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Youth's reliance on satellite channels to raise awareness of climate change in Iraq: A field study

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Abstract

Satellite channels' websites play their role in caring for environmental activities and raising awareness of climate change, which is one of the biggest environmental challenges facing Iraq at the present time, which requires activating the media in raising awareness, due to its impact on raising awareness of many natural phenomena such as the unprecedented rise in temperatures, the decline in water levels in rivers, and the increase in desertification that threatens agricultural lands and natural resources; From this standpoint, the environmental role of satellite channels' websites is essential in raising awareness in Iraqi society about the effects of climate change and the importance of dealing with these challenges seriously. The contents of environmental satellite channels' websites are an important means of transferring knowledge and information related to climate change. Through their various contents, whether visual films or talk shows, journalists and environmental activists are able to provide accurate and simplified information about the environmental changes witnessed by Iraq and the world through satellite channels' websites. In this context, the websites play a triple role: (educating youth, pressuring decision-makers, and stimulating community action) in Iraq, and there are many satellite channels' websites that have addressed climate change issues, but the impact of these sites is still somewhat limited. This research deals with the relationship between youth reliance on satellite channels' websites and awareness of the effects of climate change, and identifying the depth of the media in addressing these climate phenomena such as drought, soil degradation and flash floods. These phenomena have direct impacts on food, agricultural and health security of the population. The research is one of the descriptive studies that rely on the field survey method using a youth questionnaire by highlighting the respondents' answers regarding climate change.

The research reached results from us that the media enhances awareness and increases people's understanding of the challenges of climate change and the importance of the media in implementing the directives related to the necessity of rationalizing water use, directing youth towards the use of renewable energy, and motivating them to participate in local environmental initiatives such as afforestation or recycling campaigns. It also refers to the international efforts in which Iraq participates to combat the effects of climate change.

Keywords: Reliance theory, satellite channels" websites, climate change, environmental awareness

Introduction

In light of the increasing environmental challenges facing the world today, climate change has become one of the most prominent issues requiring global attention. Climate change includes changes in weather patterns and natural environmental systems that cause rising global temperatures, changes in sea levels, and an increase in the frequency and severity of natural disasters. These changes pose serious threats to ecosystems and human activities, requiring an effective and rapid response from various stakeholders, including media institutions.^[1]

In Iraq, the effects of climate change are clearly evident through a series of interconnected challenges that impact the daily lives of citizens. Iraq is experiencing increasingly high temperatures, causing heat stress on the population and affecting public health. Iraq suffers from a severe water shortage, exacerbating problems in agriculture and food production. These conditions lead to the degradation of agricultural land and increased desertification, negatively impacting the food and livelihood security of rural communities. Satellite channel websites play a significant role in raising public awareness about climate change and encouraging positive interpersonal behavior through various television channels and their websites. Satellite channel websites can provide scientific information, disseminate stories that highlight the effects of climate change, and promote awareness messages. Television campaigns are an effective means of influencing public opinion, as they contribute to raising

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awareness, changing perceptions, and motivating society to take concrete steps to address the challenges of climate change.^[1]

Satellite channel websites in Iraq face several challenges related to the effectiveness of the messages presented, funding sources, and the availability of reliable scientific content. It is essential to understand the extent to which these messages impact citizens' levels of environmental awareness and behavior, and how to optimize satellite channel website strategies to achieve better results.

Research Methodology

First: Research Problem

The problem lies in the ineffectiveness of satellite channel websites in raising awareness of climate change issues in Iraq, despite the significant impact of climate change on the environment and public health. Satellite channel websites suffer from a lack of reliable scientific content and effective educational messages. This lack limits young people's ability to understand environmental problems and take appropriate action to address them. Therefore, the research seeks to evaluate the effectiveness of satellite channel websites in promoting environmental awareness and provide recommendations for improving awareness strategies.

Second: The importance of the research:

The importance of this research stems from its highlighting the role of satellite channel websites in raising awareness of non-climate issues in Iraq, a topic with a significant impact on the environment and public health. The research addresses how to improve the effectiveness of television media campaigns in communicating important information to young people, which helps raise awareness and change individual behavior. The research also provides insights into the effectiveness of current satellite channel website strategies and offers practical recommendations for improving awareness and addressing climate change more effectively. In this way, the research contributes to the development of better media policies and strengthens national efforts to address the challenges of climate change.

Third: Research Objectives

- Evaluating the effectiveness of satellite channel websites in providing information about climate change.
- Measuring the impact of television media campaigns on youth awareness and behavior.
- Providing recommendations for improving media strategies on satellite channel websites to promote environmental awareness.

Fourth: Research Community and Sample

The research community is represented by Iraqi youth in Baghdad Governorate. The researcher distributed the questionnaire to an available sample of (400) youth interested in following satellite channel websites.

Fifth: Research Type and Method

The current study is considered a quantitative descriptive study, adopting the descriptive-analytical approach. This is, by definition, one of the research methods used in studies whose nature requires a detailed understanding of the phenomenon being studied, encompassing an awareness of all its aspects and related matters, and clarifying the

connections that unite its components, to arrive at a deep understanding of its dimensions and generalize this to similar research issues.^[1]

The choice of research method determines the research style to be followed within the study. This is due to the fact that each scientific research method adapts to specific research methods. Therefore, we adopted the social survey method, which is based on selecting a segment of society affected by the phenomenon being studied, defining the dimensions of the phenomenon within it, and generalizing the results of the study to the rest of society in general.^[1]

Therefore, the current study is a quantitative descriptive study using the field survey method.

Sixth: Research Boundaries and Scopes

Spatial Boundaries: The study was conducted within the administrative borders of Baghdad Governorate in Iraq.

Time Boundaries: The period during which the questionnaire was distributed to the respondents ranged from November 1, 2024 to November 25, 2024.

Human Boundaries: Iraqi youth who follow satellite channel websites and whose ages ranged from eighteen to 35 at the time of the research.

Seventh: Research Tools

- **Questionnaire Tool:** A questionnaire containing questions about sources of environmental information, their reliance on and interaction with media campaigns, and the effectiveness of media messages on satellite channel websites.
- **As for the Interviews:** Their purpose is to gain deeper insights into the impact of the media on individuals' understanding of climate change issues.
- **Sample:** A selected group of participants from the questionnaires representing Iraqi youth from diverse educational backgrounds.
- **Interview Tool:** Using open-ended questions to explore personal experiences and opinions about environmental awareness.

Eighth: Concepts and Terminology

1) Dependence: This refers to the level of follow-up that young people show to a particular media outlet, such that it impacts their various aspects. These effects increase according to the degree to which this dependence is achieved, and is linked to a number of factors, some of which relate to the individual and some to the media outlet.^[1]

Dependence is also a state of attraction shown by the recipient toward the media outlet through which they prefer to receive their news and information. This has particular effects on them at the cognitive, behavioral, and emotional levels.^[2]

In this study, we mean by this the follow-up of Iraqi youth to Iraqi satellite channels when searching for information and news related to climate change published on satellite channel websites.

2) Climate change: Climate change refers to long-term shifts in temperatures and weather patterns. These changes can be natural, due to changes in solar activity or large volcanic eruptions. However, since the nineteenth century, human activities have been the primary driver of climate

change, primarily due to the burning of fossil fuels such as coal, oil, and gas. ^[3]

3) Inter-awareness: Scientists currently agree that the concept of the environment includes all the external conditions and factors in which living organisms live and which influence their processes. For humans, the environment is "the framework in which they live, which contains soil, water, and air, and the inanimate and living components of each of these three elements, as well as the various phenomena prevalent within this framework, such as weather, climate, wind, rain, gravity, magnetism, etc., and the interrelationships between these elements." ^[4]

1. Al-Taqi, Anas, and Zaluf, Samir Mahmoud (2011): Algerian youth's reliance on official satellite channels as a source of economic data for their purchasing decisions and its impact on them, R.M.G., Ziane Ben Achour University, Faculty of Information, Algeria, p. 13.
2. Al-Zarkali, Muhammad Anwar Saeed (2015): Egyptian Youth's Reliance on Arab Media to Receive Information on the Events of the Arab Spring and Its Realized Impacts, Ain Shams University Journal of Media Sciences Research, Volume 16, Issue 8, Egypt, p. 302.
3. Tawfiq, Mohsen Abdel Hamid, (2019) ^[14]: Arab Media and Spreading Environmental Awareness among the Masses, Arab League Educational, Cultural and Scientific Organization, Culture Department, Tunis, p. 5.
4. Tawfiq, Mohsen Abdel Hamid, (2019) ^[14], op. cit., p. 7.

