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## **Curbing Corruption Through Media Role in Iraq**

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### **Abstract**

**Media play an important role in combating corruption and promoting good governance. Bribery is being carried out with fear that their acts may be discovered and cultivated from various successful bribery. Perpetrators betray their own integrity to commit bribery. Corruption has risen in the governance of Iraq. Media have the possible to form awareness by keeping the corruption report immense on the public agenda. The main purpose of this study was to discuss factors in curbing corruption through media in Iraq. The major research question was whether the media role has assisted in preventing corruption in Iraq. The intention of this study is to yield factors in curbing corruption through media in Iraq. Present methodologies were quantitative methods that utilize a survey approach. The present study obtained 320 respondents from Iraq. The study main outcomes focus on developing the conceptual framework of factors in curbing corruption through media in Iraq.**

**Keywords: Bribing, Combating, Corruption, Media Role, People Awareness.**

## **Frenar La Corrupción A Través Del Papel De Los Medios En Irak**

### **Resumen**

Los medios juegan un papel importante en la lucha contra la corrupción y la promoción de la buena gobernanza. El soborno se lleva a cabo con temor de que sus actos puedan ser descubiertos y cultivados a partir de varios sobornos exitosos. Los perpetradores traicionan su propia integridad para cometer sobornos. La corrupción ha aumentado en la gobernanza de Irak. Los medios de comunicación tienen la posibilidad de crear conciencia manteniendo el informe de corrupción inmenso en la agenda pública. El objetivo principal de este estudio fue discutir los factores para frenar la corrupción a través de los medios en Irak. La principal pregunta de investigación fue si el papel de los medios ha ayudado a prevenir la corrupción en Irak. La intención de este estudio es generar factores para frenar la corrupción a través de los medios en Irak. Las metodologías actuales eran métodos cuantitativos que utilizan un enfoque de encuesta. El presente estudio obtuvo 320 encuestados de Irak. Los principales resultados del estudio se centran en desarrollar el marco conceptual de los factores para frenar la corrupción a través de los medios de comunicación en Irak.

Palabras clave: soborno, lucha, corrupción, rol de los medios, conciencia de las personas.

### **INTRODUCTION**

Corruption is any action of misbehavior by a person who confides with authority, which outcomes in the misuse of that authority and deception of the interest or good of others (Brannan, 2017). Perpetrators are experienced in evolve advanced approaches to be corrupt and canvas their tracks (Otusanya & Lauwo, 2019). Therefore, corruption is illegal or dishonest behavior especially by powerful people where they misuse authorizing power for personal profit (Gardiner, 2017). In Iraq, corruption is everywhere, and daily life riddled with situations between legal and illegal (Mahdy, 2016). Corruption occurs in both the private and public sectors that associated with bribery on misbehavior on the section of a powerful or authority party through means that are incompatible, indecent or illegitimate with proper standards (Paasche, 2016).

Corruption can be classified into two (2) category, which is (1) true corrupt intent and (2) necessary corruption. True corrupt intent occurs due to an action or bribery to obtain an illicit benefit (Mahmood, M.A., Tian, Y. and Azeez, 2017). It is linked to the implementation of existing regulations, laws, and rules, where civil servants issue documents only if they receive a payment that is higher (Abdullah, 2017a). Whereas, the necessary corruption occurs to get things done through obtaining a legally entitled service (Abdullah, 2017b). This dilemma occurs due to being greedy and obtaining rewards, gifts or other advantages that benefit them (Elbasani, A. and Šabić, 2018). In Iraq, the poor pay 15 percent of their earnings to

bribes while high earnings households pay 8 percent to obtain any services (Mahmood, M.A., Tian, Y. and Azeez, 2017). We need to combat corruption because corruption destroys trust in government and threaten the social context. Moreover, corruption curb investment with ensuing on jobs and growth which overall impacts the economic (Mahdy, 2016).

Furthermore, combating and prevention corruption requires extensive co-operation between various parties (Baez Camargo, 2017). The government of Iraq is facing several obstacles due to corruption on human rights, economic development and governance (Abdullah, 2017a). These phenomena occur due to a lack of good governance that widespread corruption in Iraq day by day (Mahmood, M.A., Tian, Y. and Azeez, 2017). Therefore, we need a practical and quick solution to curbing corruption in Iraq. We justify that media can play a major role in curbing corruption in Iraq by delivering economic and financial crime to the thinking of law enforcement authorities and public.

