoud Al-Hassan, interview and journalistic investigation, Amman, Dar Zahran, 2011
- Steinem. L: Reporting today (Corner Stonily Briary), New York, 1971, p.4

Websites

<https://alzwraapaper.com/content.php?ctgryid=3>
<https://alwadapaper.net/index.php>