4) Intermedia: Environmental protection is the responsibility of every individual, i.e., linking the individual's relationship with the environment through their daily behavior in all aspects of life. Since what is required is a fundamental change in the individual's behavior, beliefs, and customs regarding their environment, the media occupies an important position in the pursuit of this change and its success, i.e., building a balanced relationship between the increasing human needs and the resources of their environment. To achieve this balance, "the individual must be educated, taught, and made environmentally aware, as environmental culture has become an urgent necessity." Especially in countries that suffer from a lack of public awareness of local and global environmental issues and problems, in addition to weak effective oversight of parties that harm the environment (1).

Ninth: Previous Studies

1. The Australian Academy Study (2021) ^[2]

This study aimed to measure the interest in covering climate change issues on satellite news channel websites in (10) countries from the North and South of the world during the period (2006-2018). The results concluded that the interest of satellite news channel websites varies across different countries. The results also revealed that satellite news channel websites do not only cover environmental changes or climate science, but rather focus predominantly on the environmental dimension of climate change by emphasizing how people perceive the causes of climate change in general. The study also revealed significant differences between countries in the North and countries in terms of interest in climate change issues, with the North favoring

countries in the North, compared to countries in the South focusing more on the interconnected dimension of climate change, its challenges, and its impact on the environment and society as a whole.

2. The study by Marwa Sobhi Mohamed (2020) ^[3]

This study aimed to explore the role of official Egyptian social media pages in promoting sustainable environmental development, with a focus on the "Get Ready for Green" initiative. The study used survey and content analysis methods, analyzing 161 posts from the page, in addition to a sample of 200 followers. The results yielded a set of conclusions, most notably: the page's effectiveness in engaging Egyptian youth in environmental issues by encouraging interaction among followers, and the high rate of participants' participation in posts and their practice of electronic word-of-mouth communication. The study also demonstrated the page's impact on participants' awareness of environmental issues and emphasized the importance of youth participation in environmental communication to enhance their attitudes toward environmental sustainability.

3. Zeina Bou Salem's study (2011) ^[1]

(Media coverage of environmental issues in the Algerian press, with Al-Shorouk Al-Youmi newspaper as a model) A master's thesis in sociology (Zeina Bou Salem, Mentouri University, 2010-2011) ^[7].

The study revealed the significant role that print media can play in raising environmental awareness among members of society and shaping opinions and ideas about environmental issues. The study concluded that the Algerian Al-Shorouk newspaper's interest in environmental issues was low, and the number of articles published was small compared to the total newspaper coverage, which did not exceed 1.89 percent. News was the predominant journalistic genre in covering environmental topics, accounting for over 50 percent.

4. Dr. Khalil Al-Rifai's study (2008) ^[2]

This study is based on an analysis of the volume of environmental issues published in Syrian newspapers, given the importance of environmental issues and the diversity of risks associated with them. These newspapers were chosen for several reasons, including the fact that they are among the oldest Syrian newspapers still in publication. The study reached key findings, most notably that Syrian newspapers devote significant attention to publishing environmental topics, with news constituting the largest proportion, exceeding half of the content published in the newspapers studied. However, these newspapers were very conservative in raising readers' awareness of the importance of environmental issues and in providing general information about the environment. The study recommends the need to re-evaluate the role of journalism, particularly with regard to its news function, at the expense of other functions such as education, culture, analysis, and interpretation. These functions can be achieved through journalism that adopts a specific environmental strategy.

The researcher relied on various approaches and analyzed the content of written and audio documents. Among the most important recommendations he made were the importance of international cooperation in combating environmental pollution, with the development of a unified strategy among countries to develop unified environmental

protection programs. He also recommended spreading environmental awareness, focusing on teaching environmental protection law to legal professionals and police officers, incorporating environmental education into educational curricula at all levels of study, and directing the media and its outlets to spread environmental awareness, increasing publications, research, specialized periodicals, and cultural programs that carry a guidance and advisory nature.

Tenth: Research Difficulties

- 1) The scarcity of previous studies addressing the topic of climate change in Iraq and environmental media represented by satellite channels' websites.
- 2) The lack of sufficient time to conduct further correlational studies, which is essential to enrich the research and enhance its scientific value. The study will focus solely on the relationship between relying on satellite channels' websites and the attainment of environmental awareness.

Second Research

Satellite channels' websites and their role in raising awareness of climate change.

First: Environmental media: Environmental media, as a specialty and a media field, continues to be an occasional media outlet that emerges when environmental problems and crises arise and during occasions such as National Day celebrations or World Environment Day. In light of this multitude of problems, we also note a lack of prioritization of environmental media messages, such as focusing on human settlements, desertification, the marine environment, uncontrolled industrialization, renewable energy sources, appropriate technology, nature conservation, and water scarcity.^[2]

The reason for this imbalance is primarily due to a large gap between media professionals and communicators on the one hand, and environmental institutions on the other. Environmental media suffers from a lack of budgets and weak capabilities, both material and human, due to the lack of environmental awareness in society, from the ordinary person to the decision-maker.

Among the problems facing environmental media are the absence of clear media foundations and rules for dealing with environmental issues, the widespread phenomenon of indifference to these issues in society, and the lack of the required attention, whether at the individual or family level. Institutional, civil society, or political society, whether it concerns schools, families, or any other educational institution. "Many believe that environmental issues are solely the purview of satellite channels and government institutions that oversee environmental issues. This, in itself, is a misguided approach, as the environment is everyone's responsibility."^[1]

Here, the mission of environmental media is defined as:^[2]

- a. Raising public awareness by raising public awareness of environmental issues, which helps create a popular pressure on governments to address environmental problems.
- b. Motivating decision-makers with accurate environmental information so that they can act responsibly toward the environment, improving the

quality of life without harming resources or endangering the lives of future generations.

- c. Advocating for the need to improve human living standards, preserve diversity, reduce the depletion of non-renewable resources, consider preserving the carrying capacity of ecosystems, and change habits, behavior, and negative attitudes toward the environment.
- d. Highlighting the positives and efforts made to protect the environment by the state or environmentally concerned organizations.
- e. Spreading environmental awareness and culture in a manner and language that is understandable to the future, away from scientific terminology that is not suitable for the reader.
- f. Focus on environmental issues and problems on a permanent basis, not seasonally or due to emergency events, as the goal is to refine environmental behavior through the media.
- g. Adopt and continuously develop educational and pedagogical programs at the level of educational institutions to protect the environment and disseminate a mature and conscious environmental culture and behavior.
- h. Disseminate environmental awareness and culture in a smooth, understandable style, language, and techniques for the future, far from technical terms and scientific language that are not suitable for the reader or follower of satellite channels.
- i. Environmental media also has the task of encouraging positive behavior among individuals, groups, and institutions.
- j. R. Work to adopt, establish, and develop educational and pedagogical programs at the level of educational institutions to protect the environment and disseminate a mature and conscious environmental culture and behavior.