Media can educate and inform people about the impact of corruption because they are the communication outlets utilize toward delivering information to the community (Starke, C., Naab, T.K. and Scherer, 2016a). Media can improve government capacity to implement laws and policies for preventing corruption by offering a key route regarding information to the public (Pratomo, D.A. and Kriyantono, 2016). Furthermore, media ensures that the best lessons learned and practices are shared across the region by informing, educating, exposing and uncovering the effects of corruption toward the society (Otusanya & Lauwo, 2019). We can classify the approaches that media plays to encounter and combat corruption through educating integrity standards, showing the government policies on limiting opportunities for corruption and punishments.

Media reports the most important source for creating public awareness towards corruption that will help in the fight against corruption (Prabowo & Suhernita, 2018). Media have a strong incentive to expose and uncover stories of public and private sector corruption that increase the probability of being caught and punished for corrupt behavior (Jha, C.K. and Sarangi, 2017). We are stating that the role of media as undercover reporting to expose corruption and human rights abuses that will create people awareness on measuring and ways to combat and prevent corruption in Iraq. We interpret media as educating the public as an elemental factor of boost awareness of the public with a perceive to encourage personal integrity and secure the performance of the aspiration of corruption prevention. Personal integrity fits with one's related principles and values that involves according to the moral and social standards of the profession (Collegiate, 2016).

Personal integrity aligning personal behaviors and actions that trustworthy person toward decisions in life with their chosen personal values (Prabowo & Suhernita, 2018). Moreover, it will develop moral attitudes and capabilities in shaping people's awareness of corruption (Suryanto, T., Seregig, I.K., Hartono, B. and Rivai, 2018). We conceptualize the factors in curbing corruption as cultural, economic, political and the judiciary. Therefore,

the challenges in curbing corruption through media will create people's awareness in Iraq. To implement and design a conceptual model, we need to structure a good fundamental question on how to develop a conceptual model indicating the factors in curbing corruption and what factors indicate people's awareness about corruption in Iraq. Thus, the intention of this study is to discuss factors in curbing corruption through media that will create people's awareness about the corruption of Iraq and conceptualized a model for the factors in curbing corruption through media within Iraq.

#### LITERATURE REVIEW

Corruption effects the values, economic development and justice of a country (Rose-Ackerman, S. and Palifka, 2016). Endemic corruption is now the main threat in Iraq, where the behavior of officials in government departments that involves payment of bribes (Jiménez & Alon, 2018). According to Hauser, (2019), public resources and policies are broadly valuable to poor people and the ones who endure the risky effects of corruption in Iraq. Moreover, 85 percent of Iraqis concerned that corruption occurs at the highest levels of government, where civil servants and senior politicians are most corrupted and destroying the legitimacy of the country (Johannes Teichmann, 2019). Therefore, media is the platform to communicate and exploring corruption that helps reduce or lessen corruption in governments (Jha, C.K. and Sarangi, 2017).

We have identified the factors in curbing corruption through media through (1) Cultural where media focus on social inclusion on the ideal and the slower pace of societal change towards corruption (Blanc, R., Islam, M.A., Patten, D.M. and Branco, 2017; Mailasan Jayakrishnan, Mohamad, & Abdullah, 2019a) and media focus on integrity on reducing corruption that improves the quality of life and public support (Mailasan Jayakrishnan, Mohamad, & Abdullah, 2019b; Krambia-Kapardis, 2019), (2) Economic where media focus on operational efficiency that provides the necessary foundation and infrastructure for curbing corruption (M Jayakrishnan, Mohamad, & Yusof, 2019; Otusanya & Lauwo, 2019) and media focus on pervasive government regulations on identifiable information and policies regarding corruption action and promoting through creating awareness among people (Mailasan Jayakrishnan, Mohamad, & Abdullah, 2018a; Prabowo & Suhermita, 2018), (3) Political where media focus on decision autonomy on depth importance on the policy and guidelines towards curbing corruption through decision making process (M. A. Jayakrishnan, Mohamad, & Yusof, 2018c; Jha, C.K. and Sarangi, 2017) and media focus on high social acceptance of corruption that depends on how society understands the moral values and rules towards corruption (Deane, 2016; M. A. Jayakrishnan, Mohamad, & Yusof, 2018a) and (4) Judiciary where media focus on accountability in curbing corruption through professionalization and ensuring public good (Mailasan Jayakrishnan, Mohamad, & Abdullah, 2018b; Starke, C., Naab, T.K. and Scherer, 2016a) and media focus on transparency in curbing corruption through groundbreaking report and proofing corrupted people to the society (Hauser, 2019; Mailasan