If young people are raised from the beginning with knowledge of the environment, its origins, and its importance, they will inevitably grow up respecting the environment and working to preserve it. This is the civilized behavior of any country. Therefore, the environmental issue must be incorporated into educational curricula, as well as into the family, government institutions, and various components of society. This will further shape the individual's perception and behavior. The issue is that responsibility is everyone's responsibility, not just the media's^[1]. Environmental media also has a role at the level of legislation and laws, whether locally or internationally, within the framework of specialized organizations to address environmental issues that require the responsibility and mission of the legislative and executive authorities, as well as the mission and responsibility of the international system. Serious and major environmental problems "currently come from developed and industrialized countries that do not adhere to international environmental laws, such as the burial of nuclear waste, the conduct of nuclear tests, the dangers and problems resulting from the sinking of oil tankers, and other disasters whose repercussions were significant and dangerous, not only for those countries, but also on a wide scale and for the environment in general."^[2] The concept of environmental media is closely linked to the concept of environmental education, which means "the basic

process that aims to prepare citizens who are aware of their environment and the problems associated with it, and who have the information, skills, attitudes, commitments, and motivations that qualify them, as individuals and groups, to work to solve current problems and prevent the emergence of new ones." [3]

Second: The role and importance of the media in environmental awareness:

Environmental media is considered one of the essential elements in environmental protection, as it contributes to enhancing environmental awareness and providing the knowledge necessary to change attitudes and mechanisms regarding environmental issues. The term "environmental media" first emerged in the early 1970s, specifically since the International Conference on the Human Environment held in Stockholm in 1972, which emphasized the right of individuals to obtain information related to environmental facts without discrimination. The 1992 Rio de Janeiro Conference also noted in its recommendations the importance of satellite channels in promoting environmental issues and protecting them from all forms of degradation. [1] Satellite channels of various types became increasingly interested in environmental issues as a result of the pollution problems and environmental disasters that occurred in the 1970s and 1980s, such as the Amoco Cadiz oil tanker disaster in 1978, the Three Mile Island nuclear reactor accident, the Gulf of Mexico oil well explosion in 1979, and the Chernobyl reactor explosion in 1986.

In this context, environmental media is defined as "media that aims to protect the environment through a media plan based on sound scientific foundations, using all satellite channels and targeting a specific group of people or several specific groups. The performance of these media and the extent to which they achieve environmental objectives are evaluated during and after this plan." It is also defined as "a tool aimed at clarifying environmental concepts, disseminating environmental culture, enhancing environmental awareness, building a better understanding of surrounding conditions, and creating a positive impact in the future through advance media planning to achieve the desired goals of environmental media discourse" [2].

Over the past decades, there has been significant concern about environmental sustainability issues. The current state of the environment does not simply require the teaching of environmental issues; rather, it requires a significant effort from the media, particularly the global media, to convey the environmental message to the public.

Environmental awareness consists of three interconnected yet separate links: environmental education and media. These links are the links through which true environmental concepts are consolidated by addressing the mind and developing positive attitudes to counter negative behaviors and concepts. In this context, the concept of environmental awareness differs from environmental education, as the latter relies on disseminating knowledge of the importance of the environment and reducing unhealthy practices and behaviors that could cause imbalance or harm to human health and environmental balance. The difference between environmental awareness and environmental education lies in the fact that environmental awareness results from environmental education and is disseminated through the dissemination of environmental culture appropriate to the

individual's age, customs, and culture through satellite channels.

In this context, the role of environmental media is represented by the following:

- **Overcoming and mitigating:** Environmental media has become an important role in confronting environmental problems and mitigating their severity. In addition to promoting environmental awareness and increasing and transferring knowledge, the media contributes to raising people's awareness of the dangers of manipulating various environmental elements and motivates them to interact with them through awareness-raising to spread new values related to environmental protection. It also calls for abandoning harmful behaviors and adopting environmentally friendly programs.
- **Raising awareness about environmental issues:** Mass media plays an important role in raising youth awareness of environmental issues, as it is an effective means of communication between officials and the public, enabling the exchange of different viewpoints through persuasion. Media interest in environmental issues only increased after the discovery of the devastating negative effects caused by modern applications of advanced technology. Therefore, satellite channels' websites must shed light on environmental problems and raise awareness about them. [1]
- **Strengthening public interest in environmental issues:** The media addresses environmental issues by raising citizens' awareness of the importance of caring for and preserving the environment. This is achieved by increasing public interest in environmental problems and issues, based on the fact that humans are the organism with the greatest influence on the ecosystem. In addition, the media seeks to present environmental awareness programs that include social, legal, and religious aspects. This contributes to spreading awareness about the importance of preserving natural resources and provides officials with a clear picture of public concerns. [2]

Third: Environmental Media Objectives and Awareness Strategies

1. **Raising Environmental Issues:** By reporting the most important environmental news and topics, and monitoring all measures and decisions issued by the public and private sectors that may harm the environment, this contributes to efforts to pressure these signals to stop or limit them.
2. **Behavior Change:** Satellite channel websites also aim to help people have a voice in the decision-making process regarding environmental protection by encouraging people to change their environmentally harmful behavior and participate actively in environmental protection. This is achieved by encouraging people to take personal action and encouraging dialogue and exchange of views with government officials. The goal is to shape environmental awareness in a positive way.
3. **Environmental Media Messages:** Developing educational and awareness programs for environmental protection, raising awareness of environmental protection legislation issued by responsible authorities,

generating legitimate and feasible aspirations, discovering and supporting appropriate attitudes and values, and increasing enthusiasm to overcome the difficulties and obstacles facing environmental protection measures, motivating individuals to change for the better.

4. **Ecosystem Carrying Capacity:** Satellite channel websites call for improving living standards, preserving diversity, reducing the depletion of non-renewable resources, preserving the ecological carrying capacity of ecosystems, and improving poor environmental practices. They also aim to strengthen the capacity of groups seeking to change for the better, empower local communities to protect the environment, win friends for the environment and development, and highlight positive initiatives and efforts for environmental protection.^[1]
5. **Skill Development:** Interactive media aims to equip individuals with the necessary skills to participate in environmental protection and resource development, as well as the ability to anticipate environmental problems in advance.

It also motivates individuals to participate in solving environmental problems and change their negative behavior toward the environment.^[2]

Awareness-raising media strategies include the following:

1. **Media:** The role of environmental media is indispensable; it is the focal point and starting point for other functions, and without it, it is difficult to carry out other functions. Since environmental issues have significant dimensions that affect the entire world, satellite channel websites are concerned with providing youth with news and information about the environment and raising their awareness of what is happening locally, regionally, and globally.
2. **Interpretation and Analysis:** This function complements the first, as the news, information, and data published by satellite channel websites on environmental issues and challenges require an explanation of their causes and effects, revealing their dimensions and implications. Contemporary media has become more informational and analytical than hypothetical media dedicated to environmental issues. It has moved beyond convincing people of the importance of environmental protection and has become a stage of identifying effective ways to achieve this goal. This means that environmental issues are now addressed on satellite channel websites as problems rather than mere news.
3. **Creating and stimulating motivation:** This is crucial in addressing environmental issues and contributes to raising public awareness of this important field, which is of global interest.
4. **Education and Learning:** Environmental media is a constant resource for learning new things in the environmental field. It enhances individuals' meanings, concepts, judgments, beliefs, and intellectual awareness of the environment and its problems. It encourages exploration and learning to increase the scientific and cognitive base and acquire essential life skills.^[1]
5. **Socialization:** This function provides a shared reservoir of environmental knowledge and skills that enable individuals to function effectively in the communities

in which they live, ensure their participation in public life, minimize environmental degradation and damage to its resources, and develop appropriate solutions to environmental problems at the local, regional, and international levels. This means coordinating efforts at all levels.

6. **Persuasion:** This is a planned, deliberate, and ongoing media process and a communication effort.
7. **Dialogue and discussion:** This means facilitating the exchange of opinions and ideas among those concerned with and interested in environmental issues, reaching a consensus on environmental issues, clarifying different viewpoints on important environmental issues to the public in an understandable manner, and taking positions on them.^[2]
8. **Marketing and advertising:** Advertising is one of the most important means used by environmental protection agencies to promote their activities, encourage youth to interact with them, and market media campaigns with content that calls for the protection of environmental resources and the reduction of environmental violations.^[1]

Fourth: Obstacles Facing Environmental Media

1. **Lack of Media Attention to the Environment:** In fact, satellite channels' websites do not give environmental issues the attention they deserve. This is reflected in the limited press space allocated to this topic, the small number of radio and television programs, the limited time available, and perhaps the lack of assistance from specialists in environmental affairs and issues. Furthermore, there is a lack of websites dedicated to environmental issues, as well as a small number of satellite stations and specialized newspapers concerned with environmental affairs in general.
2. **Lack of professionalism in media coverage of environmental issues:** This is clearly demonstrated by the fact that the relationship between media professionals and environmental information sources is not governed by professional considerations as much as it is by considerations of shared or mutual interests, not to mention the influence of pressure groups from industrialists and businessmen, sometimes disregarding environmental laws and considerations.^[2]
3. **Officials' lack of conviction in the importance of the environment and its issues:** Some of those in charge of various satellite channel websites lack a genuine vision and conviction regarding the importance and relevance of environmental issues to the public. Often, the environmental page or the space allocated to it is sacrificed in exchange for publishing other journalistic material, regardless of its quality. The publication or broadcast of the environmental space is also cancelled or postponed, comparing a paid advertisement that generates financial resources for a media outlet or an environmental program whose relevance is fundamentally unconvinced by media leaders.
4. **Media professionals' reluctance to work in the field of environmental media:** This issue is among the important topics that negatively impact environmental media. The real reasons for journalists' reluctance to work in the field of environmental media can be summarized in the following points:

First, specialization in environmental sciences is relatively new among the many educational specializations, and addressing the environment as an issue requires diverse scientific knowledge, as environmental issues have dimensions intertwined with economics, development, sociology, politics, biological and botanical sciences, and others. Due to the lack of a scientific culture among most journalists, they avoid working in the field of environmental media.

Second, writing an environmental report takes longer due to the review of technical and scientific matters and statistics, which reduces journalist and media professionals' productivity and, in turn, their financial income.^[1]

Fifth, the theory of dependency and climate change

The concept of this theory is clear from its name. It is the interdependence between the individual and satellite channel websites, and the relationship that governs them is the dependent relationship between satellite channel websites, the social system, and youth. This is because individuals rely on media sources to achieve their goals and derive their benefit from the collection, processing, and dissemination of information. De Flore and Sandra Paul explain that information here includes all media messages, even entertainment ones. Our influence on the social system in which we live is reflected in the way we use satellite channels. This influence is not limited to the social system alone, but also includes the influence of satellite channels on young people. The more complex the social structure, the less interaction there is among members of society, and the more scope there is for satellite channels to fill the void. Consequently, individuals become dependent on satellite channels for information. Thus, young people become an active and integral part of communication.

The dependency theory does not agree with the idea of a mass society, which argues that satellite channels are powerful because individuals are isolated and lack social ties. Rather, the power of satellite channels lies in their control over information sources and their compulsion to achieve personal goals. As society becomes more complex, I imagine that the broader the scope of goals requiring access to media sources, the broader the scope of goals requiring access to media sources. Dependency theory is inconsistent with the idea of mass society, which argues that satellite channels are powerful because individuals are isolated and lack social ties. Rather, the power of satellite channels lies in their control over information sources and their ability to compel individuals to achieve personal goals. As society becomes more complex, I imagine that the broader the scope of goals requiring access to media sources, the broader the scope of goals requiring access to media sources.

Media systems are an important part of the social structure of modern societies, and the founders of this theory believe that satellite channels have relationships with individuals and society, which can be variable or regular, direct or indirect, strong or weak.

Media dependency theory is an ecological theory, meaning that it focuses on the relationship between the system and its components. It does not view society as a single individual, but rather as a society composed of a group of individuals and the relationships that bind these individuals together. It then attempts to explain the behavior of each part of the structure of this society individually and to understand how

these relationships are interconnected. Mahmoud Ismail notes that dependency theory is a comprehensive theory that explains the relationship between communication and public opinion in a holistic manner, avoiding simple questions related to the influence of satellite channels' websites on society. He adds that the most important addition to this theory is that society influences satellite channels' websites, and that this reflects a general scientific trend in contemporary social sciences, which is the tendency to view life as a complex system of interacting elements, rather than as a separate model of cause and effect.

Amani Al-Sayed notes that Black and Bryant classified this theory as an integrative theory because:

1. It incorporates elements from sociology and concepts from psychology.
2. By explaining the causal relationships between different systems in society, it leads to the integration of these systems with each other.
3. It combines the key elements of uses and gratification theory and traditional influence theories. The focus of this theory is not on understanding influence per se, but rather on explaining the extent of influence, including strength and weakness, and direct and indirect influence.
4. This theory presents a philosophical vision that combines interest in the content of the message and the influences that affect youth as a result of their exposure to this content. This theory attempts to integrate interest in the content of the message and the influences that affect youth as a result of their exposure to this content. This theory attempts to understand the relationship between satellite channels and youth, focusing on answering the question, "Why do youth follow satellite channels to achieve their goals?" This theory examines the relationship between the small and large components of the social system and attempts to understand the behavior of each component, interpreting it in light of the nature of the relationships between the components of the system as a whole. Since satellite channels are part of this social system, this theory views satellite channels from the perspective of the relationships individuals build with satellite channels.^[1]

Origin and Development of the Theory

The theory of satellite channel website dependency first emerged at the hands of researchers Sandra Paul Rokeach, Melvin de Flore, and their colleagues in 1974, when they presented a research paper titled "The Information Perspective," in which they called for a shift from the concept of the persuasive power of satellite channels to a viewpoint that views the power of satellite channels as an information system whose activity relies on other information sources that shape the existing media system in society.

The concept of satellite channel website dependency was later developed by Sandra Rokeach and de Flore in a book titled "Theories of Satellite Channel Websites," in which they attempted to fill the void and gaps left by the uses and gratifications model, which neglected the influence and power of satellite channel websites. Therefore, De Flore and Rokeach developed a model to clarify the relationship between satellite channel websites and other social forces. They believed that the media institution is a

social system with a reciprocal nature with other systems existing in society. Therefore, it is difficult to understand the nature of the roles of satellite channel websites and their influence unless the nature of the interdependence and close interconnection between them and other systems (the political system, the economic system) is understood, on the one hand, and unless the areas in which young people rely on this institution are also identified, on the other hand.^[2]

1. Cognitive effects of dependence theory: Cognitive influence is linked to enhancing the recipient's cognitive side according to their needs, given the surrounding circumstances. The cognitive effects in dependence theory on satellite channel websites include key effects that the media outlet must be well aware of to achieve the desired impact on the recipient and thus shape public opinion. These effects are as follows:

- **Ambiguity:** Ambiguity for the individual results from a lack of information or a contradiction or discrepancy in the information received, as occurs in wars and situations of political conflict. Satellite channels are the primary and sole source of information for the recipient.
- **Attitude Formation:** Many individuals use the content of satellite channel websites to form viewpoints on specific issues, such as politics or sports. This allows the individual to adopt this idea and discuss it within society. This is where the theory of dependence on satellite channel websites comes into play, particularly during crises.
- **Prioritization:** Satellite channel websites are the most influential factor in prioritizing issues for recipients and determining the importance of each. For example, exposure to news about a particular issue more than others may make it more important to the recipient and rank higher among their interests.
- **Expansion of Beliefs:** The media directly influences the expansion of beliefs among individuals, such as those surrounding religion and politics, which may influence individual attitudes and behavior.^[3]
- **Values:** Values are a set of traits and customs shared by a group of individuals in a specific environment. The media contributes to defining and strengthening these values among individuals, such as honesty, justice, and tolerance.^[3]

2. Emotional Effects: The term "emotional effects" relates to individuals' emotions, as satellite channel websites enhance or reduce latent feelings in the recipient, such as feelings of fear and anxiety regarding a particular event or incident. Identifying these effects helps measure the extent to which a media outlet influences the recipient. The emotional effects of satellite channel website dependency theory are:

- **Emotional apathy:** Emotional apathy can be interpreted as one of the emotional effects resulting from exposure to satellite channel websites, as it results from exposure to scenes of violence. High levels of exposure to such scenes lead to gradual emotional apathy, such that the individual feels indifferent to events occurring in real life.
- **Fear and anxiety:** Excessive and repeated exposure to scenes of violence, horror, and disasters via satellite

channel websites is reflected in the recipient's real life, as they may be overcome by fear and anxiety regarding the occurrence of these events in their surrounding environment.