Jayakrishnan, Mohamad, Azmi, & Abdullah, 2018c).

Moreover, there is an intimate relationship between modernization and cultural (Rose-Ackerman, S. and Palifka, 2016). Understanding this relationship is important for researchers by exploring the theoretical framework for modernization and cultural (Pratomo, D.A. and Kriyantono, 2016). We have explored and adapted the Modernization Theory and Cultural Theory for this research.

The Modernization Theory is focused on the importance of social changes and political believed of the society (Saat, S.A. and Ali, 2017). Furthermore, it engaged in the modernization process on transition takeoff towards socioeconomic development (Sarfati, 2017). We can justify Modernization Theory as a fundamental process for factors in curbing corruption through media as shown in Table 1

Table 1: The Modernization Theory Indicators for Curbing Corruption

Components	Classification	Indicators	References
Social Context	A behavioral consequence of greed and power.	<b>Cultural</b> Advancing one's own people or gift giving is part of the culture of many societies.	(Leitao, 2016; Salmon, T.C. and Serra, 2017)
Economic Growth	Reduces the economic development of domestic investment and less efficient.	<b>Economic</b> Power and monopolistic position make corruption possible.	(Detter, D. and Fölster, 2016; Stiglitz, 2016)
Political Enlighten	Influential people to intimidate other people through bribing.	<b>Political</b> Corrupt politicians corrode the government's ability to grow the economy.	(Elbasani, A. and Šabić, 2018)
Technological Advancement	The information available has the potential to tackle key issues in corruption.	<b>Judiciary</b> Judiciary officers accept the bribe and forget their professional integrity.	(Kim, K. and Kang, 2017; Scholl, A. and Ubaydi, 2017)

Based on Table 1, the Modernization Theory indicators explain how the media role curb corruption through the factors. The evaluation of media has created a communication platform on expanding information on curbing corruption (Deane, 2016). Therefore, the Cultural Theory provides pol-



icy analysis and appropriate culture on curbing corruption (Deane, 2016). The Cultural Theory relates the factors in curbing corruption through media on cultural, economic, political and judiciary that explain corruption outcomes. It indicates that corruption becomes a managerial issue of the country that needs national culture phenomenon to structure and focused on curbing it (Wildavsky, 2018).

Moreover, Cultural Theory influence personal behavior that focuses on the culture and moral values on social phenomena by individual perception about the ethical situation on corruption (Grendstad, G. and Selle, 2018). We can justify Cultural Theory’s emphasis on phenomena that focus on cultural values to present ethical situations on four (4) components, as shown in Table 2.

Table 2: The Cultural Theory Indicators for Curbing Corruption

Components	Classification	Indicators	References
Individual or Collective	The benefit received from bribery is not given to anybody else.	<b>Cultural</b> Contributes to individual behavior patterns towards corruption.	(Orji, 2016; Triandis, 2018)
Power Distance	Powerful members accept bribery to perform a certain task or job.	<b>Economic</b> Misuse of power to achieve certain goals illegally.	(Beugelsdijk, S., Kostova, T. and Roth, 2017; Wellman, B. and Gulia, 2018)
Uncertainty Avoidance	Individuals are threatened by unknown events that lead to corruption.	<b>Political</b> Widespread bribery to obtain private enrichment and other forms of corrupt practices.	(Giebels, E., Oostinga, M.S., Taylor, P.J. and Curtis, 2017)
Masculinity or Femininity	Explains the link between corruption and gender.	<b>Judiciary</b> Justice can be violent if the judges accepted bribery.	(Minkov, 2018)

Based on Table 2, the Cultural Theory indicators explain how the media role curb corruption through the factors. Cultural Theory focuses on sociological and cultural pressures that lead towards corruption to achieve goals (Grendstad, G. and Selle, 2018). Furthermore, Cultural Theory defines corruption as the behavior of the culture of an individual that has less moral values (Wildavsky, 2018). We can conclude that the theoretical

framework is mapped with the factors in curbing corruption through media.