- **Moral support and alienation:** Moral support related to the national or societal aspect is one of the common emotional effects resulting from exposure to satellite channel websites, especially national and patriotic ones, which seek to enhance the spirit of belonging to the homeland, for example.

Sixth: Features of the theory and the criticisms directed at it:

- 1) The theory of dependence on satellite channels' websites is considered a model open to some potential influences. Therefore, it is necessary to focus on moving away from the model of the lack of influence of satellite channels' websites. This has contributed to classifying this theory as a comprehensive theory, as it clarifies the relationship between public opinion and communication.
- 2) The theory of dependence on satellite channels' websites emphasizes the role of satellite channels' websites in influencing youth, and has also contributed to influencing social systems and media systems themselves. Therefore, it is necessary to emphasize that the performance of satellite channels' websites is linked to change and reform within them. This may be through political systems or the emergence of alternative media outlets.
- 3) The theory of dependence on satellite channels' websites focuses on all historical circumstances that may affect the societal system, in addition to focusing on the social structure, which is linked to all individual and personal variables.
- 4) The theory of satellite channel dependence can utilize key concepts that contribute to the creation of significant relationships, thus representing more specific and deeper relationships between popular satellite channel websites and individuals.^[3]

Criticisms of this theory

- 1) The theory of satellite channel dependence lacks objective evidence due to the lack of extensive studies, which do not include variables related to the theory of satellite channel dependence.
- 2) Most research on satellite channel dependence theory deals solely with individuals, without studying society as a whole or focusing on groups. Furthermore, it studies the theory by relying on the dimensions and effects resulting from individuals' dependence on the media outlet.^[3]
- 3) Researchers in media and communication sciences are familiar with satellite channel dependence theory through practical exposure to it, which does not mean reliance on it.
- 4) The theory of satellite channel dependence does not address the role of media channels and personal communication, as communication processes do not focus on communication within institutions and organizations.
- 5) The theory of dependence on satellite channels presents a flawed research study regarding the extent of youth's

actual dependence, as it is not linked to the most dominant institutions in contemporary societies. ^[3]

Seventh: Climate Change

- 1) The Earth's climate is experiencing significant disruptions, as the planet's temperatures rise and natural phenomena change dramatically. This is accompanied by a continued decline in vegetation cover and biodiversity, as well as the emergence of new climate patterns. These changes are due either to natural phenomena such as changes in solar activity and volcanic eruptions, or to human industrial activities. These factors affect the regularity of the Earth's temperature and the balance of environmental phenomena, posing a threat to human health. ^[1]
- 2) The process begins when sunlight reaches our planet, where the climate system protects the Earth and regulates the energy entering and exiting it. This regulation determines the "Earth's energy balance." When the Earth receives more thermal energy than it emits, the planet warms. ^[1]
- 3) When the Earth releases more thermal energy than it receives from the sun, this leads to a decrease in the Earth's temperature. Consequently, weather is primarily determined based on this data. Climate change is also measured over long periods of time, making the resulting effects dangerous, destructive, and widespread. ^[3]

The Third Topic: Youth's Reliance on Satellite Channel Websites to Raise Climate Change Awareness in Iraq

The research aims to measure the level of awareness and engagement with media messages related to climate change disseminated on satellite channel websites.

The sample consisted of 400 young people from Baghdad who follow satellite channel websites. They were deliberately selected to ensure representativeness of the research community.

Table 1: Shows the distribution of respondents by age.

Rank	Percentage	Frequency	Age Group
First	30 %	120	26 - 29
Second	25 %	100	22 - 25
Third	20 %	80	18 - 21
Fourth	15 %	60	34 - 33
Fifth	10 %	40	34 - 37
	100%	400	Total

Table (1) shows the distribution of the sample studied in Baghdad by age group, divided into five different age groups. The age group between 18 and 21 years constitutes 20% of the sample, meaning that 80 individuals out of a total of 400 are between the ages of 18 and 21. This age group reflects the younger segment, which may be most exposed to digital media content, such as the internet and social media, which are prevalent on satellite channel websites.

The age group between 22 and 25 years constitutes 25% of the sample, equivalent to 100 individuals. This group is often considered socially and professionally active and is characterized by greater awareness of environmental information, particularly through digital and traditional media.

The age group between 26 and 29 years constitutes the largest share of the sample, at 30% (120 individuals). This group is considered to be in the middle of their careers and is more stable, which may make them more concerned with environmental issues and their impact on future generations. The age group between 30 and 33 years old constitutes 15% of the sample, representing 60 individuals. This group is characterized by mature views and a deep appreciation for the importance of environmental protection, but may be less engaged with digital media campaigns on satellite channels' websites.

Finally, the age group between 34 and 37 years old constitutes 10% of the sample (40 individuals). This group is considered the smallest in number and is characterized by its focus on traditional sources of information such as television and radio, but may be less engaged in digital environmental campaigns.

Table 2: Shows the distribution of respondents by gender.

Rank	Percentage	Frequency	Gender
First	60 %	240	Male
Second	40 %	160	Female
	100%	400	Total

Table (2) shows that of the 400 individuals in the sample, 240 were male (60%) and 160 were female (40%). This distribution indicates that the number of male participants in the study was greater than the number of females. Males constitute the majority, meaning that 60% of the sample consists of men. This may be due to males being involved in activities or fields of work that require greater knowledge about climate change or their increased exposure to satellite channels through various means. Males are likely more engaged with environmental issues because they are often involved in economic or professional sectors related to energy, industry, or agriculture, which are directly affected by climate change. The percentage of females in the sample is 40%, meaning that 160 women participated in this study. Although the percentage of females is lower than that of males, this percentage indicates significant participation. The lower percentage may be due to factors such as different media preferences among women or social patterns that influence women's exposure to information related to climate change.

Table 3: Shows the distribution of respondents according to educational level.

Rank	Percentage	Frequency	Academic Achievement
First	30 %	120	Bachelor's
Second	25 %	100	Preparatory School
Third	20 %	80	Diploma
Fourth	15 %	60	Primary School
Fifth	10 %	40	Graduate Studies
	100%	400	Total

Table (3) shows that those with primary education constitute 15% of the sample, or 60 individuals. These individuals typically have limited knowledge of climate change due to their limited exposure to satellite channel websites related to environmental issues. They are likely to have difficulty understanding complex scientific details and therefore require simplified media messages that focus on basic

information. This group may rely more heavily on satellite channel websites for information, so messages should be addressed to them in simple, straightforward language.

As for the intermediate level, this group represents 25% of the sample, or 50 individuals. Those with intermediate education have a level of knowledge that helps them follow environmental issues but may need additional clarification to understand the scientific implications associated with climate change. Satellite channel websites can be more in-depth, but they still need to simplify some complex scientific concepts. This group may be more willing to engage with media messages presented within the context of stories or real-life examples that are relevant to them.

Respondents with diplomas represent 20% of the sample, or 80 individuals. These individuals have a good level of education and are often knowledgeable about the environment and contemporary issues. They are expected to engage more effectively with climate change awareness campaigns on satellite TV websites. This group of individuals can follow complex environmental discussions but may need real-life data and practical examples to understand the impact of climate change on their daily lives. Bachelor's degree holders, representing 30% of the sample (120 individuals), represent the largest group. These individuals typically have a high awareness of environmental issues and rely on various satellite TV websites to learn more about climate change. They are likely to engage with media campaigns that provide accurate and detailed information about climate change solutions and long-term impacts. This group may be able to actively contribute to environmental discussions and raise awareness.

Satellite TV websites can play a crucial role in communicating environmental messages in various ways that suit their educational level, whether through simplified television programs, in-depth scientific articles, or awareness campaigns aimed at raising awareness of climate change.

Table 4: Shows the sources of information used by the respondents.

Rank	Percentage	Frequency	Information Sources
First	40 %	160	Al-Sumaria Channel Website
Second	35 %	140	Al-Jazeera Channel Website
Third	15 %	60	Al-Taghyeer Channel Website
Fourth	10 %	40	Afaq Channel Website
-	-	-	Other
	100%	400	Total

The statistics in Table (4) show the distribution of information sources relied upon by individuals in the studied sample to obtain information about climate change. These sources are divided into five main categories of satellite channel websites. The Al-Sumaria Channel website constitutes the largest source of information about climate change in this sample, with 40% of individuals (160 people) relying on it. This reflects the significant influence of the website as a platform for accessing information and exchanging news about environmental issues. Through the channel's websites on Facebook, Twitter, and Instagram, individuals can quickly access diverse and up-to-date

content related to climate change. These platforms can also be effective in interacting with environmental information through posts, photos, and videos.

The Al Jazeera Channel website is also a primary source of information for 35% of the sample (140 people). This indicates that the Al Jazeera Channel website plays an important role in conveying information about climate change. The news and documentary programs broadcast on Al Jazeera Television may be effective in raising awareness about climate change issues. The Al Taghyeer Channel website ranked third, representing a source of information for 15% of the sample, or 60 individuals. Although the Al Taghyeer Channel website is facing a decline in some areas, a segment of young people still prefers to read the Al Taghyeer Channel website for information on environmental issues.

Finally, the Afaq Channel website represents a source of information for 10% of the sample, or 40 individuals. This is despite the fact that the percentage of users of the Afaq Channel website is lower compared to other satellite channel websites.

The heavy reliance on satellite channel websites indicates the need to use these platforms strategically to disseminate environmental messages, as they can reach a large segment of society easily and quickly.

Table 5: Shows the respondents' interaction with the media campaigns of satellite channel websites.

Rank	Percentage	Frequency	Campaign Types
First	45 %	180	Documentary TV
Second	35 %	140	News TV
Third	10 %	40	Talk TV
Fourth	7.5 %	30	Advertising TV
Fifth	2.5 %	10	Image TV
	100%	400	Total

Table (5) shows that the respondents' interaction with documentary television campaigns via satellite channel websites constitutes the largest percentage of the sample's preferences, with 45% of the sample (180) indicating that they receive information about climate change through documentary television campaigns.

TV news campaigns via satellite channel websites are the second largest source of climate change awareness campaigns, accounting for 35% (140 individuals).

TV talk show campaigns via satellite channel websites then account for 10%, with 80 individuals of the sample relying on talk show campaigns as a source of information.

The statistics show that 7.5% of the sample (30 individuals) rely on television advertising campaigns to obtain information through awareness campaigns.

The lowest percentage was for television awareness campaigns supported by images, constituting only 2.5% of the sample's preferences (5 individuals). Although this type of campaign may be effective at the local level, its scarcity or lack of regular availability may explain the low rate of reliance on it. Generally, television campaigns on satellite channel websites are the most influential in spreading environmental awareness, highlighting the importance of enhancing these methods through the development of effective and reliable media content.

Table 6: Shows the respondents' assessment of the effectiveness of media messages on satellite channel websites.

Rank	Percentage	Frequency	Evaluation of media messages
40 %	160	Effective	Effective
25 %	100	Very effective	Very effective
20 %	80	Ineffective	Ineffective
15 %	60	Not at all effective	Not at all effective
	100%	400	Total

Table (6) shows that the respondents' assessment of the effectiveness of media messages delivered via satellite channels' websites indicates that 40% of the sample (160) constitutes the largest group who consider media messages effective. This means that the majority considers the messages to achieve the desired purpose, but perhaps not with sufficient force to be "very effective." This group benefits significantly from the media content provided about climate change, but may see room for improvement in terms of clarity, frequency, or the methods used. Twenty-five% of the sample (100) believe that media messages delivered via satellite channels' websites, related to climate change awareness, are very effective. These individuals believe that the satellite channels' websites that reach them are capable of positively influencing and changing their behavior or perceptions regarding environmental issues. This group indicates that there are good and influential media

campaigns that successfully target youth and contribute to raising awareness about climate change. Twenty percent of the sample (80) believe that media messages delivered via satellite channels are ineffective for these individuals. Perhaps the messages they receive are unconvincing or do not contribute to changing their behavior or enhancing their knowledge about climate change. This indicates that there is a segment of youth who feel that current media efforts need to be reconsidered or improved in style or content. Meanwhile, 15 percent of the sample (30) indicate that media messages delivered via satellite channels are completely ineffective. These individuals believe that the messages have no impact or benefit in raising youth awareness about climate change. This may be due to their lack of interest in the topic or their feeling that satellite channels are not addressing the issue seriously or in appropriate ways.

Table 7: Shows the respondents' assessment of the effectiveness of media messages in changing individuals' behavior.

Rank	Percentage	Frequency	Type of Change
First	35 %	140	Increasing Environmental Awareness
Second	30 %	120	Reducing Resource Use
Third	20 %	80	Adopting Environmentally Friendly Practices
Fourth	15 %	60	No Behavior Change
	100%	400	Total

Table (7) shows that the respondents' assessment of the effectiveness of media messages on satellite channel websites in changing individuals' behavior indicates that the largest percentage of participants (35% or 140 people) reported that media messages increased their awareness of environmental issues, without necessarily adopting new practical behaviors. This result demonstrates that satellite channel websites play a significant role in disseminating knowledge and enhancing understanding of climate change, and raising awareness is an initial and fundamental step toward behavioral change, as recognizing the problem is key to motivating young people to consider how to address it. For example, young people with increased awareness may be more willing to support environmental policies or participate in public discussions on environmental issues, even if they have not yet changed their daily behavior. Thirty percent of the sample (120 people) reported that they reduced their use of natural resources such as water and electricity after being exposed to media messages related to climate change. This type of change reflects the tangible impact of media messages on people's daily lives, as the media has prompted them to take practical steps to reduce their consumption of resources. Satellite channels have played a role in highlighting the importance of conserving resources and avoiding waste through awareness campaigns that focus on the negative consequences of over-depletion of natural resources. For example, television reports and

documentaries that highlight drought and water scarcity can contribute to increasing people's awareness of the need to conserve these resources. Twenty percent of the sample (80) indicated that they had adopted environmentally friendly practices as a result of the influence of media messages. This category represents an advanced step in responding to environmental awareness, as individuals have taken direct action to reduce their environmental impact. These practices may include using renewable energy such as solar panels, participating in recycling programs, or using less environmentally harmful means of transportation such as bicycles or public transportation. Adopting new environmental practices reflects significant success of media messages, but it requires integration between media, legislative, and societal efforts to encourage sustainable behaviors. While 15% of the sample (60) indicated that media messages on satellite channels' websites did not influence their behavior, this group was not affected by the messages presented about climate change. This could reflect multiple challenges, such as a lack of personal interest or a lack of conviction about the seriousness of the issue. It is possible that media messages did not reach this group sufficiently, or that the presentation methods were not attractive enough to stimulate thought or behavioral change. It could also be that the media messages were not directly related to their daily lives or did not clearly explain how climate change directly affects them.

Table 8: Shows the respondents' assessment of the availability of environmental information on satellite channels' websites.

Availability	Media
High	Satellite channel websites
High	Social media pages
Medium	Websites
Low	Radio and broadcasting
Low	News agencies

Table (8) shows that respondents' assessment of the availability of environmental information via television websites indicates that it is among the most accessible and easily accessible satellite channels for the majority of individuals. Television is characterized by a variety of programming, including news, documentaries, talk shows, and advertisements, making it a primary source of information and awareness. The high availability of television reflects its ability to reach a wide audience and the effectiveness of media messages that may address issues such as climate change. Television provides visual and audio content that can be influential in promoting understanding and awareness of environmental issues. Social media pages are also characterized by high availability and increasing popularity, making them an effective means of quickly disseminating information. Platforms such as Facebook, Twitter, and Instagram enable the immediate and interactive exchange of information. This high availability makes them a powerful channel for climate change awareness, as messages can reach a large audience

and are capable of direct interaction and influence. Youth engagement and participation in discussions on these platforms enhances the effectiveness of media messages. Websites, on the other hand, provide a balanced level of availability. Although their use has declined somewhat in the digital age, they remain an important source of information and research. Newspapers and magazines provide detailed analysis and articles that can enhance understanding of issues such as climate change, but they may not reach young people as quickly or as interactively as television or the internet. Their average level of availability reflects the need to use newspapers and magazines as part of a multi-channel media strategy.