#### METHODOLOGY

This study utilizes the quantitative method approach that mainly exploratory study. The quantitative research utilizes numerical data that can be transformed into usable statistics that shows investigational in nature (Brochado, Rita, Oliveira, & Oliveira, 2019). Therefore, we have adopted this method for our study on factors in curbing corruption through media that creates people's awareness about corruption. The quantitative data collection method utilized for this study will be a survey approach. This study employs a survey questionnaire that contains the factors in curbing corruption through media. Furthermore, we formulate a set of questions that will be responded and answered by 320 respondents from Iraq. We had designed a survey questionnaire that gathers all the necessary information for this study and develops the conceptual model of factors in curbing corruption through media based on the outcomes of the survey analysis.

#### FRAMEWORK DEVELOPMENT

Corruption continues to raise in Iraq, both in the police and judiciary (Mahmood, M.A., Tian, Y. and Azeez, 2017). Government officers in Iraq attempt corruption for doing illegal acts that exchanged in return for favorable decisions or tasks (Abdullah, 2017a). Corruption by government officials or politicians is a dangerous activity that will effect the economic growth of the country (Jiménez & Alon, 2018). Corruption dilemma occurs due to low job opportunities that corrupt officers to obtain a job, low pay scale that encourage officers to obtain bribe and lack of strict punishment that they do not scared or continue to practice it again (Eggers, A.C., Vivyan, N. and Wagner, 2018; Hauser, 2019; M. A. Jayakrishnan, Mohamad, & Yusof, 2018b; Mailasan Jayakrishnan, Mohamad, Azmi, & Abdullah, 2018d; Mbaku, 2019).

Corruption is a personal gain and abuse of power that perform personal favors to benefit their financial and prevailing social situation (Rose-Ackerman, S. and Palifka, 2018). Moreover, corruption continues to be the most challenging situation in Iraq, and we encounter that media can play a major role in curbing it. Media can deliver ethical values and exposes corrupted people which creates awareness for society (Enikolopov, R., Petrova, M. and Sonin, 2018). Media becomes a tool to curb corruption because it influences the public view positively and any corrupt cases become breaking news which glance as the hot topic to the society (Mailasan Jayakrishnan, Mohamad, & Yusof, 2018e; Otusanya & Lauwo, 2019; Starke, C., Naab, T.K. and Scherer, 2016b).

The role of media in curbing corruption is transparency and a more effective tool in which society reacts immediately (Hauser, 2019). Media is also a medium for an information dump from law agencies and shows the corrupt person's reputation to the society (Otusanya & Lauwo, 2019). For this reason, we have tabulated the factors in curbing corruption through media, as shown in Table 3.



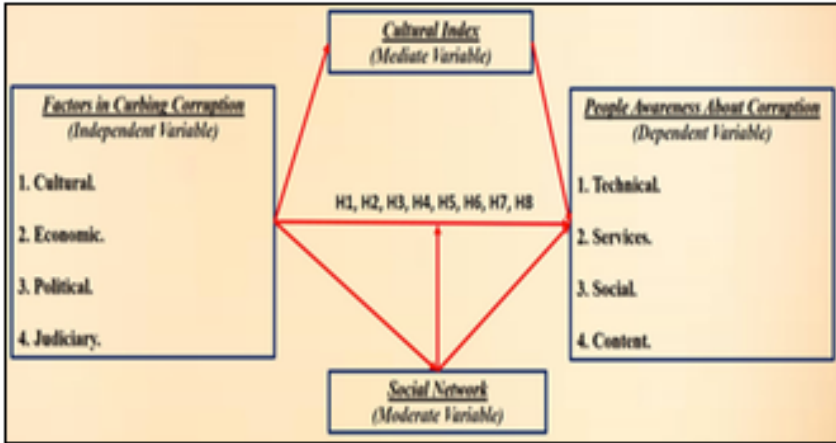
Table 3: The Factors in Curbing Corruption through Media.