Radio and radio are less available than television and social media. Although radio can be a useful means of disseminating information, its use has declined significantly, with the increasing use of other satellite channels. This decreased availability may affect the effectiveness of climate change messages delivered via radio, as the target audience may be smaller than on more accessible media. News agency websites are less available than other satellite channels. While they provide in-depth and reliable information on climate change, access may be limited by the small number of people who read them or by the high costs of purchasing books or subscriptions to scientific journals. This decreased availability may limit the impact of this medium on a wider audience, despite its high value as a source of in-depth information.

Table 9: Shows the extent to which the respondents follow environmental news.

Rank	Percentage	Frequency	Frequency of follow-up
First	30 %	120	Weekly
Second	25 %	100	Monthly
Third	20 %	80	Daily
Fourth	15 %	60	Rarely
Fifth	10 %	40	No follow-up
	100%	400	Total

Table (9) shows that 30% of respondents indicate that they follow environmental information on a weekly basis, indicating a consistent level of interest, but not on a daily basis. These individuals receive frequent information, but not enough to keep them up-to-date on all the details of environmental issues. They typically follow environmental news or reports on a weekly basis, reflecting moderate commitment. These individuals may be more reliant on sources such as weekly news, email newsletters, or weekly online reports. While they are aware of basic developments, they may lack the nuances that can be useful in understanding every aspect of climate change. Improving the quality of information provided on a weekly basis could help enhance their knowledge and deepen their understanding of environmental issues. The remaining 25% of respondents follow environmental information monthly, indicating less frequent interest compared to daily and weekly followers. These individuals access environmental information less frequently, meaning they may be familiar with monthly reports or general summaries rather than detailed daily news. These individuals may rely on monthly summaries, periodic reports, or reviews of environmental topics that highlight key points. This reluctance to follow up could be due to time constraints or the lack of readily available resources. To improve the impact of information

on this group, concise and engaging content should be provided that covers key developments and highlights the most important environmental issues on a regular basis. With 20% of respondents indicating that they follow environmental information on a daily basis, there is an active segment interested in environmental updates on a regular basis. This daily engagement reflects a high degree of commitment and interest in environmental topics, and these individuals may be avid followers of the latest news, reports, and studies related to climate change. The daily availability of environmental information enhances their ability to understand recent developments and their potential impact. These individuals may rely on a variety of sources, such as daily television news, online news websites, and environmental blogs. Thanks to this ongoing interest, these individuals can play a pivotal role in raising awareness in their communities and supporting environmental initiatives by taking practical steps in their daily lives, such as conserving energy and participating in local environmental initiatives. The 15% of individuals who rarely follow environmental information indicate a low level of interest. These individuals may only be exposed to environmental information during major events or crises, or during awareness campaigns aimed at highlighting how climate change directly impacts their lives.

Table 10: Shows the nature of the interview questions regarding the effectiveness of media messages.

Rank	Percentage	Frequency	Interview Topic
First	40 %	160	Clarity of Media Messages
Second	35 %	140	Comprehensiveness of Information
Third	20 %	80	Impact of Messages on Behavior
Fourth	5 %	20	Participants' Satisfaction with the Information
	100%	400	Total

Table (10) shows that 40% of the individuals (160) who were asked about the clarity of media messages indicated that most participants felt that media messages related to climate change were clear and understandable. This means that the messages presented through satellite channels' websites are capable of conveying information effectively and smoothly. Clarity of messages is a key factor in ensuring that young people receive and fully absorb information correctly. This indicates that the media strategies used are efficient in presenting environmental information in easy-to-understand and straightforward ways. Thirty-five% of the individuals (140) indicated the comprehensiveness of the information provided. This means that a large portion of participants believe that media information covers multiple aspects of climate change. Comprehensiveness of information means that messages cover diverse aspects such as the causes of climate change, its effects, and potential solutions. This indicates that media messages are not only clear but also broad enough to provide a comprehensive picture of the topic. Regarding the impact of messages on respondents' behavior, 25% of the

individuals (80) indicated that media messages influence their behavior. This means that a portion of young people feel that the information provided has influenced their decisions and actions regarding environmental issues. Behavioral influence is an indicator of the effectiveness of media messages in motivating individuals to adopt environmentally friendly practices or change their current behaviors. This may include taking steps such as reducing energy consumption, participating in environmental campaigns, or raising awareness among peers. While 5% of individuals (20) indicated satisfaction with the information they received, this means that fewer participants feel completely satisfied with the quality of media information related to climate change. Participant satisfaction is an important measure of the extent to which media messages meet young people's needs and expectations. This could indicate that there is room for improvement in the quality of information provided, both in terms of detail and how it is presented, to ensure that all individuals receive useful information.

Table 11: Shows the respondents' assessment of the type of media message content.

Rank	Percentage	Frequency	Content Type
First	40 %	160	Simplified Information
Second	35 %	140	Accurate Scientific Information
Third	15 %	60	Inaccurate Information
Fourth	10 %	40	Misleading Information
	100%	400	Total

Table (11) shows that 40% of messages contain simplified information. This means that a significant portion of media content is presented in simple, easy-to-understand language. Simplifying information is an effective way to make complex scientific data more accessible to the general public. Presenting information in a simplified manner helps increase understanding of environmental issues among individuals who may not have a strong scientific background. This type of content enhances the ability to communicate with a broad audience and encourages positive responses to environmental awareness initiatives. 35% of messages contain accurate scientific information. This percentage reflects the presence of a significant portion of media content that is based on reliable data and research and built on strong scientific foundations. This information provides a strong foundation for environmental knowledge and enhances the credibility of media messages. Providing accurate information helps young people understand environmental issues and make informed decisions. These messages can contribute to raising awareness of the scientific facts related to climate change and encouraging individuals to actively participate in environmental initiatives. Meanwhile, 15% of messages contain inaccurate

information. This percentage reflects the presence of information that may be incorrect or misleading, which can lead to a misunderstanding of environmental issues. Inaccurate information can contribute to the spread of misconceptions and negatively impact environmental awareness. It is essential to improve the quality of information provided and verify its accuracy before dissemination to ensure it accurately reflects reality and contributes to building a sound understanding of environmental issues.

Meanwhile, 10% of respondents indicated that messages contained misleading information. This percentage reflects the presence of content that may be deliberately directed to confuse young people or present a false image of environmental issues. Misleading information can weaken the effectiveness of media messages and negatively impact trust in media sources. Special attention is required to ensure the provision of accurate and non-misleading information and to improve verification and scrutiny practices in media content.

Results regarding the reasons respondents rely on satellite channel websites for information on climate change

Table 12: Shows respondents' responses to the statements regarding the reasons they rely on satellite channel websites.

Standard Deviation	Mean	Paragraphs	No
1.66	4.12	Providing accurate news about climate change	1
1.75	4.25	Covering all aspects of climate change causes	2
1.67	4.13	Providing quick news about climate change	3
1.79	4.49	Environmental media presents different perspectives on climate change	4
1.77	4.29	Environmental media takes into account the specificities of climate change in Iraq	5
1.65	4.11	Environmental media takes into account the vocabulary of climate change in Iraq	6
1.02	3.89	Environmental media does not work to raise awareness about climate change	7
1.69	4.14	Reasons for accreditation	No

Table (12) shows that environmental media provides accurate information about climate change, and that the primary reason that prompted Iraqi youth to rely on satellite channel websites as a source of information about the role of environmental media in raising awareness of climate change was that they present diverse viewpoints. The arithmetic mean for this option was (4.49), with an estimated standard deviation of (1.79). This was followed by the fact that satellite channel websites take into account

the specificities of Iraqi society, with an average of (4.29) and a standard deviation of (1.77).

We also see that satellite channel websites take into account the various types of climate change concepts in Iraq through their environmental media coverage and climate change concepts in Iraq. This came last among the reasons for relying on satellite channel websites. The average for this option was (3.89), with a standard deviation of (1.02). Results regarding the cognitive effects of relying on satellite channel websites.

Table 13: Shows the responses of the study sample respondents to the statements related to the cognitive effects of relying on satellite channel websites in raising awareness of climate change in Iraq.

Standard Deviation	Mean	Paragraphs	No
0.99	3.18	Understand the causes of desertification in Iraq	1
0.98	3.14	Understand the causes of vegetation decline	2
1.01	3.00	Understand the extent of concern about global warming	3
0.99	3.20	Understand the repercussions of pollution on climate change	4
0.99	3.18	Understand the impact of industrial waste on climate change	5
1.00	3.25	Understand the factors contributing to drinking water pollution	6
0.99	3.19	Understand the agencies supporting efforts to combat climate change	7
1.15	3.85	Cognitive influences	

Table (13) shows that the most significant cognitive effects achieved by the youth sample's reliance on satellite channels to raise awareness about climate change in Iraq, followed by sources of information about climate change, were knowledge of the causes of desertification and the extent of interest in global warming in Iraq. The mean for this option was (4), with an estimated standard deviation of (1.01). This was followed by knowledge of the causes of drinking water

pollution in Iraq, with a mean of (3.25) and a standard deviation of (1).

The last cognitive effects were knowledge of the entities supporting climate change, with a mean of (3.14) and a standard deviation of (0.98).

1. Results related to the behavioral effects that resulted from the sample's reliance on satellite channels to raise awareness about climate change in Iraq.

Table 14: Shows the sample's responses to the items related to the axis of behavioral effects that resulted from their reliance on satellite channels to raise awareness about climate change in Iraq.

Standard Deviation	Mean	Paragraphs	No
1.24	4.18	I participate in volunteer work to combat climate change.	1
1.27	4.22	I play a positive role in afforestation and combating climate change.	2
1.24	4.18	I joined a volunteer team to combat climate change.	3
0.99	3.27	I participate in field awareness campaigns to reduce water pollution.	4
1.14	4.01	I encourage my colleagues to participate in efforts to combat pollution.	5
1.14	4.01	I play a field role in combating climate change.	6
0.97	3.25	I support campaigns to eradicate desertification and declining water levels.	7
1.14	3.87	Behavioral influences	

Table (14) shows, based on the results we have presented within the table, that the most significant behavioral impacts resulting from Iraqi youth's reliance on satellite channels to raise awareness of climate change in Iraq are represented by citizens playing a positive role in afforestation and confronting climate change. The average for each of these two options was (4.22), with a standard deviation of (1.27). Among these impacts is also permanent participation in joining a volunteer team to confront climate change. The

average for each of these two options was (4.18), with a standard deviation of (1.24). The last of these impacts was providing financial support for campaigns to eradicate desertification and the decline of water levels, with an average of (3.25) and a standard deviation of (0.97). 1. Results related to the emotional effects of the respondents' reliance on satellite channel websites to raise awareness of climate change in Iraq.

Table 15: shows the sample's responses to the paragraphs related to the axis of emotional effects related to the respondents' reliance on satellite channel websites to raise awareness of climate change in Iraq.

Standard Deviation	Mean	Paragraphs	No
1.29	4.25	I respect organizations that protect the environment.	1
1.29	4.25	I respect organizations that protect the environment.	2
1.01	4.01	I sympathize with organizations concerned with eliminating pollution.	3
1	4.00	I sympathize with those affected by global warming.	4
0.99	3.45	I hate and reject those who cause environmental pollution.	5
0.99	3.46	I detest individuals who cause river water to be cut off.	6
0.97	3.22	I hate industries that cause environmental pollution.	7
1.05	3.79	Emotional influences	

Table (15) shows that the most significant emotional impacts of the respondents' reliance on satellite channels to raise awareness about climate change in Iraq were a heightened sense of respect for organizations that protect the environment and for institutions concerned with climate change awareness, with an average of 4.25 for each and a standard deviation of 1.29 for each. Hatred of industries that cause environmental pollution was the last of these impacts, with an average of 3.12 and a standard deviation of 0.79.

Conclusions

1. Despite the significant role of satellite channels in raising awareness about climate change, there are several challenges that stand in the way of achieving an effective impact. The most prominent of these challenges is the lack of specialized coverage in this field. Most Iraqi satellite channels' websites focus on political and social issues, neglecting environmental issues, which are of utmost importance. Furthermore, there is a lack of specialized training for journalists on how to address climate change issues in a scientific yet simplified manner.
2. The role of satellite channels in raising awareness of climate change in Iraq is a key component of the effort to address growing environmental challenges. By enhancing coverage of environmental issues and collaborating with relevant organizations, satellite channels can be an effective tool in disseminating knowledge and stimulating community and political action to address climate change. The real challenge lies in sustaining media efforts through satellite channels and providing the necessary training and awareness for those working in this sector to achieve a real and sustainable impact on youth awareness and state policies related to the environment.
3. Climate change is a natural phenomenon with serious dimensions resulting from excessive human activity. It leads to environmental disturbances that impact all components of the ecosystem. Relying on satellite channels' websites can contribute to raising awareness of how to address climate challenges.
4. Satellite channels' websites contribute to addressing the negative impacts of climate change on the ecosystem, including the decline of vegetation cover, the deterioration of biodiversity, and the emergence of new climate patterns that threaten human health and the stability of life on Earth. Awareness can mitigate these challenges.
5. The failure of environmental media outlets to address climate change will lead to catastrophic long-term impacts that require serious global responses. Media

outlets play a crucial role in raising environmental awareness and educating about environmental issues, especially in light of contemporary environmental challenges resulting from pollution and environmental disasters.

6. Environmental media outlets have the effective ability to change societal behaviors toward the environment by disseminating information, enhancing knowledge, and encouraging people to take practical steps to preserve the environment.
7. Satellite channels' websites contribute to conveying environmental messages to the public and help motivate people to take positive stances on environmental issues, which contributes to creating a better environment.
8. Environmental media outlets' websites contribute to providing environmental knowledge, raising awareness among individuals and communities about the importance of protecting and preserving the environment, and highlighting the negative impacts of unsustainable practices.
9. Environmental media outlets' websites enhance individual participation in environmental decision-making processes and create a sense of collective responsibility toward preserving natural resources.

Media Strategies for Awareness

1. The media relies on providing environmental information and facts through satellite channel websites in a clear and easy-to-understand manner to the public to enhance their awareness of environmental issues.
2. Explaining and analyzing environmental issues through satellite channel websites contributes to increasing youth's understanding of the extent to which environmental issues impact their daily lives.
3. The role of media through satellite channel websites goes beyond mere reporting to include dialogue and discussion with youth about environmental challenges and enhancing their participation in finding solutions.

Obstacles Facing Environmental Media

1. Lack of media attention to environmental issues on satellite channel websites and the limited allocation of resources and time to address these issues.
2. Lack of professionalism in covering environmental issues on satellite channel websites by media professionals, who are influenced by the economic interests of pressure groups.
3. The lack of conviction of some media officials regarding the importance of satellite channel websites' coverage of environmental issues leads to their marginalization in favor of other media outlets.

Recommendations

1. Strengthen Environmental Awareness Programs: Launch intensive media campaigns aimed at increasing youth awareness of environmental challenges and the importance of preserving the environment, with a focus on changing unsustainable daily behaviors.
2. Training media professionals on environmental issues: Organizing specialized training courses for media professionals on environmental topics to ensure accurate information and reliance on specialized scientific sources.
3. Enhancing cooperation between the media and environmental institutions: Encouraging partnerships between satellite channels and environmental bodies to publish informed content that supports innovative environmental solutions and enhances community engagement.
4. Encouraging investigative media in the environmental field: Supporting investigative journalism to highlight major environmental challenges such as pollution and climate change, and holding accountable those responsible for environmental damage.
5. Using digital technologies to raise environmental awareness: Employing modern technologies such as virtual reality and interactive maps to increase youth engagement with environmental issues, and leveraging digital platforms to reach young people.

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