No	Components	Factors in Curbing	Indicators	References
1	<b>Cultural</b> Cultural tradition on accepting bribe such as gift and benefit for personal interest.	<p><b>Media focus on social inclusion</b></p> <p>The perception of obtaining a bribe will create social untrusses.</p> <p><b>Media focus on integrity</b></p> <p>Integrity and perception of corruption should be educated from a young age.</p>	<p><b>Technical</b></p> <p>Creating awareness of corrupt behaviors.</p>	(Bussmann, K.D. and Niemeczek, 2017; Leitao, 2016; Lloyd, A., Lipu, S. and Anne Kennan, 2016; Orji, 2016; Salmon, T.C. and Serra, 2017; Suryanto, T., Seregig, L.K., Hartono, B. and Rivali, 2018; Triandis, 2018; Walter, 2016)
2	<b>Economic</b> The impact of corruption on economic growth that creates unemployment and high poverty.	<p><b>Media focus on operational efficiency</b></p> <p>Approach to curbing corruption through efficient service and monitoring.</p> <p><b>Media focus on pervasive government regulations</b></p> <p>Influence the society regarding government regulation on curbing corruption.</p>	<p><b>Services</b></p> <p>Creating awareness of illegal appropriation of resources.</p>	(Beugelsdijk, S., Kostova, T. and Roth, 2017; Breyer, S.G., Stewart, R.B., Sunstein, C.R., Vermeule, A. and Herz, 2017; Constantin et al., 2016; Detter, D. and Fölster, 2016; Gul, H., Usman, M., Liu, Y., Rehman, Z. and Jebran, 2018; Huang, 2016; Mbaku, 2019; Stiglitz, 2016)
3	<b>Political</b> Political decision makers that abuse their position for personal gain.	<p><b>Media focus on decision autonomy</b></p> <p>Encountering corruption through understanding today's world and controlling through drastic punishment for bribe taking officers.</p> <p><b>Media focus on high social acceptance of corruption</b></p> <p>It exposes people who abuse their power and</p>	<p><b>Social</b></p> <p>Creating awareness of political interference.</p>	(Baez Camargo, 2017; Elbasani, A. and Šabić, 2018; Giebels, E., Oostinga, M.S., Taylor, P.J. and Curtis, 2017; Moriconi, M. and Carvalho, 2016; Schedler, 2016; Wang, F. and Sun, 2016)

Based on Table 3, the factors in curbing corruption through media at each

stage of their development have been mapped. Curbing corruption through media that focus on cultural, economic, political and judiciary will create awareness to people through technical, services, social and content within Iraq. Therefore, we have developed and design a conceptual model of factors in curbing corruption through media, as shown in Figure 1.

Figure 1: Conceptual Model of Factors in Curbing Corruption through Media.



Based on Figure 1, the conceptual model of factors in curbing corruption through media shows the factors in curbing corruption as the independent variable on cultural, economic, political and judiciary within Iraq with the mediate variable on a cultural index and moderate variable on the social network. Therefore, we have defined our dependent variable for people’s awareness about corruption as technical, services, social and content. This fundamental conceptual model can be used by other countries or agencies to adopt similar curbing corruption through media.

**CONCLUSION**

Corruption occurs due to personal gain where entrusted power was mis-used. Iraq is encountering corruption and the demand for a bribe is keep on increasing day by day. Moreover, the countries corruption crime level is very high and illegal activities occur due to it. Furthermore, the crime rate increase because corruption can be done in trafficking drugs, weapons or any other activities that will impact society and economic development. We need to encounter corruption before it is to late. Curbing corruption through media will be an effective and efficient medium to communicate and educate the society regarding corruption and mold them to be aware of it. Media as a tool for providing awareness toward society and can inspire a positive change. Therefore, this study focusses on developing a conceptual model of factors in curbing corruption through media, which strategize the guidance on information sharing, gathering and reporting bribes to the society and creates awareness of it.

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